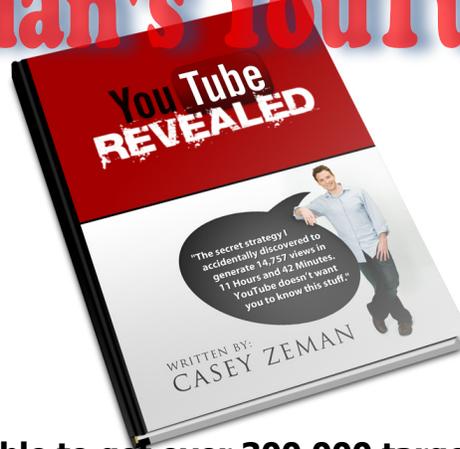


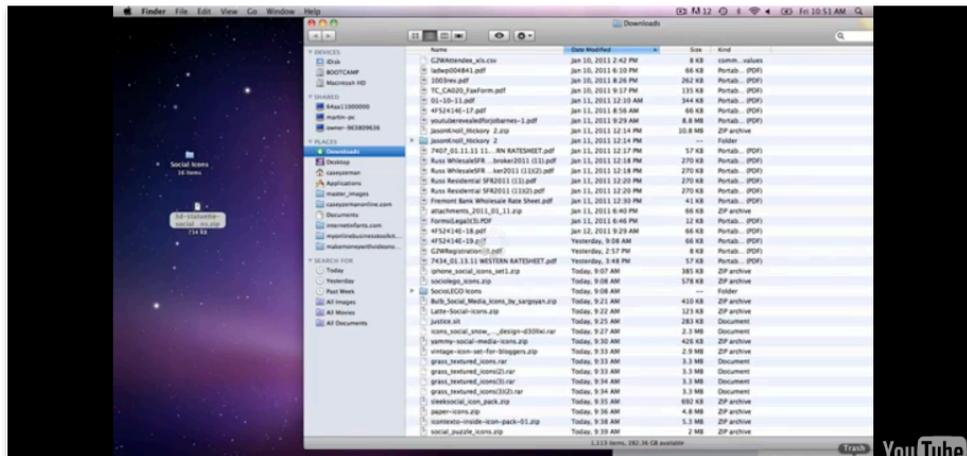
Casey Zeman's YouTube Revealed



Learn how I was able to get over 300,000 targeted people to my YouTube channel, a list of over 6000 people from my inbox, and leap to the first page of Google out of 95 million, all within 60 days...and all with VIDEO!



Sign Up to Learn How to Get One Thousand Subscribers in 14 Days!
And How to Get 30,000 Views in 30 days!



Contents

LEGAL DISCLAIMER	2
INTRODUCTION	4
CHAPTER 1 –SET UP “FROM ZERO TO HERO”	6
CHAPTER 2- VIDEO EDITING SOFTWARE AND WEB-CAMERAS (GEEKS WELCOME)	13
CHAPTER 3—TITLE, DESCRIPTIONS AND TAGS “OH MY!”	16
CHAPTER 4-YOUTUBE KEYWORD RESEARCH COMPARED TO GOOGLE KEYWORD RESEARCH	23
CHAPTER 5—RESOURCE TABS! (UNDERSTAND YOUR VIDEOS AND YOUR AUDIENCE).....	31
CHAPTER 7-INSIGHT TOOL	51
BUILD YOUR RELATIONSHIPS!	61
CHAPTER 8—VIDEO RESPONSE.....	63
CHAPTER 9- VIDEO FILE FORMATTING	76
CHAPTER 10 –CREATING A CHANNEL AND UNDERSTANDING THE FEATURES AND LAYOUT	78
CHAPTER 11-FRONT PAGE CHANNEL TOOL BAR.....	88
CHAPTER 12- WASTED TRAFFIC	109
CHAPTER 13- TUBE BLASTER PRO	115
CHAPTER 14-TUBE BLASTER PRO SET UP	119
CHAPTER 15- TUBE BLASTER PRO FEATURES INTRO “GATHERING”	132
CHAPTER 16-SENDING MESSAGES	140
CHAPTER 17- CREATING A LIST OF MESSAGES (THIS IS NECESSARY)	145
CHAPTER 18- MESSAGE OPTIMIZATION.....	151
“ADVERTISERS, KEEP OFF THE GRASS!”	151
CHAPTER 19- CREATING A GROUP	156
CHAPTER 20 -VIDEO COMMENTS.....	163
CHAPTER 21 - A QUICK MENTION ABOUT OUTSOURCING.....	171
CHAPTER 22- CHANNEL COMMENTS	172
CHAPTER 23- FRIEND FUNCTION (ACCEPTING AND REQUESTING).....	181
CHAPTER 24- SUBSCRIPTIONS	188
***CHAPTER 25-YOUTUBE FLAGGING AND WHAT TUBE BLASTER PRO DOES TO AVOID IT.....	189
CHAPTER 26- THE OPTION BAR AND ITS FUNCTION	196
CHAPTER 27-“THE USED CAR SALESMAN APPROACH TO YOUTUBE MARKETING”	198
CHAPTER 28-OK WE ARE BACK FROM THE USED CAR LOT- CONTINUING ON WITH HOW TO GET FEATURED IN YOUR CATEGORY?	203
CHAPTER 29-PROMOTING YOUR VIDEO	205
CHAPTER 30- WHAT ARE CONSIDERED THE MOST COMPELLING VIDEOS? WHICH GET THE MOST VIEWS?	217
CHAPTER 31-HOW DOES VIDEO RELATE TO THE LANDSCAPE OF SOCIAL MEDIA?	221

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Finally, use your head. Nothing in this Book is intended to replace common sense, legal, medical or other professional advice. These contents are intended to inform and entertain the reader. So have fun with YouTube Revealed.

Introduction

Google is the largest search engine on the planet. It stands to reason why then they would happen to own YouTube. The main reason: they are not stupid.

YouTube is the second largest “search engine” used. And, technically, it is not even a search engine.

In Actuality, however, more keywords and phrases are searched on YouTube than any other website around. Based on that statistic, we can deduce that videos are here to stay, and even more so, people are getting more and more comfortable with having their own “creation” and finding their own “voice” through the medium of video.

It can take less than 5 minutes to upload a video onto YouTube.

Your video can also sit in YouTube limbo collecting dust, never seeing the light of day, and having only 8 views throughout its life.

This was me when I first started out. My first experience uploading a video had me at 15 views in 2 months...and most of them were my friends. That was less than a year ago. Nowadays, I can get an excess of 200 views a day on a video. Each of my videos has a direct link to my squeeze page and blog. If I put up 4 new videos, and each one can get me 200 views in one day, that is 800 unique views daily, and if you are marketing yourself right, more than half of them will convert into leads.

I have a system that I have put together that can get you targeted subscribers and leads using the most powerful and widely searched website, **YOUTUBE**.

Whether you are an internet marketer trying to gain new skills to teach to others, or a small business (or big business) owner looking to find the right medium to market in, you have by luck or hopefully “proper marketing” stumbled across a system that will literally change the way you look at your business and how you market it. I am going to show you how to gain thousands of unique viewers a day in highly targeted niches and spending less than 100 dollars total to do it. In fact these skills, you can do for no cost, let me show you how.

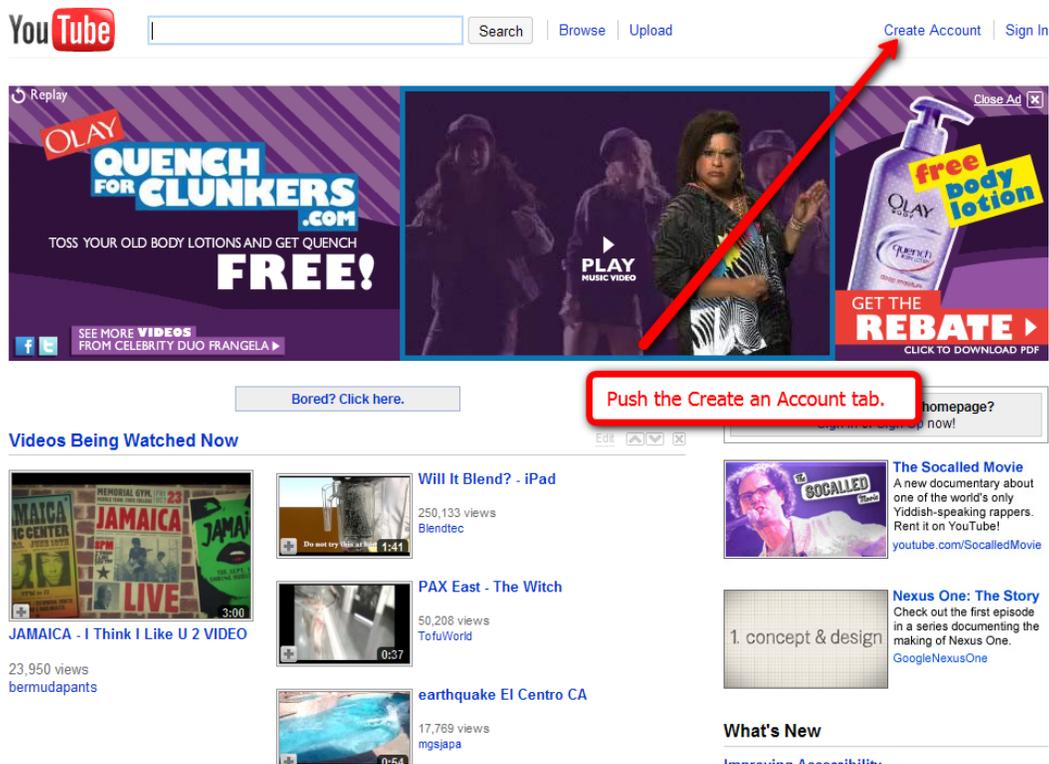
Chapter 1 –Set Up “From Zero To Hero”

I am going to assume that you are brand new to YouTube so with that in mind I will be going through each step of the process of setting up an account, creating a video, uploading a video, and getting that video to link back to your blog, squeeze page or website.

