The Original & Still The Best Guide For Marketers & Small Business Owners

"A million video views can change your business - it did ours. We'll show you how."

- Jason Miles Liberty Jane Clothing

Marketing On Youtube

Avoid The Common Mistakes & Drive Traffic

Learn How We Got Over 8,000 Subscribers!

Jason G. Miles

Co-Founder of Liberty Jane Clothing, Co-Author Of Pinterest Power & Adjunct Professor In The School Of Business Management at Northwest University

Your Free Gift

Marketing On Youtube

Avoid The Common Mistakes & Drive Traffic
(Formerly Youtube – Lead Tube)

By Jason Miles

ebook Edition
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About The Author

Jason Miles is the Vice President of Advancement (Marketing, Development & HR) at Northwest University - a Private Christian Liberal Arts University in the Seattle area. He teaches in the Northwest University school of Business Management as an Adjunct Professor. He has an MBA with an emphasis in Global Leadership, and two undergraduate degrees, one in Biblical Studies, and one in Organizational Management, earned with honors.

During evenings and weekends Jason helps at Liberty Jane Clothing, a small business he started with his wife in February 2008. He serves as the primary marketer and helps take packages to the post office. Liberty Jane Clothing started on EBay and is growing quickly with gross revenue in the six figures.

In December of 2011 Jason started www.marketingonpinterest.com to chronicle the Liberty Jane Clothing marketing journey on Pinterest.

Jason speaks Nationally and Internationally (if you call Canada International) on the subject of Pinterest Marketing. His 'real' book on Pinterest is being released by McGraw Hill Professional and is entitled *Pinterest Power*: Marketing Your Business, Sell Your Product And Build Your Brand On The World's Hottest Social Network. You can get it on Amazon, Barnes & Noble and Books-A-Million.

Jason's first ebook, *Price It Like Picasso*: An Artists & Crafters Guide To Ultra Premium Prices – Your 9 Step Guide To Dramatic Prices, Loyal Customers And Long-Term Brand Power is available in all the ebook formats for $4.99. You can pick up a copy on Amazon, Barnes & Noble, or Smashwords.

Experts such as Jeff Bullas, Jim Cockrum, CNET, and MSN.COM have all featured Jason's work on Pinterest. Additionally, he's written previously for Outcomes Magazine, and Social Media Examiner. Jason first started blogging in 2004.

He's passionate about helping people start new home-based businesses using social media. Through the Liberty Jane Partners program he works with over 700 small business owners.

As proof of his skills, you can see all the Liberty Jane Clothing sites at www.libertyjaneclothing.com, www.libertyjanepatterns.com, www.libertyjanepartners.com and www.dollabee.com. You can also find them on Youtube, where we have over 8,000 subscribers and 1.4 million video views, and Facebook where we have over 14,000 Fans.

Introduction

'Opportunity is missed by most people because it comes dressed in overalls & goes by the name of Hard Work'

Thomas Edison

According to Commscore, the Internet's traffic judge, in Feruary 2011 Youtube had 144 million active users. As websites go, that makes it the 2nd largest gathering place of users on the Internet, after Facebook. As of March 2011, according to Alexa, it is the 3rd most visited site online behind Google, and Facebook. Remarkably, 20% of all Internet users access Youtube every single day.

For small business owners, as well as marketers at Fortune 500 Companies, the verdict is in – you've got to figure out an effective Youtube strategy so that you can build your brand, promote your products, stay competitive, and find new customers. Repeat:

You've got to figure out an effective Youtube strategy so that you can build your brand, promote your products, stay competitive, and find new customers.

You can ignore Youtube if you want; until you see your competitors successfully promote their Youtube channel. That will suck. Oh sure, you can hope they fail, but you know hope isn't a good marketing strategy. And if you work at a large company, you can hope and pray that your boss won't ever ask you that dreaded question, *'so what is our Youtube strategy?'* Ignoring Youtube today is as silly as ignoring the Internet in 1995. Online video is hot.

