

**The 7 Things  
You Must Do  
On**

**You**  **Tube**

**To Get FOUND**

**& Make  
BIG Money**

*By: Charlie McDermott*

There is no question. YouTube is the 800-pound guerilla of video on the web. YouTube is no longer just the home for novice filmmakers, rock bands and skateboarders. More and more business owners are finding YouTube a necessary ingredient in generating much needed traffic to their company website.

It usually surprises my clients when I explain to them that YouTube is the number two search engine on the Internet. Chances are very strong that your prospects are currently on YouTube searching for videos to learn about your products or services. And even if your target audience isn't a YouTube subscriber, your YouTube videos will get indexed on the number one search engine, Google. That means that your YouTube video will show up on the Google search page results for your keywords. It's two for the price of one except, there is no charge. Placing your videos on YouTube is absolutely FREE!

So, is it more website traffic you want, more interested prospects calling your office or just simply more sales? All of this can be accomplished on YouTube. To get more of your videos seen by targeted, ready-to-buy viewers, follow the 7 Must-Do-Principles below.

# #1 Create a Channel For Your Business

Okay, maybe you've figured this one out on your own and have a channel page for your business. Congratulations! If, however, you are one of the millions of businesses that haven't set up a channel page, follow these steps:

- 1.) Sign up for a Google email account (Gmail).  
Go to: <http://mail.google.com/mail/signup>
- 2.) Armed with your new Gmail email go to YouTube.com and register / set up your channel page.

**Note:** When choosing a name for your business channel, try to use a keyword or two in the name rather than your company name. Use words that people who are interested in your products or services would search for. Unless your business happens to be a nationally known brand, this is a better naming strategy that will help you to attract the most targeted prospects to your channel page.

## #2 Title, Tag, Description

These are the 3 most important pieces to optimizing the video you place on YouTube. Done right, you'll get more video views, more traffic to your website, more phone calls to your business, and... more sales!

### 1.) The Video Title


Master this and you'll get your videos appearing right in front of your prospects eyes when they are searching for your products or services. You see, YouTube puts a lot of "search" weight into the video title. When you decide on a name for your video, come up with one that includes a keyword or two. And, if possible, place the keyword(s) towards the beginning of the title.

### 2.) Tags

"Tags" are YouTube language for "Keywords". Since YouTube is a **video** search engine, the Tags / Keywords used for your videos may not always be the same as the ones you would use for a webpage, a blog post, or other text based pages on the web. The best strategy for deciding which video "Tags" to use is to search other popular videos in your niche. Once you find a video or two that has tens of thousands of views, take a look at what "Tags" they are using and consider using some or all of those keywords for your video.

## EXAMPLE:

*Let's say I'm in the sales training business. I do a search for "Sales Training". So in the search results below you see a number of videos on the search results page. Notice that one of the videos has over 100,000 views? Bingo!*


[Brc](#)

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### Search results for **sales training**

About **5,370** results

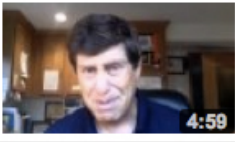
---

 [Search options](#)

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Related searches: [persuasion](#) [selling](#)


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4:59

#### The New GUTS Sales Method

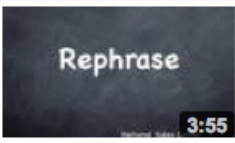
Free newsletter -No more cold calls  
www.gutssales.com  
by [cdmentor](#) | **9,509 views**



2:35

#### AMAZING Marketing Tool


See how Spreadable can help you increase word of mouth referrals  
by [HelloSpreadable](#) | **10,254 views**



3:55

#### Sales Training Video - The "PRICE" Objection

More FREE **SALES TRAINING** TIPS [www.nationalsalescenter.com](#) How to address "Your Price Is Too High" Objection **Sales Training** Videos.  
by [NationalSalesCenter](#) | 3 years ago | **65,909 views**



9:01

#### The "Top Secret" Sales Question - Sales Training & Coaching

The good news is that every salesperson out there, with just a few of our new sales skills, can change their sales revenue dramatically by using ...  
by [getsalesresultsnow](#) | 3 years ago | **112,701 views**

[Promoted Videos](#)

*Next Step... Now that you have identified a “popular” video in your niche, click on the video to go to the view page. Under the “Tags” heading, take a look at the keywords used. In the case of this particular video there were 9 keywords used. For my related video, I could simply copy each of those keywords and use them as my “Tags”. Based on the success of this video and where it shows up in the search results, I’d stand a very good chance that my video, using the same keywords as my “Tags,” would rank well.*



A YouTube video player interface. The video shows a man holding a sign that reads "chuck BAUER SALES COACHING - SEMINARS CONSULTING - WEBSITES www.chuckbauer.com". The video player controls show a play button, volume, and a progress bar at 0:16 / 9:02. The resolution is 240p. Below the video player, there are buttons for Like, Add to, Share, Embed, and a flag icon. The view count is 112,739. Below the view count, it says "125 likes, 21 dislikes". The video was uploaded by getsalesresultsnow on Sep 2, 2007. The description reads: "The good news is that every salesperson out there, with just a few good, new sales skills, can change their sales revenue dramatically by using the 'Top Secret Sales Question.'". The category is "People & Blogs". The tags are: sales, training, coaching, motivational, motivation, seminars, closing, tactics, strategies. A red arrow points to the tag "closing".