Step 1-Registration

GO to: [http:// www.youtube.com](http://www.youtube.com).

Once you are there you are going to see this screen.



Click on the [Create an Account](#) tab.

Once you have done that you will then be taken to a second registration page. Here you are going to select your username. (Make your username relevant to what you are looking to do in your business or on YouTube. One of my accounts is just my name. For the sake of branding myself I chose to just use my name. If you have a company name use that.

The screenshot shows the YouTube account creation page. At the top, there is a search bar and navigation links for 'Browse', 'Upload', 'Create Account', and 'Sign In'. Below this is a section titled 'Get started with your account'. On the left, there is a list of benefits: 'Join the largest worldwide video-sharing community!', 'Search and browse millions of community and partner videos', 'Comment, rate, and make video responses to your favorite videos', 'Upload and share your videos with millions of other users', and 'Save your favorite videos to watch and share later'. The main registration form on the right includes fields for 'Username' (with a note that it can only contain letters A-Z or numbers 0-9 and a 'Check Availability' link), 'Location' (set to 'United States'), 'Postal Code', 'Date of Birth' (with dropdown menus), and 'Gender' (radio buttons for 'Male' and 'Female'). There are two checkboxes: one checked for 'Let others find my channel on YouTube if they have my email address' and one unchecked for 'I would like to receive occasional product-related email communications that YouTube believes would be of interest to me'. Below these are 'Terms of Use' and 'Terms of Service' sections, with a warning about copyright violations and a note that clicking 'I accept' means agreeing to the terms. A red box with a white border contains the text: 'Start filling in a username and location, etc... then press I accept.' Four red arrows point from this box to the 'Username', 'Location', 'Postal Code', and 'I accept' fields.

After you fill in your username, postal code, date of birth and gender. You will then have the option of receiving product related emails from YouTube and Google.

They don't check the box for you; however, if Google or YouTube were to ever go through some serious changes you'd want to know right away. That is of course if

you are serious about using this medium to market yourself. Would a Stockbroker just guess about what stocks will perform? Probably not, he would have automatic updates and Stock quotes running on their computer 17 hours a day.

Once you fill in all of that information you will click on the “I Accept” button.

YouTube as you know is owned by www.google.com. Therefore the registration is going to be through Google. You will be given the option of creating a new Google account or using an existing account. If you already have a Gmail account then you will just use that account when signing up and they will configure it to YouTube.

The image shows a screenshot of the YouTube registration page. At the top, there is the YouTube logo and a search bar. Below that, there are navigation links: Home, Videos, Channels, and Shows. The main heading is "Do you already have a Google Account?" with a link "(Why are we asking?)".

There are two main options:

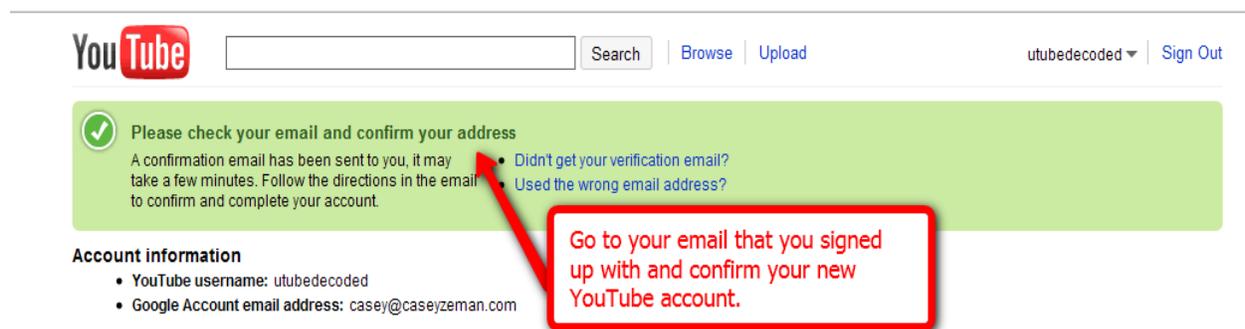
- Yes. Add YouTube to my Google Account.** This option requires entering a Google Account email and password. A red arrow points from a red box labeled "Use your existing gmail account." to the "Sign in" button.
- No. I need a new YouTube | Google™ Account.** This option requires entering a current email address and creating a password. A red arrow points from a red box labeled "Create a new account." to the "Create New Account and Finish" button.

Additional details in the "No. I need a new..." section include: "Your current email address:" (with a note: "e.g. myname@example.com. This will be used to sign-in to your account."), "Choose a password:" (with a note: "Minimum of 8 characters in length. Password strength:"), "Re-enter password:", "Enable Web History. Learn More" (checked), and "Word Verification:" (with the word "evaliser" displayed).

At the bottom, there is a copyright notice: "©2010 YouTube, LLC - Terms of Use - Privacy Policy - Help - Community Guidelines - Contact".

If you don't have an existing account, fill out the information on the right side of the screen. Put in for your current email whatever email you are using at the moment. Can be any email.

Once you have clicked the "Create New Account and Finish" button you will then be directed to this page below:



You will need to go into your email account that you just registered with Google/YouTube and click the confirmation link in the email labeled "Google Email Verification".

Google Email Verification

Monday, April 5, 2010 9:2

From: "account-verification-noreply@google.com" <account-verification-noreply@google.com>
To: casey@caseyzeman.com

Welcome to Google Accounts. To activate your account and verify your email address, please click the following link:

<https://www.google.com/accounts/VE?service=youtube&c=CP-EqIrs28HgygEQ3f-97vKQvdgI&hl=en>

NOTE Please print this page for your records. You'll need your verification link if you lose access to your account (for example, if you forget your username or password).

If you've received this mail in error, it's likely that another user entered your email address while trying to create an account for a different email address. If you don't click the verification link, the account won't be activated.

If you didn't request this email, but you decide to use this account, or delete it, you'll first need to reset the account password by entering your email address at

https://www.google.com/accounts/ForgotPasswd?fpOnly=1&continue=http%3A%2F%2Fwww.youtube.com%2Ffinish_ssu%3Faction_create%3D1%26SignupKey%3DgK48Qj27--QyVSLkJLccpPyDpvhN-odPGJzn0oBFTFUHwu41AjuDfdtQTY2nfF09M8H_TyM4k0Ky8RgyONMRYBwXakm5YnIUML-fY3o5VL85tXS8tCCQ2vmC1144ZAF7a9o7gdDOvxJU-BvYKfXaxha605dYtMzSiKM0DiU8qkzxUCmYXEfSnFEV1u2k4Pwe6gPDu5aXo2c-Rgd00CZakEk58_XKWLKWNff2SdqaZi2yPzQshnet1bm6mwP1PeUwSG8j0M%253D%261tmp1%3Dso%262ne%3D%252Findex&followup=http%3A%2F%2Fwww.youtube.com%2Ffinish_ssu&hl=en-US&service=youtube&skipvpage=true&1tmp1=ssosdEM=casey%40caseyzeman.com.

Click on this link to activate your account.

Once you do you will be sent back to YouTube.

Congratulations! You are now registered!!

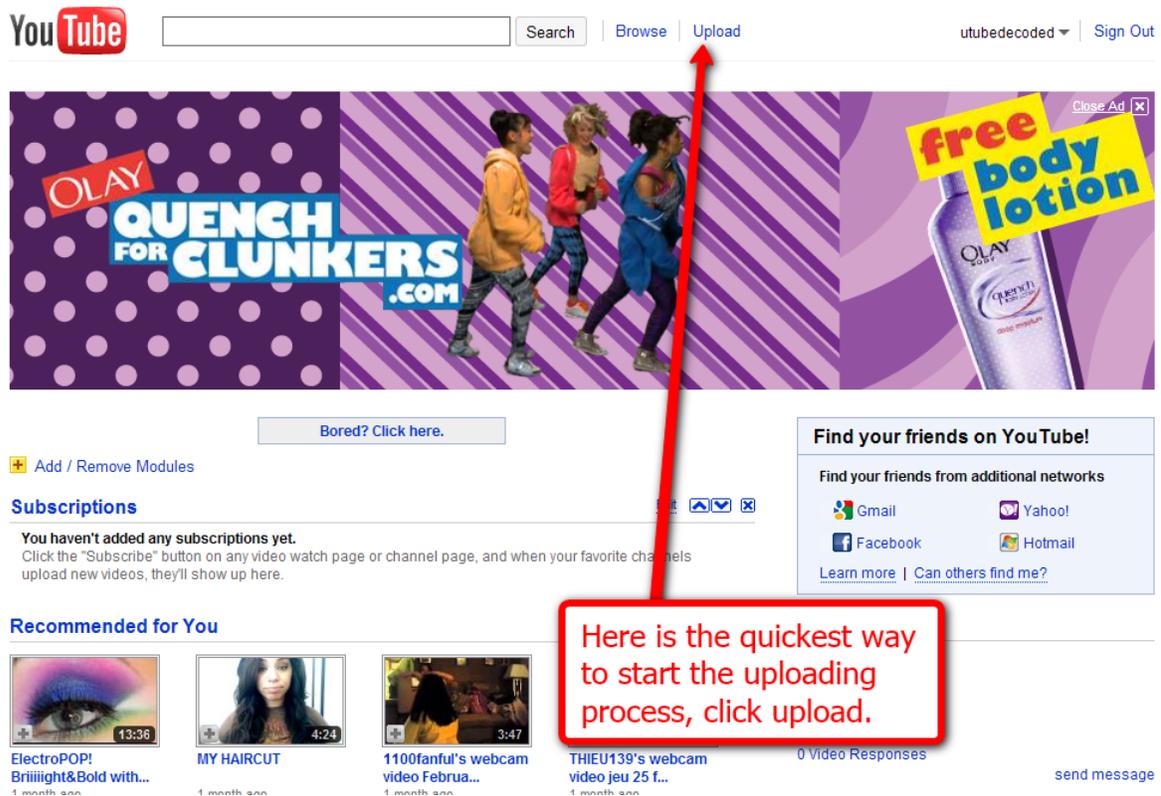
Now you should be at a screen that looks like the one below, it is your Back Office or your (account page).