Are committing these mistakes enough to destroy your business? Probably not, but they certainly could set you back. Particularly if you have a competitor that decides to take full advantage of all that Youtube has to offer. They'll flank you – building loyalty and energy in a battleground that you've surrendered. They'll amass a flock of devotee's that will push their way onto Facebook, Forums, and review websites, all hyped up on video candy and good feelings. They'll kick your butt. Bummer. Your best customers just bonded with your competition on Youtube, and the really sad part is, they wanted to bond with you, but you weren't there.

So what is your Youtube strategy?

The risks are high. If you get it wrong, you embarrass yourself publically each time a hopeful and enthusiastic customer, or prospective customer, comes to visit your

Youtube channel. They will leave discouraged, their hopes of learning something new about you all thrown out the window. Their esteem for you damaged by your dumb video. Your moment in time with them is botched.

What about general Search Marketing? You've still got that covered right? The verdict is also in on search marketing – in customer's minds, video is the preferred format for most search results. Writing is out – Videos and images are in. It's a long-term search trend.

Do I have your attention? Good. Ready to take full advantage of all Youtube can offer? You want to do it quickly and orderly, right? You want a system. Cool. Keep reading. This ebook is designed to share three vital issues associated with finding leads and marketing your business on Youtube. It's a good little start. No hype, just a simple marketing plan for Youtube.

We've implemented and tested all of these ideas and more at Liberty Jane Clothing, which is our 'test laboratory'. These ideas work for us and we believe they'll work for you. Google us and check us out. As proof that we are legit, you can see our Channel for yourself – I'm not talking theoretically – I'm telling you what we've done that works. Here is the link:

http://www.youtube.com/user/libertyjaneclothing

Notice we have over 8,000 subscribers and over 1.4 million video views. What you can't

Of course, the effectiveness of any given strategy is dependent on how well it's executed. There is no one single silver bullet, not in real life, and not in Youtube. But there are consistently successful strategies, that when combined, make a huge difference.

Succeeding in Youtube takes a dedicated effort over the long haul. Gimmicks aren't the solution. It comes down to good old-fashioned relational marketing, and using a collection of effective approaches that are easily learned. Ready to learn them?

Remember the famous words of Thoreau: *'In the long run, men hit only what they aim at. Therefore, they had better aim at something high.'*

Good luck with your online venture,

Jason Miles
Seattle Washington
March 18, 2011

MISTAKE #1

TREATING YOUTUBE LIKE A VIDEO HOSTING UTILITY, AND IGNORING THE SOCIAL AND RELATIONAL ASPECTS OF THE SITE

Lots of marketers will get this wrong, and they'll never find success in Youtube. It's easy to consider Youtube a video hosting site. But in reality it is a social network. I call it Google's Social Network. Here's the big idea you've got to understand:

If you approach Youtube as a utility for posting video, then that is all you will get out of it.

That all you want to get out of it? No! You want leads and new customers, right? And to get leads out of Youtube, you need to develop a system of attracting, and converting individual prospects, and then move them to your sales sites. Joel Comm said it well when he described the process like this:

Know me
Like me
Trust me
Buy from me

Here are 3 reasons why treating Youtube like a video hosting site is a huge mistake:

1. Your customers are looking to connect with you on Youtube. They love you, and they expect you to have a vibrant and fun Youtube channel. With 144 million active users per month, Youtube is full of your current customers. Why aren't you at their party?
2. Your competitors are gaining social market share on Youtube, and bonding with your customers, and your prospects, because you're not in the game.
3. Your brand is damaged in both your customer's eyes & competitor's eyes if you approach this improperly. Don't be a looser, have a solid plan.

Best case scenario - Treating Youtube like a video hosting site is placing all your eggs in one basket. You are betting everything on the quality of your video content and its ability to captivate and impress prospects. Are your videos really that good? Probably not.