0:16 / 9:02 240p

Like Add to Share Embed 112,739

Uploaded by [getsalesresultsnow](#) on Sep 2, 2007 125 likes, 21 dislikes

The good news is that every salesperson out there, with just a few good, new sales skills, can change their sales revenue dramatically by using the "Top Secret Sales Question."

Category:  
[People & Blogs](#)

Tags:  
[sales](#) [training](#) [coaching](#) [motivational](#) [motivation](#) [seminars](#) [closing](#) [tactics](#) [strategies](#)

### 3.) Description

This seems to be the most neglected and misunderstood part of optimizing a YouTube video for a business. Do you have a reason for creating video and placing it on YouTube? If it's for your company, the reason should be to get the phones ringing or to get prospects to your website. Rarely do I see a phone number or website address in the video description. You want to make it as easy as possible for your prospects to find you. Remember to include your contact information!

To get the most from your video follow these "Description" rules:

- Place your **full** website address at the beginning of the description. It needs to have the `http://` at the beginning in order for your visitors to click on it and be redirected to your website. This is one of only two ways to **instantly** transport prospects from your YouTube videos directly to your website. It's a powerful strategy! (If you are interested in finding out the second way to get traffic from YouTube directly to your website, go to: [www.YouTubeControl.com](http://www.YouTubeControl.com).)

#### **Here's an example:**

**`http://YourWebsite.com`** Use these 3 sales training tips for closing the sale and close more sales than you ever dreamed...  
(Continue on with your description.)

- Write up a 150 – 200 word description for your video and include a keyword or two in the first sentence.

## **#3... Identify Your Audience**

The deeper you can drill down and identify who your ideal client is, the better. Use an old copywriting trick. Visualize your ideal client. Give him or her a name, age, occupation and attach any other details that will help you to individualize him/her. Then, when it comes time to create your next video, picture that person as the individual you are speaking to.

## **#4... Create A Message That Will Resonate With Your Target Audience**

Now that you have identified your audience, creating a message that resonates with them becomes a much easier task. If you are new to video marketing, create your initial videos in a series of FAQ or SAQ (Frequently Asked or Should Ask Questions). If you have a list, send a survey out asking your list what their biggest challenges are or what questions they might have about your topic. Then create a series of videos based on the response from your email



## #5... CTA

CTA stands for “Call To Action”. You want to have at least one CTA in your video. The best call to actions include a compelling enticement, usually a free offer if the viewer goes to your website or calls your business. The free offer could be a special report, consultation, coupons, book, DVD, CD or anything of value that your target audience would be willing to provide, an email address, at a minimum, to receive.

### SAMPLE:

In the image below, the call-to-action occurs at the end of the video. Throughout the video there is a second CTA that is positioned in the lower third section of the video.

 **Free Marketing Help For Local Business**

GetStandOutVideo

82 videos

Subscribe



## #6... Lower Third

The “Lower Third” is a reference to the area of your video where you’ll want to place your contact information such as a phone, web or email address, or CTA. Understand that your viewer may not watch the full video. You want to make getting in touch with your company as easy as possible. By using a lower third and placing your contact information in various sections of your video, you’ll stand a better chance of connecting with your prospects.

### EXAMPLE:

In the image below, my lower third includes a call to action, “The Free Q & A Session”, along with the web address of where to register.



## #7... Build Your YouTube Currency

YouTube, like its cousins Facebook and Twitter, is a social media platform. And, much like Facebook and Twitter, building a following is critical to long-term success. YouTube allows for both “Friends” and “Subscribers” to join your channel. It’s important that you build both as they are considered the real currency of YouTube. The more “Friends” and “Subscribers” you have, the more exposure and views your videos will receive.

Also, social proof is a very important concept for businesses to understand. If a prospect finds your video on YouTube or Google and it has thousands of views, that is a positive statement. If I land on your YouTube channel page and see that your business has thousands of “Friends” and “Subscribers”, I instantly feel as though I can trust you. Of course, the reverse is true. A YouTube business channel with only a handful of “Friends” and “Subscribers” and/or videos with limited views gives the same message as the restaurant whose parking lot is empty at 7pm on a Saturday evening. In case you are wondering, that’s not a good message!

# Would You Like To Learn More Fast & Easy Ways To CHURN \$\$\$ Out Of YouTube For Your Business?

**These Secrets Are Waiting For You...**

**Grab Them For FREE!**

**Go To: [www.YouTubeControl.com](http://www.YouTubeControl.com)**

Here's What You'll Learn...

- How To Create The Perfect Video In 5 Minutes
- 5 Ways To Sell Your Products & Services On YouTube For Free
- Find Out How To Avoid Promoting Your Competition Every Time You Post A Video On YouTube
- How To Easily Generate Thousands Of YouTube "Friends" & "Subscribers" For Your Channel
- Quick Fixes You Can Make To Your YouTube Channel To Get FOUND In The Search Engines And Get Targeted, Ready-To-Buy Leads Banging At Your Door

## **About Charlie McDermott**

*Charlie McDermott along with his company StandOUT Video & Marketing help generate a crowd of new customers for his client using proven online and video marketing strategies. Charlie is the GKIC 2010 Marketer of the Year, an International speaker, a best selling author, and a well-known Internet TV show personality. You can watch his show at <http://standout.tv>.*