The screenshot shows the YouTube account management interface. At the top, there is a search bar and navigation links for 'Browse' and 'Upload'. The user's name 'utubedecoded' and a 'Sign Out' link are visible in the top right. Below this is the 'My Account' section with links for 'Videos', 'Insight', 'Messages', and 'Settings'. The main content area is titled 'Overview' and features a profile picture placeholder for 'utubedecoded' with a 'change' link. To the right of the profile picture, statistics are shown: 'Videos Uploaded: 0', 'Favorites: 0', 'Channel Type:', 'Channel Views: 0', and 'Subscribers: 0'. Below the statistics, there are sections for 'QuickLinks to Partner and Ad Programs' (including 'AdSense Account Settings' and 'Promote your Video with Promoted Videos') and 'Authorized Sites'. At the bottom, there are links for 'Help', 'About', 'Safety', 'Privacy', 'Terms', 'Copyright', 'Uploaders & Partners', 'Developers', and 'Advertising'. The footer indicates 'Language: English', 'Location: Worldwide', and 'Safety mode: Off'.

Here is your YouTube name, click the drop down and you will be given the administrator options, this is like your back office.

From this moment you just go ahead and start taking a look at all the options you have available to you. You could spend all day going through all of these options, and I will go over more of them later on in this eBook but for now the most important task to really understand is uploading a video.

Go to “upload video”.



You are then sent to the page seen below.

Video File Upload

Record from Webcam

Press "Upload Video" to select and upload a video file.

Upload Video

AutoShare Options

Want to automatically share your activity feed (your uploads, favorites, ratings, etc.) to your profile on other websites? Choose a site to get started:

- Facebook - Connect accounts
- Twitter - Connect accounts
- Reader - Connect accounts

Important: Do not upload any TV shows, music videos, music concerts, or commercials without permission unless they consist entirely of content you created yourself.

The [Copyright Tips page](#) and the [Community Guidelines](#) can help you determine whether your video infringes someone else's copyright.

By clicking "Upload Video", you are representing that this video does not violate YouTube's [Terms of Use](#) and that you own all copyrights in this video or have authorization to upload it.

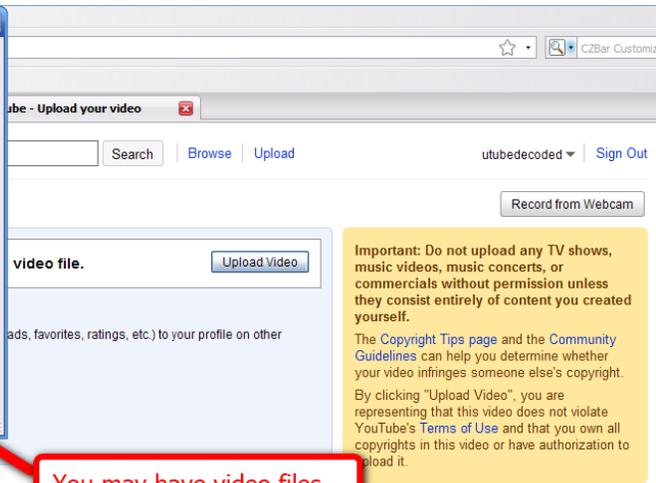
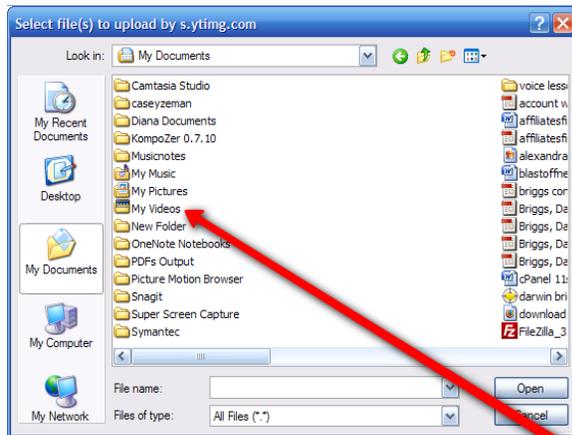
About Uploading

- Capture and Upload in High Definition!
- Upload up to 10 videos at a time
- **Best video formats for YouTube**
- Up to 2 GB in size.
- Up to 10 minutes in length.

Need more help? Visit the [YouTube Handbook](#)
Upload problems? [Try without the progress bar.](#)

Press this to start uploading video.

Click the "upload Video" Button. Once done it will show your computers files. Locate the video that you want to upload.



You may have video files already created, in that case, the most likely scenario is that they will be found in the my videos folder.

About Uploading

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- Up to 10 minutes in length.

Need more help? Visit the [YouTube Handbook](#)
Upload problems? [Try without the progress bar.](#)

Promote your Videos with Promoted Videos

Create and manage your video channel promotions on YouTube. Your promotion will appear with search results when people look for related content.
[Get started now!](#)

Chapter 2- Video Editing Software and Web-Cameras (GEEKS WELCOME)

Now, how many of you know what the proper formatted videos are for YouTube? Here is another question; how many of you have edited video with any kind of editing software?

If your answers are no for both questions that is ok because I am going to give you a crash course in Video Formatting and Editing.

Before I do I wanted to ask one more question.

How many of you have webcams?

Ok so I bet there are more that say yes to this. The wonderful thing about a webcam is that YouTube has a feature that allows you to do a direct upload from your webcam. If you have a Mac then chances are you have one that is built in. If you have a PC then chances are you will have to go purchase an external webcam because most PC's don't have the build in webcams.

The one I use is a Logitech Quickcam. It cost me about 50 dollars on EBay. It is very user friendly.

When it comes in the mail, there will be a software disk included. Put that disc into the disc drive to upload the program. Once it is done, attach the Camera to the top of your laptop or desktop and plug in the USB end into one of the ports that fit. You can take still pictures as well as videos.

When using your webcam, you don't need to re-format the video; generally the Windows Media Audio/Video Player that they include in the software disc will do it for you. Those video files are known as WMV's. You can always use a WMV file to upload to YouTube. Another video format that can be used is an MP4 file. Most video cameras are already going to be in one of these two formats.

If you are looking to create professional looking edited videos this is where it starts to get pricy. Depending on what type of computer you have, editing software might already be included. For instance, my PC has Windows Movie Maker. It's very basic software that will allow you to cut and paste your videos as well as add music tracks, transitions and title pages.

Video software that I use for Screen Capture is [Camtasia](#). This software allows me to edit videos, make tutorial videos by recording the screen, and create PowerPoint Presentation. It costs about \$250 new however I have seen it as low as \$125 on EBay. I use it primarily for the tutorials. A Wonderful investment depending on what your goal is on YouTube.

If you are an avid editor and savvy when it comes to video and audio creation then you might want to look at "Final Cut Pro". Final Cut has been around for quite some time and is great for a person who wants to learn to become a serious editor.

These skills are definitely good to have if you are going to pursue the niche of video marketing for your business.

Let's continue the process of uploading a video onto YouTube.

Video File Upload

videomarketing101-youtube.wmv Success

Success: Your video settings have been successfully saved.



Name, Description and Privacy Settings Embed and Sharing Options

Title
videomarketing101-youtube.wmv

Description

Tags

Generating tag suggestions

Category
Please select a category: ▾

Privacy

Share your video with the world (Recommended)

Private (Viewable by you and up to 25 people)

Important: Do not upload music videos, commercials or other content that you do not own the rights to. They consist of your own content.

The Copyright Takedown Guidelines can help you determine if your video infringes on someone else's rights. By clicking "Upload" you are representing that you own the rights to the video and that it does not infringe on the copyrights in this video.

It will start thinking and deciding if this file is the right file for uploading. Take a look at this one "wmv" that stands for "windows media video". File type is very important.

Chapter 3—Title, Descriptions and Tags “oh my!”

Ok- next we are going to start creating the **Title of the Video**.

The title should be obviously more or less of what the video is about. Creating a Keyword rich title as well as description is extremely important. YouTube, similarly to Google, use many of the same standards for Keyword searches.

Here are some things to remember when titling your Video.

First, you shouldn't use generic terms or numbers in your title. Since these have been overused, people have stopped paying attention to them. Try to be specific. Here are some examples.

Example #1

Lose Weight Fast-**worst**

Discover How to Lose Weight Fast-**better**

Discover How I lost 20 pounds in 30 Days-**much better**

Secret Weight Loss Method: Discover how I Lost 20 pounds in 30 days—**the best**

Example #2

Make Money-**worst**

Discover How I made 10,000-**better**

Discover the Secret Method I used to make 10,000 in One week-**much better**

Discover the Secret Technique that made me 9787.75 in One week-**the best**

Try to use as many EXACT details and catchy phrases as you can. Also carefully place capital letters within the title, as those will attract more visitors. However, avoid writing the full title in all caps. Just highlight the most important words.

Sometimes if you have the right keywords your videos can go right to the top of the list.

When I say Keywords this is what I mean.

Let's say for instance, your video is about "Pine Cones", then "Pine Cones" should be in your title.

A key to getting excellent Title and Description tags and Keywords is this:

Go to the search bar in YouTube. Begin to enter your Keyword for your title.

(The word or short phrase that encompasses your word.)

So in our example "Pine Cones", here is what comes up.

The image shows a YouTube search interface. The search bar contains the text "pine cones". A dropdown menu displays several suggestions: "pine cones and holly berries", "pine cones 5", "pine cones crafts", "the pine cones", "burning pine cones", and "eating pine cones". A red arrow points from a red-bordered callout box to the top suggestion. The callout box contains the text: "These are the top searches for the phrase Pine Cones." Below the search bar, there is a banner for "PROJECT:REPORT" with the text "VOTE FOR THE BEST REPORTER ON YOUTUBE!". The page also features sections for "Subscriptions", "Recommended for You" (with video thumbnails), "Find your friends on YouTube!", and "Inbox".

You can see the top searches that come up for Pine Cones.

Obviously a Christmas theme is very popular.

Maybe the video should tie in with Christmas?

Chances are it will receive more views with a popular theme such as Christmas.