It makes sense that people could make this mistake. After all, Youtube is a video hosting site. And you are a marketer with videos, right? So why not put your videos on Youtube and let them do all the work? The simple answer is – you can try that if you want, but it

won't work very well. People won't subscribe to a site like that unless you fall into one of these ultra rare categories:

1. A gifted teacher
2. A Hilarious comedian
3. A smokin hot vixen
4. A fearless and fun jack**S

Can't pull off any of those? No worries. In reality, for many niches, Youtube is a social destination where people interact regularly over time. It's a place where they explore their hobbies, learn about serious issues, find community, get entertained, and express their opinions. People share their excitement over newfound 'treasures' and fight over topics they feel strongly about. People live on Youtube.

They expect you to live on Youtube too

What does this mean for a small business owner? It means that Youtube should be approached with social and relational goals in mind. Your canned marketing video content won't cut it.

Get this deep into your head and heart,

Youtube is a social network

The strategies that work for identifying and friending potential customers are social strategies. You don't need better video gear. You don't need to 'act'. You need to say 'hi' more often, and ask people if they are enjoying your products. You need to friend people and teach them stuff. You need to help them solve their problems. You need to shed the corporate image, and get real bro.

Fun Exercise: Pretend I'm your potential customer for a moment. My friend told me about your business – and it sounded really cool. Later that night I happened to be on Youtube watching cat videos. Then I remembered what my friend told me. So, I typed your business name into the search bar. There are 4 possible outcomes to my eager hunt for you:

1. I can't find you on Youtube, so I get distracted and watch some more funny cat videos.
2. I find a channel with some videos that might be yours, but it's just got a few old video clips, no vibrant community. Disillusioned, I watch a bit, but I'm not impressed.
3. I find your Youtube community and it's vibrant, thumbs up. I'm impressed, but after watching for a while, I decide it's not right for me. You're cool and

everything, but I realized I wasn't as excited about your topic as I thought. I don't subscribe to your channel, but I leave with a good impression of your work.

4. I find your Youtube channel and immediately click with it, subscribe, and begin enjoying the content because it's just what I needed to see. I leave my friend a message on Facebook thanking him for the referral. I eagerly await your next video. Score.

How can you tell if you're approaching your work in Youtube with social and relational goals in mind? If you answer the following questions correctly, then you're probably doing well on this issue:

1. Are your videos informal and interesting?
2. Do you have your channel comments feature turned on?
3. When people comment on your channel, or ask you a question, do you answer kindly, and begin a dialogue? (You'll be shocked to see how many small businesses have an unattractive and neglected channel with lots of questions that go un-answered. That's a huge mistake).
4. Do you have your Profile section fully filled out with information about you and your business?
5. Are you logging in frequently to interact with people?
6. Are you answering questions left on your videos?
7. Are you actively interacting with other people on their channels?
8. Are you finding people who like your topic and friending them?

Bottomline, your perspective on what Youtube is all about will frame your interaction with it, and ultimately determine what value you receive. And as the Beattle's once wisely said, ***'in the end, the love you get is equal to the love you give'.***

MISTAKE #2

NOT LEARNING THE FREE & PAID ADVERTISING OPTIONS AVAILABLE INSIDE YOUTUBE

Youtube is a terrific place to do Pay Per Click marketing as well as do activities that will get you new leads. It is frequently the case that at Liberty Jane we get Ad clicks for free, or as little as 3 cents. Yes, I said ad clicks for free. (More on that in a moment). The primary way to spend money in Youtube is:

Promoting a Video: Any video can be promoted with a Youtube Pay Per Click campaign. No, I'm not going to explain it all, just Google it. It's easy. The budget can be very small, and the targeting can be fairly precise. When you promote a video, people see it in search results, click on it, and are taken to your Youtube Channel. Got that – they go to your Youtube channel, not to your website. Your promoting a video & your channel, not an ad & your website.

It seems Facebook is all the rage with online marketers currently, meanwhile Youtube goes significantly un-used. Part of the beauty of Youtube advertising is simply this – if you're not doing a good job in Youtube with your channel, then you probably won't want to advertise in Youtube. Most marketers stink at Youtube, so they'll never consider using the Advertising features in Youtube. That's a big barrier to entry for them. Cool. That clears the decks significantly for the smart Youtube marketers like me and you. Not only can I build an effective channel, I can advertise without the competition clogging things up. Heck, the competition probably won't even know what is happening.

Call-To-Action Ad: Once you choose to promote a video with a PPC campaign, Youtube allows you to ad a 'Call-To-Action' ad on the video. What's a Call-To-Action Ad? It is an Ad that you create – that automatically pops up on your video as it begins, (example screenshot below). So any viewer of your video sees this ad. Setting up a 'Call-To-Action' ad is a little bit of work the first time you go through it, but after you do it once, you can literally cut & paste every time thereafter. Once you learn to do it once it's very easy.

Sometimes big companies target hot videos with their own Call-To-Action ads. Good for them. But for my purposes, I'd rather place a Call-To-Action ad on my own videos driving traffic to my own site. In that way, people who see my video also get my 'pitch'. The nice part about Call-To-Action ads is that you can drive people straight to your website or squeeze page. The smart marketer creates a video about a niche topic – then has a call to action overlay that is offering a product directly related. And, even smarter is to offer a free bonus gift that is directly related to the video. That is what we do.

Secret Bonus - How To Get Ad Clicks For Free

Here is a loophole you might want to know about – After you set up a video to be promoted, and add a Call-To-Action Ad onto that video, even when you pause your marketing campaign, so you're no longer paying anything to promote the video, the Call-To-Action Overlay continues to run on the video permanently. It won't be removed.

In this way you really can get free clicks. We have no idea if this is a glitch in their system, or if it's deliberate on their part. Either way, it's awesome. If you can afford even a small ad budget, you can grow a lot by using this loophole. Just promote a video for $1 for 1 day, and place the Call-To-Action Overlay on the video, then stop the promotion. Here is an example of one of our Call-To-Action Ads (It's the little picture, and Headline, "Get 13 Free Patterns Now":

(Liberty Jane's Call-To-Action ad featuring our ethical bribe)

Okay, back to our list of paid and free methods of advertising on Youtube…

Ethical Bribes: The "Call-To-Action" ad is a perfect place to advertise your free report or other ethical bribe to drive traffic off Youtube and onto your squeeze page, or newsletter sign-up. You can also add info about your ethical bribe on your Profile comments, and on videos through annotations.

Bottomline, If you have a video on your main 'player' on your channel, and it doesn't have a 'Call-To-Action' ad on it – with a strong ethical bribe – you're blowing your biggest and best opportunity to drive traffic off of Youtube and onto your ecommerce site.

MISTAKE #3

OBSESSING OVER THE QUALITY OF THE VIDEOS, WHILE FAILING TO PUT TOGETHER A BASIC MARKETING STRATEGY

This mistake makes perfect sense from a certain point of view. If you are treating Youtube like a video hosting site, then it stands to reason that you would obsess over the details related to the quality of the videos you are posting. I'm not saying you shouldn't focus on video production values. Let me be clear - you should make good videos. But when you step back and look at all the various parts of Youtube marketing – the video quality isn't the most important element.

What makes this issue even more complicated is that frequently the definition of a 'good video' in Youtube is different than a traditional marketer's definition of a good video.

So if video quality isn't most important, what is the most important part of presenting your brand in Youtube? The answer is simple - developing a robust marketing strategy is the most important thing. But don't stress! Having a complete marketing strategy isn't rocket science. If you're selling and advertising effectively in other places, then you can sell and market in Youtube. The basics are the same. Here is my list of priorities:

1. Identify Your Customer! Clarify and refine your target customer 'profile'. Eben Pagan calls this your customer 'avatar'. If you are not super clear on who your ideal customer is – then how in the world (wide web) are you going to find them, friend them, and foster a relationship? You won't. Get clear. Most rookie marketers fail at this step.