Here is a very important trick → look at what the drop down bar is saying.

Also you should know that the title and description is by far the most important aspect in getting your video seen.

More important than tagging

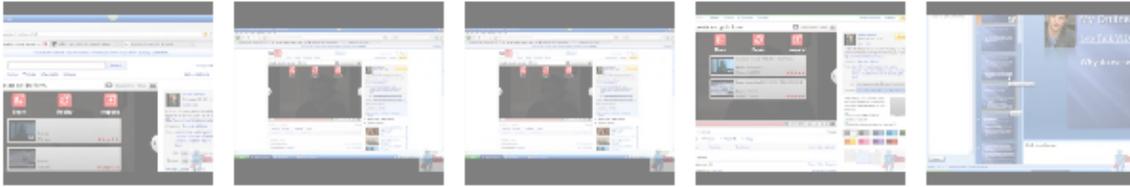
The next step is **Creating the Description**.

The description should be a very similar to a blog post. Many keywords riddled throughout. The title should be included in the description as well as the-**The link to your Website!**

A very important tip is to keep the web address for your website within the first couple lines of the descriptions. The reason for this is because directly under the video (in the new page layout for YouTube) there is a brief abbreviated intro to the description. It is only about 2 lines long, therefore, the way you guarantee that your web address is visible is by placing it “above the fold”. Most people won’t scroll down through the descriptions to get to a web address link found at the bottom.

Again write it like a blog post. The more content it has, the better for Google to rank it.

Success: Your video settings have been successfully saved.



Name, Description and Privacy Settings

Embed and Sharing Options

Title

Video Marketing techniques

Description

Video marketing techniques that can give your business just the right amount of leverage for overall success!! Go to <http://www.caseyzemanonline.com/vm-101.html>
Casey Zeman has created a 4 hour tutorial on video marketing training that is hands down some of the hottest new skills needed for social media marketing. He teaches you how to create great content driven videos that can be sent out into the World Wide Web through a variety of social network

Tags

make money, online success, make money with youtube, make money with twitter, make money with facebook

Generating tag suggestions

Category

Howto & Style

Privacy

- Share your video with the world (Recommended)
- Private (Viewable by you and up to 25 people)

Save Changes

Web Address above the fold.

Next is **Tagging**

Tags have been talked about as being the most important in getting your videos seen. This is false.

The title and description first, that is the order of importance, and then the tags.

But of course put in the tags.

Your tags should refer to what your video is about.

Fill them to the absolute that will be allowed, that will also help getting the video seen.

Always have your title in the tags as well as your name if you are branding yourself.

A good trick is to find videos that are in your same niche, and see what tags they are using.

Below is an example of tags used for a particular video.

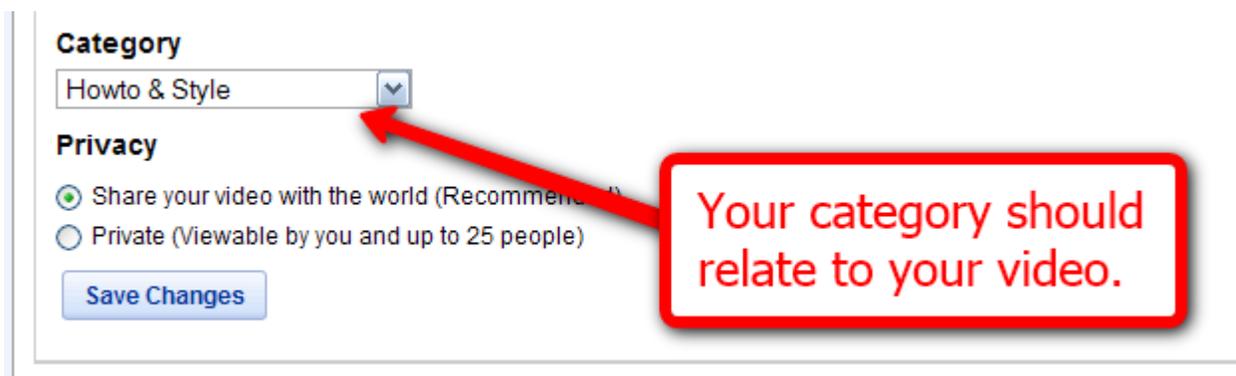


The image shows a screenshot of the YouTube video upload interface. The 'Tags' field is highlighted with a red box and contains the text: 'video marketing, casey zeman, social media, facebook, twitter, youtube, friendfeed, twitterfeed, auto-pilot, r'. Below the tags field is a 'Generating tag suggestions' button with a refresh icon. A red arrow points from a callout box to this button. The callout box contains the text: 'Go and find the most converting and popular tags. You can have up to about 40.' Below the tags field is the 'Category' dropdown menu, which is set to 'Howto & Style'. Below the category is the 'Privacy' section, which has two radio buttons: 'Share your video with the world (Recommended)' and 'Private (Viewable by you and up to 25 people)'. The 'Share your video with the world' option is selected.

Your **Category** below that should also relate to your video.

Go through the categories and see what the most relevant is for your videos. Whether they are for “entertainment, how to videos, Science and Technology, Music, etc.”

I generally use “How to” because most of my videos are tutorials. However sometimes I will use “people and Blogs.”



The image shows a screenshot of the YouTube video settings interface. Under the heading "Category", there is a dropdown menu currently displaying "Howto & Style". Below this, under the heading "Privacy", there are two radio button options: "Share your video with the world (Recommended)" which is selected, and "Private (Viewable by you and up to 25 people)". A blue "Save Changes" button is located at the bottom of the settings panel. A red callout box with a white background and a red border is positioned to the right of the settings, containing the text "Your category should relate to your video." in red. A red arrow points from the callout box to the dropdown menu.

Chapter 4-YouTube Keyword Research compared to Google Keyword Research

Keyword analysis is one of the most important aspects to target marketing. For those that do not know, the keywords of a text are the buzzwords that describe whatever your content is about.

So in the case of Video, when we are Titling, Describing and Tagging a video, we must have accurate and descriptive keywords that explain what the video is about. That is the first layer. The second layer to Keywords is that you want to use Keywords that are already being searched.

We are going to examine YouTube's Keyword Tool and compare it to Google's so that we can better determine what are our overall goals of properly finding Keywords. You might be surprised with what we find.

 **GOOGLE OWNS YOUTUBE...**

ONE OF THE MAIN BENEFITS AND REASONS FOR USING YOUTUBE IS TO GET YOUR VIDEOS INDEXED ON THE FIRST PAGE OF GOOGLE.

Let's start with this example:

If we were to type in "*How to lose weight fast*" in Google what do you think would pop up?

You actually don't have to answer, I will show you. Look below.

Out of 25 million searches on Google, these three videos are featured on the first page.

What does that tell you about YouTube? It tells me that YouTube Videos can get indexed just as easily as text content.

If we click on one of the videos, let's say the bottom one with the link of <http://www.youtube.com/watch?v=BfuQ1egxc5c>, this is what we see.

The screenshot shows the YouTube interface for a video titled "How to Lose Weight Fast & Naturally at Home" by the channel "beach12311". The video player displays a blue screen with the text: "How Did I Get Rid Of Belly Fat At Home? Know My Real Story". The video has 55,269 views and was uploaded on May 20, 2010. The description includes a URL: "http://www.ProactolOffer.com". The video player controls show a progress bar at 0:01 / 1:16. To the right of the video player is a "Suggestions" section with five video thumbnails and their titles: "How wei...", "Tip: Ho...", "Ho...", "Ex...", and "Ho bes...".

So now we are going to take that URL for the video and put it into

YouTube's Keyword Tool area

If you have ever used Google's Keyword Tool then you are going to find some similarities. However there are also many differences. We use this keyword tool to understand what are the best keywords to include in our Video's Title, Description and Tag area.

Here is the link to the YouTube's Keyword Tool area:

https://ads.youtube.com/keyword_tool

Below is an image of what the Keyword Tool area looks like. I would like to draw your attention to the middle section titled "YouTube Video ID or URL". You are going to click that radio button. (Radio Button = )

Promoted Videos [Video Targeting Tool](#) [AdWords](#) [Insight](#) [YouTube](#)

You  Promoted Videos

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below, enter a few descriptive words or phrases, or type in a YouTube video's id (or watch page url).

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [edit](#)

How would you like to generate keyword ideas?	Enter a YouTube video id or YouTube watch page url to find keywords related to the video.	Selected Keyword To advertise with the TEXT or CSV form paste the keyword No keywords added
<input type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text"/>	
<input checked="" type="radio"/> YouTube video id or url (e.g. youtube.com/watch?v=JgT4aS5_Zrw)	<input type="text"/>	
<input type="radio"/> Demographic <small>BETA</small> (e.g. male or female)	<input type="button" value="Get keyword ideas"/>	

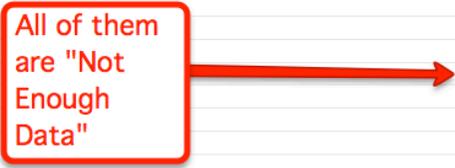
© 2010 Google Inc. - [Terms and Conditions](#) - [Editorial Guidelines](#) - [Privacy Policy](#) - [Contact Us](#)

Once you click the “YouTube Video ID or URL”, go ahead and enter in the Video URL that we mentioned above. If you forgot what it was, here it is again.

<http://www.youtube.com/watch?v=BfuQ1egxc5c>

After you input the video URL below is the list of Keywords the video generates.