   Conversely, if your presentation of 'you' and 'your company' aren't super clear, right from the start, then when your ideal customer does stumble onto your Youtube channel, they won't get goose bumps and say, 'AWESOME - THIS IS JUST RIGHT FOR ME'. So you also have to be clear about what you're trying to accomplish.

   You want your Youtube channel to scream, '*We are here for you and we share your passion*'. For example, let's say your channel is for seamstresses (people who sew) focused on American Girl doll clothes. Yes, this is a real niche, it's our niche. You would have the following elements clearly visible on your site:
   a. Background images that are related to dolls.
   b. Videos that start automatically that are related to dolls.
   c. Profile information that describes your work with dolls.

d. Channel comments that are about doll related stuff.
e. Video comments that are about doll related stuff.
f. Contests that focus on doll stuff.
g. Links to off-Youtube freebies and information about duck hunting (just kidding).

You would also have a good volume of videos on this topic. One video doesn't prove you're passionate about a topic. 3 videos don't prove you're passionate about a topic. You've got to build up a catalog of content that demonstrates your true commitment to this topic. 100+ videos is more like it. As a potential customer, when I see 100+ videos all focused on a topic that I'm really interested in, I want to subscribe.

So what happens when you get laser beam focused on your avatar? Lots of people will visit your site and they will say, '*no thanks, not for me'*. But when a few visit, they'll say, '*WOW, I love this site'*. That's what you want. You want your brand to be magnetically attractive and repulsive at the same time – right from the first glance at your site. Your site weeds out the wrong people, and captivates the right people. Repeat:

Immediately weed out the wrong people, and captivate the right people

If your site is not super clear from the first glance – and if you make people wait to watch a video to understand what you're all about – it won't happen. They'll bounce. You've failed. You've missed your 2 second window to impress and connect. They will have moved on before your video even starts.

2. Keep Their Attention! Or, as the popular channel says, be '*funny or die'*. So once you've clarified your avatar, and constructed all the elements of your channel to scream, '*we are here for you'*, then you've got to move on to the next most important thing – keeping people interested.

   Again, this is where some people can start to obsess over video quality, and get all weird, but it's not just about video quality, it's about all of the subtle elements that make public speaking an art. Maintaining and growing crowd enthusiasm over time is a fine art. The average size church in American has 80 people. But there are churches that have 15,000. Guess which ones are good at growing enthusiasm over time?

   How do you manage to keep people interested? Ah, it's an age-old question asked by many young preachers. Candidly, some people are born with this knack,

and some people aren't. But the truth is, if you focus on the goal of keeping people interested, then you'll develop strategies and tricks over time that are proven winners. You can learn this skill.

I'm sure you knew I was going to share the story of George Wright and Blendtec at some point right? This is a good spot. George Wright arrived at Blendtec as the Director of Marketing. His challenge? Market a commercial grade blender. Pretty boring stuff right? Make a flyer, do some print ads in restaurant magazines, send out letters, go to a lot of trade shows. What else is there?

Shortly after he began his employment he was walking through the shop as CEO Tom Dickson was testing a new design feature by blending up a 2X4 board. Sawdust everywhere, George was dazzled, while everyone else in the shop just continued to go about their work as if the extreme blending was no big deal. But it was a big deal to Geroge, and he was smart enough to know that it would probably be fun to watch on Youtube.

So he created the 'Will It Blend' video concept, which quickly went viral, and made the company famous. Do you have a 'Will It Blend' concept just waiting to happen?

But what if you don't, how do you dazzle people then? How do you keep them coming back for more? There is 1 trick above all others that is the single greatest trick that you will ever learn. You might not every have a viral video and become famous, but you can do well if you follow this trick. Are you ready for it? Here it is:

Massive Authenticity

Be totally authentic. Share your life, your company, your product, but do it all from a genuine and personable perspective. Create a feeling of camaraderie, friendship, and closeness through your videos.

Want to know what Google did when it decided to be massively authentic? It deployed a tremendous product – one that no computer company can manufacture. It's a product that took 30 years to perfect, and could stop working in a split second if Google did something stupid. This product is so effective it has become a legend. The product's name is Matt Cutts, the friendly and smart Search Engine Optimization Guru that represents Google's search engine algorithms to the masses through Youtube videos. He gives the human, authentic, genuine scoop to marketers and techies that are dying to understand how to 'crack the code'. Bloomberg News has called Matt the Greenspan of Google. If Google's best weapon in video marketing is a normal dude, slightly

chubby, with less than perfect presentation skills, and a regular off-the-shelf camcorder, then maybe you should take their example. Stop trying to be perfect, and start trying to be massively authentic. Did you hear me?

Stop trying to be perfect and start trying to be massively authentic

Need another example? Behold, I present Apple's best pitchman imaginable – Steve Jobs. Granted, Jobs is rehearsed when he does a product launch keynote. But his style was personable, not corporate. He never used notes. His approach was authentic, and people loved it.

Beyond being massively authentic, here are a few more ideas – in no particular order:

a. Hold a contest of some sort. (bribery)
b. Give something away. (more bribery)
c. Show your viewers how to do something. (teaching)
d. Issue a challenge that helps promote your cause with a big reward. (more bribery)
e. Do a parody of a well known movie or TV show. (comedy)
f. Do a Blair-witch style video where you take people on a journey. Not a scary journey, just a walk through your office or down the hall to interview someone. (intrigue)
g. Reveal a big 'shocking' announcement. (mystery)
h. Shoot your video in an interesting place. Like, '*hi, this is Jason broadcasting live from the Blendtec Headquarters*', (intrigue).

None of these videos have to be professionally shot or edited. Nor do they have to be overly scripted or rehearsed. By shooting your videos with lower quality production values you are making a statement. You are saying, '*we're real*', '*we are authentic*', '*we want to relate to you casually*', and, '*we want to let you into our inner circle where we move past the scripted messages*'.

3. Move Youtube subscribers and viewers onto your email list, Facebook Fanpage, and/or primary selling sites. Ah, this is the step everyone wants to understand. Cool. But just remember, if you don't do steps 1 & 2, then there won't be ANYONE connecting with you in Youtube that you can migrate to your site. So don't cut corners.

   So here is the number one, most effective strategy for moving Youtube viewers and subscribers off of Youtube and onto your email list:

Give them cool stuff that they really want - but make it available only on your website, or by signing up for your newsletter

This is no different in Youtube than it is on the Internet in general. Many people call it the 'ethical bribe'. It works, so why reinvent the wheel. The general progression for people who discover your site in Youtube will be something like this:

Step One: They find you in Youtube and like what they see.
Step Two: They subscribe to your Youtube channel so they can easily find you again. Maybe they forward one of your videos, or replay it for their spouse or coworker.
Step Three: They see your 'ethical bribe' and follow your links to your main website. They wanted to check out your website anyway, and this gave them another reason.
Step Four: They opt-in to your mailing list as a way to get the 'reward' you've offered them. This step is definitely HUGE in the sales process. For almost a year I ran my newsletter opt-in message on my site without an ethical bribe. I'd get 2 or 3 subscribers a day. Then I added 2 free patterns as a reward and my sign-ups jumped to 18-20 per day.
Step Five: They get your weekly newsletter and become more and more familiar with your company.
Step Six: At some point they also find you in Facebook, and Twitter, and follow you there. As they interact with you – their friends get exposed to your message.
Step Six: They become a customer.
Step Seven: They revisit and reconnect with you on Youtube, Facebook, and your blog exposing their friends to multiple doses of your awesomeness.

If you're not sure what to offer as a free reward for joining your email list, then I'd strongly recommend the terrific book, 'Free – the Future Of A Radical Price', by Wired Magazine's editor Chris Anderson. It will give you tons of ideas to consider when putting together your free offers. Clearly digital products like ebooks, webinars, and private access websites are all examples of products with near zero marginal cost. In other words, you can give them away forever, and it doesn't cost you anything.