Keywords	Monthly Search Volume	Match Type: Broad
Keywords related to term(s) entered - sorted by relevance		
how to lose weight fast	Not Enough Data	Remove
how to loose weight fast	Not Enough Data	Remove
how to lose weight	Not Enough Data	Remove
lose weight fast	Not Enough Data	Remove
naturally	Not Enough Data	Remove
how i lose weight fast	Not Enough Data	Remove
how to lose weight fast at home	Not Enough Data	Remove
how to get in shape fast at home	Not Enough Data	Remove
how to loose weight fast at home	Not Enough Data	Remove
how to lose weight naturally	Not Enough Data	Remove
how to lose weight at home	Not Enough Data	Remove
how to loss weight fast at home	Not Enough Data	Remove
how to lose weight fast naturally	Not Enough Data	Remove
weight lose	Not Enough Data	Remove
how to lose wieght fast	Not Enough Data	Remove
how i lost weight fast	Not Enough Data	Remove
how to loose weight at home	Not Enough Data	Remove
how to loose wieght fast	Not Enough Data	Remove
how to get rid of back fat at home	Not Enough Data	Remove
how to loose weighth fast	Not Enough Data	Remove
how to lose weight in 1 day at home	Not Enough Data	Remove
how do i lose weight fast	Not Enough Data	Remove
how to lose weigh fast	Not Enough Data	Remove
how to lose weight fasr	Not Enough Data	Remove
experience lose wieght	Not Enough Data	Remove
how to lose weight naturally at home	Not Enough Data	Remove
lhow to lose weight fast	Not Enough Data	Remove



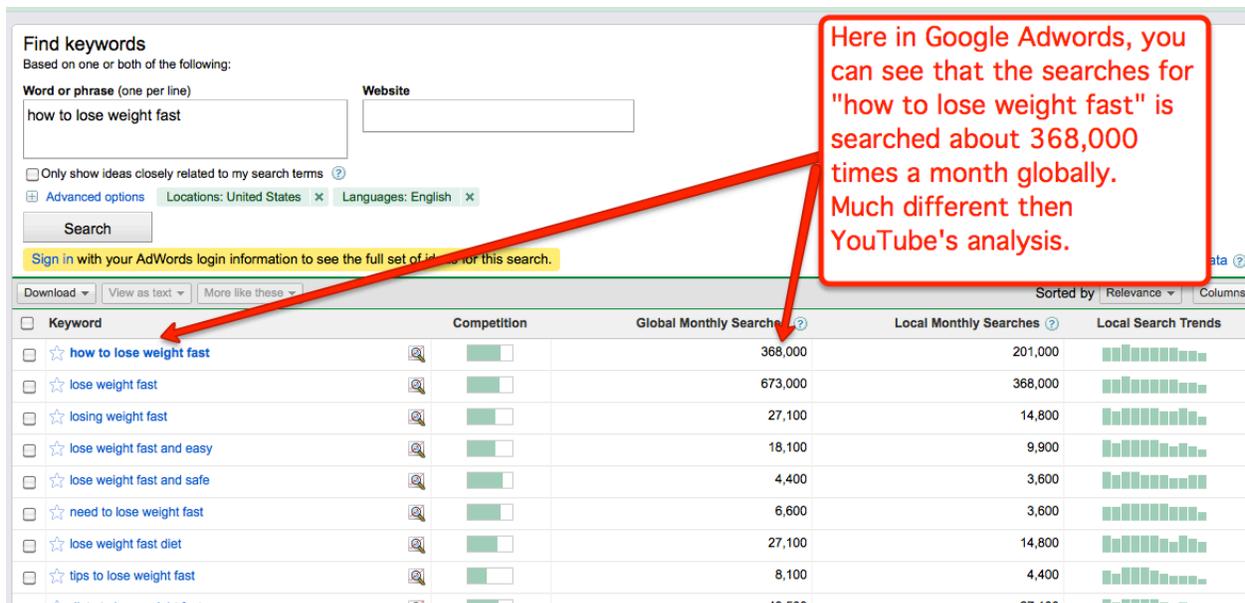
All of them say “Not Enough Data” when taking a look at their search volume.

So why would we even consider using these Keyword search terms and phrases?

Wait!! Hold On!

This is the amazing thing. While someone may NOT search with a specific keyword phrases such as “How to Lose Weight Fast” on YouTube, they will HOWEVER use GOOGLE and other search engines for their research.

Below is Google’s Keyword Tool Adwords. Notice the search results for “how to lose weight fast”.



Here in Google Adwords, you can see that the searches for "how to lose weight fast" is searched about 368,000 times a month globally. Much different then YouTube's analysis.

So, the wonderful thing about your Video is that it can still end up on the first page of Google even if it is not heavily searched amongst YouTube.

That is amazing!!

One more thing about the YouTube Keyword Tool:

You can take those keyword Phrases above and export them into a CSV document. CSV means, **Comma Separated Value**. CSV is a format that most import and export capable programs use.

If you see some heavily searched keyword phrases, you can then take those phrases on that CSV document and import them into a Google Ad sense Campaign or, you could send them into the tag area for your YouTube Videos WITHOUT HAVING TO WRITE THEM OUT. To use them in this way for YouTube is easy.

Find a keyword phrase that gets more views then "not enough data". Usually something about video games, cosmetics or music gets a lot of views.

This example below, I am using "How to make money fast."

how to get money fast as a kid	Not Enough Data	Remove	how to make money online fast	Remove
how to get money fast	16,800	Remove	how to make easy money online	Remove
make money online fast	Not Enough Data	Remove	how to make quick money	Remove
how to earn money online	Not Enough Data	Remove	how to get money online	Remove
how to make money online as a kid	Not Enough Data	Remove	making money	Remove
how to make money online fast	Not Enough Data	Remove	how to make fast money	Remove
how to make easy money online	Not Enough Data	Remove	how to earn money fast	Remove
how to make quick money	2,900	Remove	how to make money fast and easy	Remove
how to get money online	4,000	Remove	how to get easy money	Remove
making money	199,800	Remove	make money fast online	Remove
how to make fast money	23,200	Remove	how to get fast money	Remove
how to earn money fast	Not Enough Data	Remove		
how to make money fast and easy	Not Enough Data	Remove		
how to get easy money	7,700	Remove		
make money fast online		Remove		
how to get fast money		Remove		
how to make money fast online		Remove		
how to make money on line	Not Enough Data	Remove		
how make money online	10,800	Remove		
making money fast		Remove		
how to make fast money online		Remove		
how can i make money online		Remove		
get money online		Remove		
make money online free		Remove		
make easy money online		Remove		
how to make money easy and fast		Remove		
easy money online		Remove		
how to make easy money for a kid		Remove		
make money online easy		Remove		
make money on line		Remove		
how to make a lot of money fast		Remove		
how can a kid make money fast		Remove		
make online money		Remove		
how to make money easy		Remove		

here is the CSV document. I can now take this document and copy and paste these keywords into my YouTube or Google Campaigns

making money fast	Remove
how to make fast money online	Remove
how can i make money online	Remove
get money online	Remove
make money online free	Remove
make easy money online	Remove
how to make money easy and fast	Remove
easy money online	Remove
how to make easy money for a kid	Remove
make money online easy	Remove
make easy money	Remove
make money fast and easy	Remove
make money on line	Remove
how to make a lot of money fast	Remove

You can then see that there are some of the phrases that get searches on YouTube and some that do not. Don't worry too much about those that show "not enough data". As we have already mentioned if it doesn't show up on YouTube, it will show up on Google.

Below is what the CSV document looks like. It is an excel spreadsheet.

	A	B	C	D	E	F	G	H	I	J	K	L
2	make money online											
3	how to make money fast											
4	making money online											
5	how to make money fast for a kid											
6	how to make easy money											
7	make money fast											
8	how to get money fast as a kid											
9	how to get money fast											
10	make money online fast											
11	how to earn money online											
12	how to make money online as a kid											
13	how to make money online fast											
14	how to make easy money online											
15	how to make quick money											
16	how to get money online											
17	making money											
18	how to make fast money											
19	how to earn money fast											
20	how to make money fast and easy											
21	how to get easy money											
22	make money fast online											
23	how to get fast money											
24	how to make money fast online											
25	how to make money on line											
26	how make money online											
27	making money fast											
28	how to make fast money online											
29	how can i make money online											
30	get money online											
31	make money online free											
32	make easy money online											
33	how to make money easy and fast											
34	easy money online											
35	how to make easy money for a kid											
36	make money online easy											
37	make easy money											
38	make money fast and easy											
39	make money on line											
40	how to make a lot of money fast											
41	how can a kid make money fast											
42	make online money											
43	how to make money easy											
44	how to make online money											
45	how to make quick money online											
46	how to get quick money											
47	how i make money online											
48	earn money online											
49	how do i make money online											
50	make quick money online											
51												
52												
53												

Copy and paste the above keyword phrases into your videos tags area. You may only be limited to a certain amount. YouTube bases it on how many characters. Sometimes you can have as many as 40 tags, sometimes only 15.

Since most of the tags above are keyword PHRASES I can only input about 20 into the tag area. However, notice if those keywords are relevant to your video. An excess of tags are helpful with getting a higher ranking, but irrelevant tags may get your video disabled.

Chapter 5—Resource Tabs! (Understand Your Videos and Your Audience)

YouTube has a variety of functions available. You can find the Video Functions either when first uploading a video or after you have published the video.

The screenshot shows the YouTube 'My Account' page for a video titled 'A Web Business From A-Z "Overview" part 3'. The interface includes a search bar, user name 'caseyzeman', and navigation tabs for 'Info & Settings', 'AudioSwap', 'Annotations', and 'Captions and Subtitles'. A 'Save Changes' button is visible. The video player shows a play button and a progress bar at 0:00 / 9:21. Three red callout boxes provide instructions: 'Overlay Music to your video. Once you do your audio will be replaced by whatever song you chose for your videos.' (pointing to AudioSwap), 'Annotations allow you to add comments to your video and callouts. Great for advertising a website or for comic timing.' (pointing to Annotations), and 'Captions and Subtitles are automatic feature for the hearing impaired.' (pointing to Captions and Subtitles).

AudioSwap-gives you the opportunity to overlay music.

There is a search bar that allows you to choose a particular musician or song.

There is also a feature where you can narrow down the genre and even the length of a particular song.