Bottomline: Focus on the Marketing Strategy, not just the video quality.

Contests

Youtubers LOVE contests. Give something away as a prize for some type of social interaction/contest/activity. This is most powerful when you can prompt people to take an action that extends & shares your name and/or channel. There are lots of ways to do contests in Youtube. For example: Have people comment on your channel answering a specific question, and then randomly choose a winning comment after 24 hours. Or, have people make a video as a response to one of your videos – have them tell you something, or answer a specific question, or design your new t-shirt. Just realize – there needs to be a good prize or your response will fall flat.

When we started in Youtube we decided contests would be our thing. Over time we've refined our process and developed a very solid system. One recent contest video had over 2,300 video responses, making it the 2nd most-responded-to-video of all-time in the howto & style category. It has sense fallen in the rankings as people have removed their responses to the contest, but it is still in the top 50 most responded to. Why does this work? Well, we give away a prize that is worth roughly $250, (an American Girl Doll, plus the winning designer gets their outfit made for them for free). Our doll outfits sell for approximately $150 – to $335 at auction, so the contestants know they are getting a meaningful prize. It works. Usually contests fail because the company cheaps out.

I recall seeing Isaak Misrahi, the famous fashion designer, launch a Youtube contest once, and it literally only got 3 responses, and they were all spam. Wow, what an embarrassing Youtube disaster for his social media manager. Imagine that! Isaak Misrahi the famous fashion designer totally bombs at a Youtube contest, and Jason & Cinnamon Miles, tiny little doll clothes sellers from Tapps Island Washington crush it. What was the difference? We offered a very niche market a prize that fit with their niche. He offered general viewers of Youtube a chance to 'impress him'. Yeah, that was the prize, 'impress me'. No free trip to New York. No '*be my intern'*. No, *'I'll add your design to my spring line'*. Nothing. This isn't rocket science. Give away something worth working to win.

Bottomline, if you're going to do a contest, have a prize that really resonates with your niche audience, and have a fairly simple way for them to enter.

What else can you do beyond contests? Here are a few ideas:

Questions: Are you asking people questions? If you ask them – and they trust you – they'll answer. Have you ever been in a small group where there isn't rapport established and the leader asks a question and you can feel the hesitancy in the group? That happens in Youtube too. Build trust and then ask questions. Questions are a great way to prompt both channel and video comments. It can be as simple as asking, "tell me what you think". The best possible situation in Youtube is when your channel or video becomes the 'location' for (on-topic) conversations. Then your view counter skyrockets.

Group Challenges: Similar to an ethical bribe, a challenge can be a powerful way to get subscribers. All you have to do is tell your subscribers that '*when I get to 1,000 subscribers I'm going to give away XZY to everyone'*, or *'hold another contest*', or whatever. They will tell their friends. Of course, if subscriber growth starts to slow down and you're not going to reach your goal quickly, you can always say, *'We'll we didn't reach the challenge, but I'm so grateful for everyone helping me grow my channel, I'm going to give away the XZY anyway'*. Or you can be hard-core and hold out until you actually reach the goal – it's up to you.

Give Back: Generosity is a great way to show people that you care about them. The very best way to give back is to do 'how-to' videos, (they are the most viewed videos on Youtube). It's really the secret sauce for most channels. You can also do tips, freebies, special reports, etc.

If your brand has any power at all in the world, then you should be able to put together a free and paid ad effort in Youtube that converts that power into channel subscribers, and video viewers.

Conclusion

I hope after reading these tips you can envision an effective Youtube strategy for your small business. In summary, if I had to boil this entire report down to one simple list, it would be as follows:

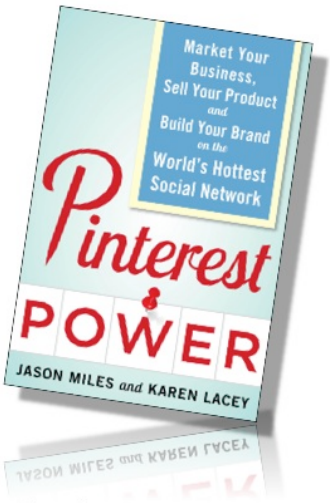
1. Treat Youtube like a social network.
2. Get a laser-beam focus on your niche.
3. Learn a powerful set of **attention** keeping techniques.
4. Leverage the free and paid aspects of Youtube.
5. Develop a genuine **authenticity** that resonates with your viewers.
6. Offer a clear **call-to-action** that is rewarded by an ethical bribe.
7. Focus on **the marketing system** more than the video quality.

Good luck, and all the best on your Youtube venture!

Jason Miles
Seattle Washington

Ps. Want a special offer…

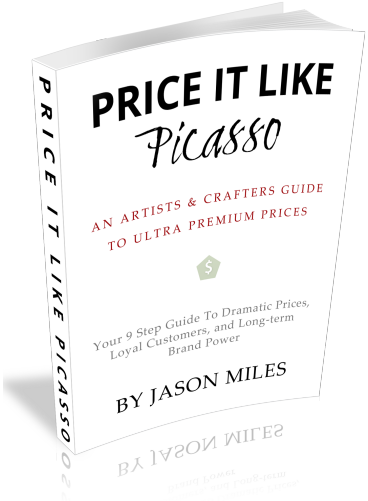
Buy My Book *Pinterest Power* Today & Get 7 Terrific Bonuses…



I'd love to have you order a copy of my 'real' book *Pinterest Power*. You can buy it on Amazon. If you're reading this before November 2nd 2012, then you can pre-order it. Pinterest Power is loaded with great content, as well as true stories of how successful businesses use Pinterest. Companies like Modcloth, BurdaStyle, and MADE. Plus the book contains an exclusive interview with the Pinterest team, which is incredibly rare information. It's a great resource for anyone interested in Marketing on Pinterest.

So buy the book, and I'll give you great products I've created – In total you'll receive 7 amazing bonuses, maybe more, including:

All 3 Pinterest Video Boot Camps: The Marketing On Pinterest Video Boot Camp - This 10 part video series walks you through an in-depth look at how to do Marketing On Pinterest. The Selling On Pinterest Boot Camp. It explains the 6 selling tools hidden inside of every Pinterest Pin, and more. The Start Up On Pinterest Video Boot Camp - This video series walks you through the process of getting up and running on Pinterest quickly and easily.



My Price It Like Picasso Ebook – An Artist & Crafters Guide To Ultra Premium Prices: This ebook provides a nine step guide for achieving ultra premium prices using the power of auctions. This is the ebook that explains how we do our $300+ doll clothes auctions.

The Email Marketing Like A Pro – So Your Business Can Grow Webinar: This webinar shares our proven process for email marketing, which we learned from true masters. We add over 600 newsletter subscribers each month, and that adds massive value to your business. Learn the method of the pros.

My Etsy Income Explosions Video Series: This video series walks you through the step-by-step process of starting on Etsy and growing your business income dramatically.

HOW TO GET THE BONUS GIFTS NOW…

To receive all the bonus gifts simply buy Pinterest Power on Amazon or Barnes & Noble, and then email the receipt to support@libertyjanepatterns.com. We will get you all set up with these special bonuses. You will be given access to a free membership site, yes, free of charge, which contains all of the bonuses. You can access the bonuses at your convenience – watch the videos and webinars and download the PDF files.

Sometimes email can be problematic, so if you have any concerns, reach out to me personally on the contact form at www.marketingonpinterest.com, or the email address support@libertyjanepatterns.com. We want to make sure you are happily buying the book, and getting the bonuses. If you have any questions about the bonuses, or about Pinterest Power, shoot us a note. We would love to hear from you.

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