1: Select Replacement Audio

[I'm Feeling Lucky](#) Let YouTube choose a track for you

Or browse our audio track library:

Only show songs of similar length to my video

Genre	Artist	Track
Recommended Tracks	All	Hugh's Hefner (2:59)
Acoustic	009 Sound System	Bodies (3:22)
Alternative & Punk	Brain Police	Hey There Delilah (3:52)
Blues	DJ Polar Bear	Paralyzer (3:28)
Classical	Drowning Pool	El Duderino (3:55)
Country & Folk	Evanescence	Bring Me To Life (3:56)
Dance & Electronic	Finger Eleven	"Breath Machine" (0:41)
Easy Listening	Ghost_k	"Stop" (blue mix) (3:36)
Gospel & Religious	Groove Cutter	"My Shooter" (Long Edit) (9:27)
Hip Hop & Rap	Mary Kaddery	Dreamscape (4:37)
Holiday	Momentary Sound Action	! Trinity (9:00)
Instrumental	Musicshake	Take Me Away (2:42)
Jazz	Plain White T's	The Sun Will Always Shine (3:14)
Metal	The Diplomats Of Solid Sound	Revenge (3:26)

[About Replacing Audio](#)

2: Preview and Publish

[Preview](#) with selected track

[Publish](#) or Cancel

Please Note:
When you add a new soundtrack, the audio track on your video will be permanently replaced. You may want to upload a few videos to experiment with.
After you change your video's soundtrack to one from the AudioSwap library, the video won't be eligible for revenue sharing.
Advertisements may be displayed on videos that contain soundtracks from the AudioSwap library.

The only problem is that once you choose a music track, which is free, you then eliminate the audio of the video that you create.

Annotations -are the most widely used of the additional options.

As I mentioned above, they are optimal for advertising and used often for an additional comedic flare.

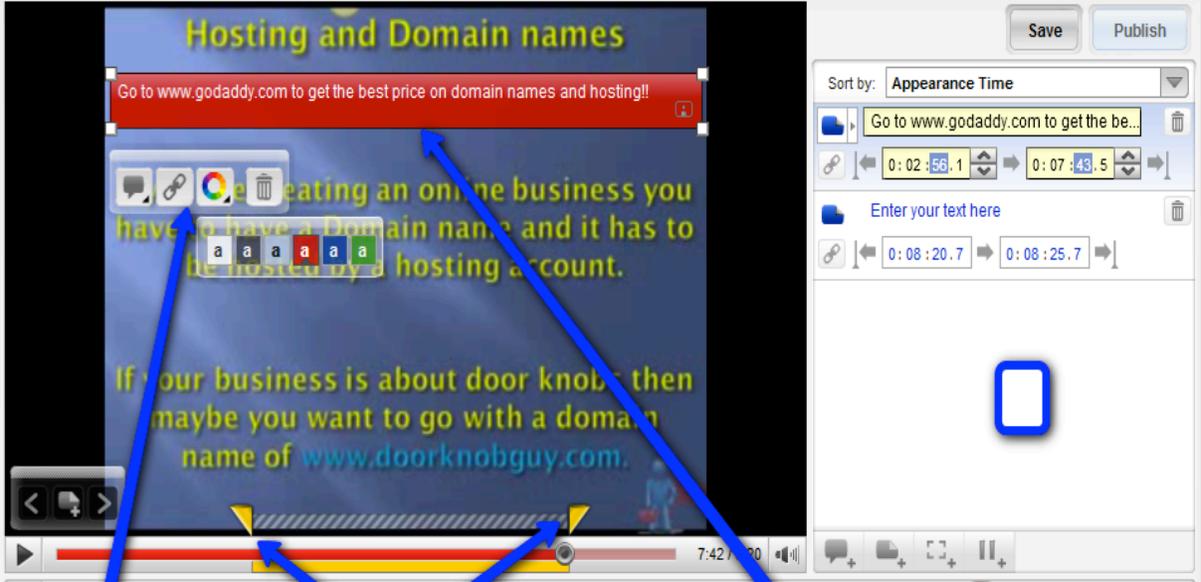
The screenshot shows the YouTube Annotations editor interface. At the top, there are navigation tabs: "Info & Settings", "AudioSwap", "Annotations", "Captions and Subtitles", and "View on video page >". The main video player area displays a blue 3D character with a red cape and a briefcase, with a red box overlaid on it containing the text: "Click here to create your annotations. You can also specify where your annotations are going and for how long." To the right of the video player is a panel titled "YouTube Annotations" with a "Sort by: Appearance Time" dropdown, a "Saved" button, and a "Publish" button. A red box with an arrow points to the "Publish" button, containing the text: "Once you are done click publish". Below the video player is a timeline with a red box containing the text: "This is the timeline where you edit your annotations." The timeline has a scale from 0:00 to 8:00.

The timeline in the Annotation section is used for editing. It allows you to edit your annotations and gives you the option of how long you want them visible. The best way to use this function is to create a clickable link for your annotation. The links can only be navigated within YouTube. Meaning, there's no links that

can go directly to another website. That doesn't stop me from using it to go to my YouTube Channel. Remember what I said → I have links to my website scattered throughout my Channel.

Info & Settings AudioSwap Annotations Captions and Subtitles View on video page »

A Web Business From A-Z "Overview" part 3



Save Publish

Sort by: Appearance Time

Go to www.godaddy.com to get the best price on domain names and hosting!!

0:02:56.1 0:07:43.5

Enter your text here

0:08:20.7 0:08:25.7

7:42 / 90

8:00 8:00

to get the best price on domain names and hosting!!

This tool bar gives you options of colors and links.

This cursor gives you a length of time that the annotation will be visible during the video.

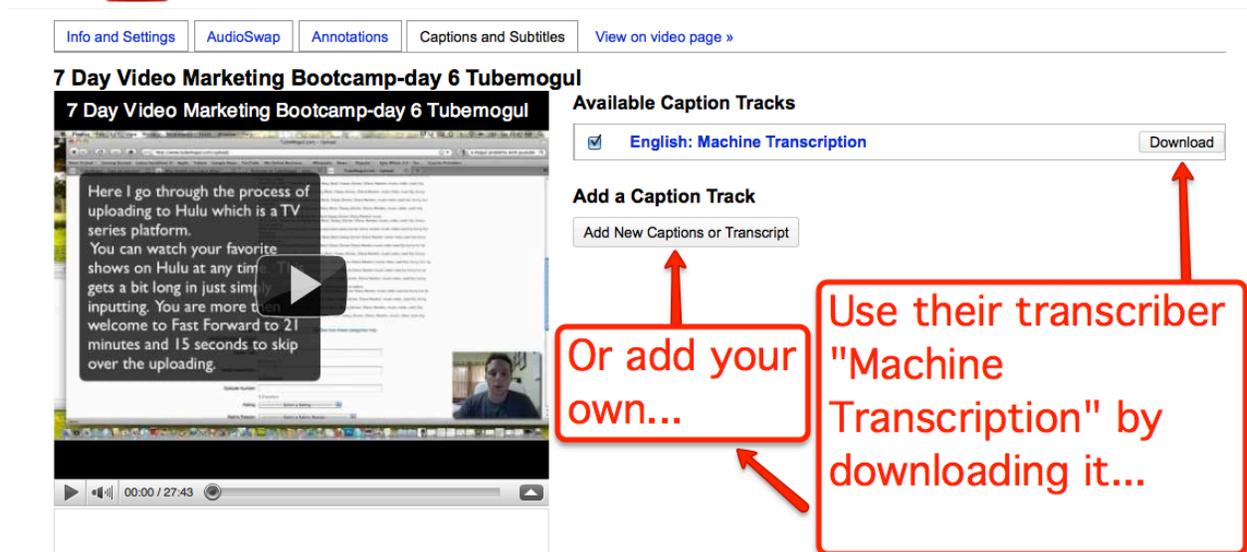
Here is the annotation created. I have made it a clickable link to my YouTube Channel.

Captions and Subtitles-

This function has been found to increase a videos traffic potential and visibility on a more global level. What you are doing with this function, is allowing your video to be captioned to be seen not only by the hearing-impaired, but also the function allows you translate your videos audio into as many different languages as you'd

like. YouTube has its own Automated Caption Creator however generally it does not transcribe your audio quite right. You can create your own transcribed file and upload it as a text file. However, first I am going to show you how to simply use YouTube's system.

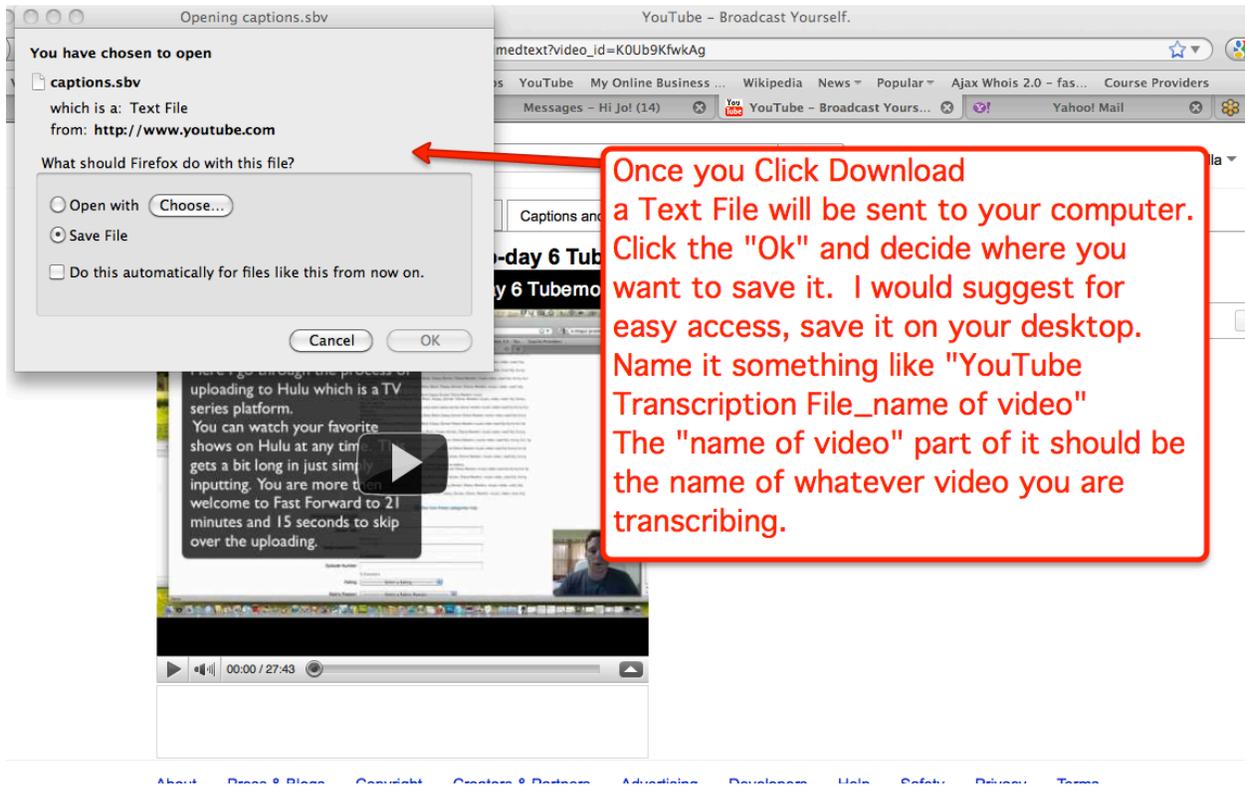
First click on the "Captions and Subtitles" tab above whatever video you have selected.



You are then going to go in and click "Download" for the:

[English: Machine Transcription](#)

Once you do you will get the file sent to your download file on your computer.



The transcription should now be saved on your desktop. So now go back into YouTube and click on the "Add New Caption" button because now you have to upload the file you just downloaded. I know it is a bit confusing, "why would you have to upload something that you have just downloaded?" Well it actually is better to do that, because then you can change some of the mistakes of the transcribed file. (There will be many)

Info and Settings

AudioSwap

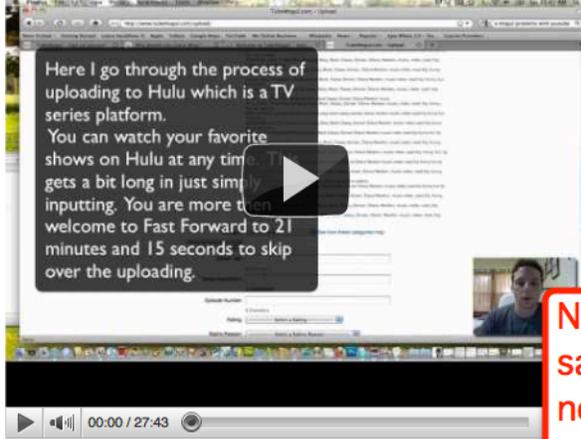
Annotations

Captions and Subtitles

[View on video page »](#)

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Available Caption Tracks

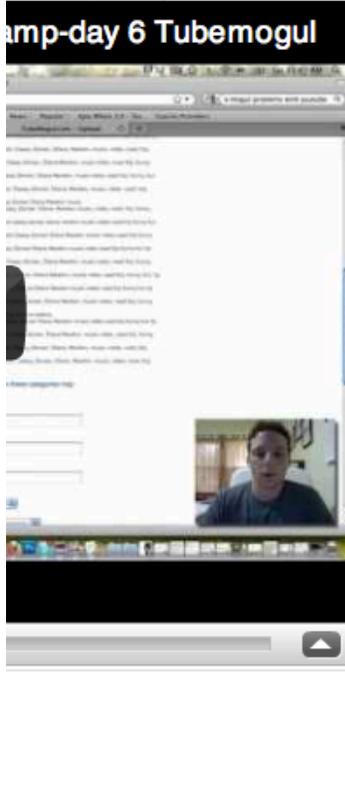
English: Machine Transcription

Add a Caption Track

Add New Captions or Transcript

Now that the transcription is saved on your desktop you will need to upload it. So click "Add new Caption or Transcription"

camp-day 6 Tubemogul



Add New Captions or Transcript

File

Browse...

Type

- Caption file (includes time codes)
- Transcript file (English only) (*beta*)

Language:

Name (optional):

Upload file

Cancel

[Return to Available Tracks](#)

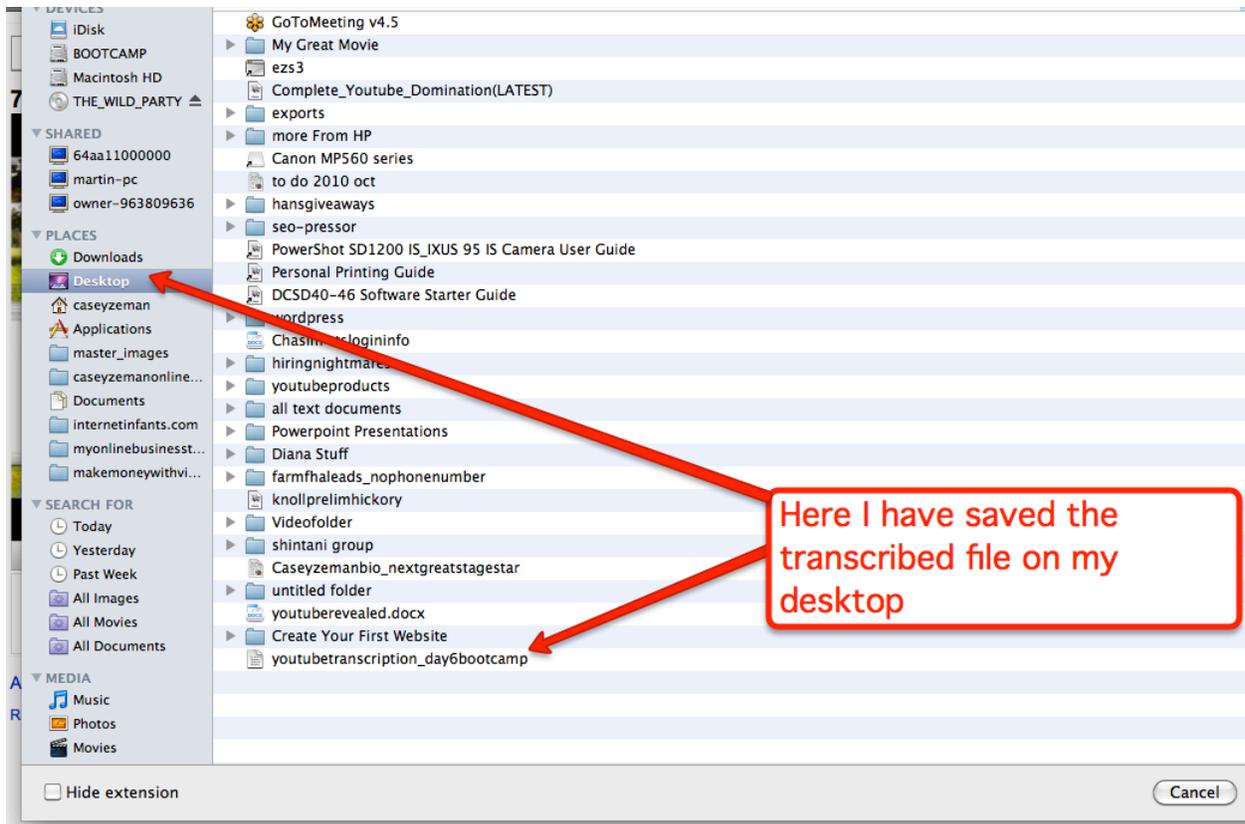
Captions and subtitles help people with hearing disabilities and people who speak other languages understand your videos. To learn more about this feature, see the [Help Center](#).

Important: By clicking "Upload" you are representing that you own the rights to the uploaded text and that it does not violate [YouTube's Terms of Service](#).

By clicking "Upload" you are representing that you own the rights to the uploaded text and that it does not violate [YouTube's Terms of Service](#).

Click "Browse"

You will then browse your computer files to find the file. You should have saved the file on your desktop of your computer so let's go there now.



Click the upload button to send to YouTube.

Now I would like to quickly describe the difference between Caption file and transcript file.

My suggestion to you would be to always click the Caption file. Both have time codes, however Caption file allows you to upload different languages as well. So really there is no need to click the transcript file button. At the moment of writing this it has an 'English only' limitation anyway. If you are not transcribing out of the English language, then clicking either is fine.

Once you do, you will click "Upload File".

Most often I would suggest you choose the file type "Caption File". "Transcription File" is English only and you may have another language that you would like to have transcribed. Both have time codes.



Type
 Caption file (includes time codes)
 Transcript file (English only) (*beta*)

Language: English
Name (optional):

Upload file Cancel

[Return to Available Tracks](#)

Click "Upload File"

Captions and subtitles help viewers with hearing disabilities and people who speak other languages to understand your videos. To learn more about this feature, see the [Help Center](#).

Important: By clicking "Upload File" you are representing that the uploaded text does not violate [YouTube's Terms of Service](#), and you own all copyrights in this video and caption track or have the necessary authorization to upload the video captions.

[Copyright](#) [Creators & Partners](#) [Advertising](#) [Developers](#) [Help](#) [Safety](#) [Privacy](#) [Terms](#)
sh Location: Worldwide Safety mode: Off

I then decided to add another language track after the English. All it takes is changing the language setting to whatever you'd like. I decided on Chinese.

Subtitles | [View on video page »](#)

Demogul



Available Caption Tracks

<input checked="" type="checkbox"/> English	Settings	Download	Remove
<input checked="" type="checkbox"/> Chinese (Traditional)	Settings	Download	Remove
<input checked="" type="checkbox"/> English: Machine Transcription	Download		

Add a Caption Track

Add New Captions or Transcript

As you can see, you can create as many different language caption tracks as you'd like.

Now click on the [“View on Video Page”](#) at the top to see the transcription area as your viewers would see it.

Captions and Subtitles

[View on video page »](#)

Click "View on Video Page"

-day 6 Tubemogul



Available Caption Tracks

- English** Settings Download
- Chinese (Traditional)** Settings Download
- English: Machine Transcription** Settings

Add a Caption Track

[Add New Captions or Transcript](#)

This video is private. Only those with access can see it. [Learn more](#)

Like Add to Share Embed 20 views

TheNicheUmbrella | December 13, 2010 | 0 likes, 0 dislikes
<http://www.makemoneywithvid...> In todays Video Casey talks about the very pop...

English

0:01 hello everyone
0:02 welcome welcome welcome to uh... this should be day six
0:07 two day six of the
0:08 thirty marking the camp and today we're going to take a look at to glo
0:14 in the previous video uh... and tuesday we're gonna start looking into
0:20 get started and uh... jump right into technical
0:24 soap
0:25 typing to blow
0:29 cheat you be he handled ul
0:31 dot com
0:33 and me

Transcript

Here is what the transcription looks like on the video page

All Comments (0)

[see all](#)

Respond to this video...

You can now see what the transcription looks like on the main page. If you will notice, the translation of the audio looks a bit off. YouTube's automated transcriber is not that good. However, the attractive part about using it is that it is completely free. Now another option is doing the transcribing yourself. However that can take forever. I would suggest outsourcing the transcription.

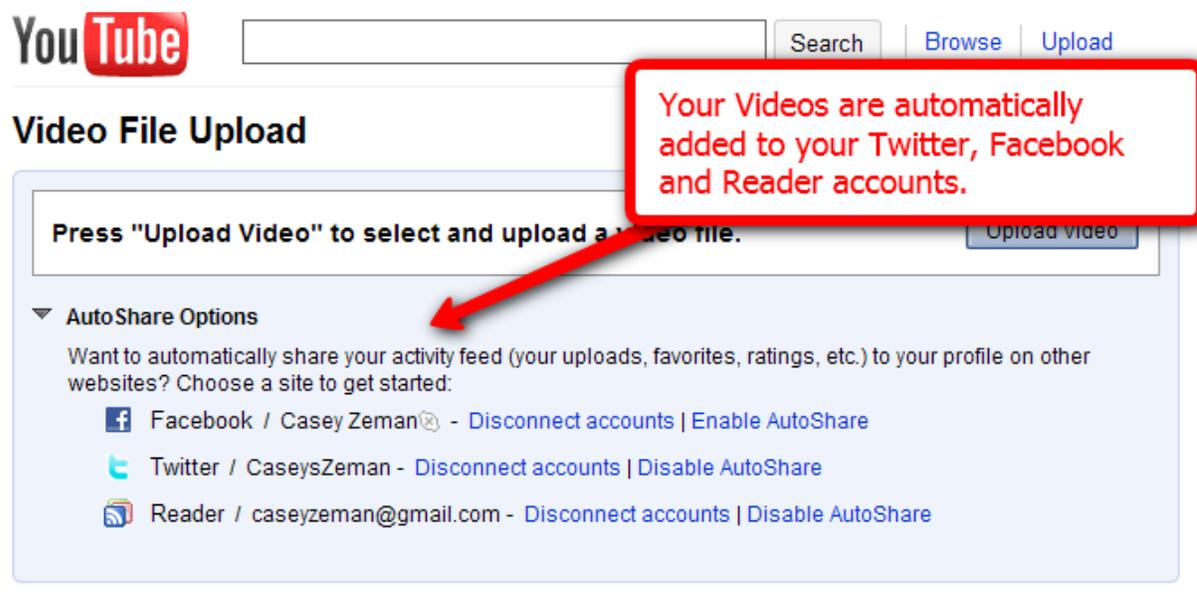
Sites such as www.elance.com and www.fivver.com can give you some great deals with video transcription. You can even Google YouTube transcription and find sites such as <http://www.visualdatainc.com> who can do many languages, and put the transcription into SRT files with time codes as well.

(To understand a bit more of what an SRT file is you can read this article http://www.ehow.com/about_5066018_srt-file.html)

Take a look at all of these options because transcribing your videos is a practice that most don't do which is leaving a much valuable visibility on the table.

Autoshare Options-

Once you create a video, you can have it automatically go to your [Facebook](#), [Twitter](#) or [RSS Reader](#) networks. I like this feature because I don't have to worry about doing it manually. It creates the links for me.



The Reader function is your RSS feed for your blog. You can configure your Blog to post every time you make a video.

If you have a www.ping.fm account then the videos will go from your YouTube account, to your Blog to your Ping account which filters it to every other social network sites you are a member of. That can include Ning, Facebook, Myspace and LinkedIn.

That is what is so amazing about creating the video.

It takes as little as 5 minutes to upload a video, add a keyword rich title, description, tags, and get it seen through as many Social network sites as you are

registered with. This is the sheer beauty of the power of YouTube. Some people believe that to have something “go viral” is an uncontrolled and organic phenomenon. Well I believe that by following these sharing methods, you can give that phenomenon an initial boost that can increase your odds.

Chapter 6- Let's Talk Front Page (Step by Step)

We are now going to examine, very simply, what each of the components of the front page do and how to best use them. On the Front page, above the video, the "Arrows Down" button shows you the full description of the video.

Remember to be sure to put your Website address in the first line of your description section.

The image shows a YouTube video player interface for a video titled "Casey Zeman Video Marketing 101". The channel name is "caseyzeman" with 32 videos and a "Subscribe" button. The video player shows a man speaking, with a progress bar at 0:11 / 0:35. Below the player, the video title is "Casey's Video Marketing" with a description: "Learn video marketing techniques to increase your traffic. www.caseyzemanonline.com". The video has 6,440 views and was uploaded on February 11, 2010. The description text is: "Please leave me a comment or rate my channel if you have time. <http://www.caseyzemanonline.com>... Go to my websi...". There are buttons for "Like", "Save to", and "Share". A comment box is visible with the text "Respond to this video...". On the right side, there is a list of recommended videos.

Callout 1: This lists how many videos the person has (points to the "32 videos" link).

Callout 2: These arrows down show you the full version of the descriptions (points to the "Arrows Down" icon).

Callout 3: Remember, put your website link in the first line!! (points to the first line of the video description).

Other features on the front page include:

- The embedding code.
- The URL of the video.
- Sharing the video manually for each video with the “share feature”.
- Putting the “thumbs up” or “thumbs down” depending on your opinion of the video.

Thumbs up or Thumbs down.

Embedding code.

Make sure you remove the check mark from "include related videos".

This function specifies the border that the video will be in, and then what size to make the video.

Make sure if you do not want any other videos being seen after your video has finished, click to remove the check box for “include related Videos”.

This is the Video URL. You can share this video URL with Faceook, Twitter, StumbleUpon, Myspace, etc...

caseyzeman — February 11, 2010 — Please leave me a comment or rate my channel if you have time. <http://www.caseyzemanonline...> Go to my websi... **8,440** views

Like Save to Share <Embed>

<http://www.youtube.com/watch?v=eTIMGGuy8Hw>

Email Facebook Twitter MySpace orkut StumbleUpon Live Spaces Bebo hi5

Respond to this video...

Uploader Comments (**caseyzeman**)

caseyzeman Ian thanks, you to as always. And thank you to everyone else!!!

Lastly, you can make comment to other videos while also putting up your own video response.

Very Powerful Marketing Tool!

The screenshot displays a YouTube video player interface. At the top, a video player shows a video titled "Welcome All. Discover your Niche." by Casey Zeman, with a duration of 3:18 and 145 views. Below the video player, the channel name "Casey's Video Marketing" is visible, along with a description: "Learn video marketing techniques to increase your traffic." and the website "www.caseyzemanonline.com". The video player controls show a progress bar at 0:35 / 0:35. Below the video player, the video title "Welcome All. Discover your Niche." is displayed, along with the channel name "caseyzeman" and the date "February 11, 2010". The video description reads: "Please leave me a comment or rate my channel if you have time. http://www.caseyzemanonline... Go to my websi...". The video has 6,440 views. Below the video player, there are buttons for "Like", "Save to", "Share", and "<Embed>". A notification box says "You like this video. Thanks for the feedback! See more videos you liked." Below this, there are "Ratings for this video (12 total)" showing 12 thumbs up and 0 thumbs down. A comment box contains the text "Thanks for the great videos. talk to you soon." and a URL "http://www.caseyzemanonline.com/vm_101.html". There is a "Cancel" button and an "Attach a video" link. Two red callout boxes with arrows point to the comment box and the "Attach a video" link. The first callout box says "Leave your comments here." and the second callout box says "You can also upload a video response and attach it to your text response." The video player also shows a list of related videos on the right side.

From: MrianBass
Views: 774

9:53

From: caseyzeman
Views: 145

3:18

Casey's Video Marketing
Learn video marketing techniques to increase your traffic.
www.caseyzemanonline.com

0:35 / 0:35

caseyzeman — February 11, 2010 — Please leave me a comment or rate my channel if you have time. <http://www.caseyzemanonline.com> Go to my websi... **6,440** views

Like Save to Share <Embed>

You like this video. Thanks for the feedback! See more videos you liked.

Ratings for this video (12 total)

12 0

Thanks for the great videos. talk to you soon.

Casey
http://www.caseyzemanonline.com/vm_101.html

500 characters remaining

Cancel

Attach a video

Leave your comments here.

You can also upload a video response and attach it to your text response.



Search

[Browse](#)

[Upload](#)



You are posting a Video Response to: [Casey Zeman](#) Video Marketing 101
0 Video Response(s) so far

Record a Video

Choose a Video

Upload a Video

Record your Video Responses

Make sure your web cam is installed and working correctly. All fields below have been filled in for you by default. You may edit them but they must be completed before recording can begin.

You can record a video straight to the comment section

You can choose a video from your YouTube video list.

Or you can upload a Video straight from your desk top.



No camera was found

Hit Ok to retry

Ok

[Help](#) [About](#) [Safety](#) [Privacy](#) [Terms](#) [Copyright](#) [Uploaders & Partners](#) [Developers](#) [Advertising](#)

Language: [English](#) Location: [Worldwide](#) Safety mode: [Off](#)



Chapter 7-Insight Tool

I gave this YouTube Tool a complete chapter of it's own. Because, being able to dissect and piece apart who is watching your videos, when they are watching them, when they are clicking away from watching your videos, and where the video's views originated from will only help you to know how to better target your market.

So without further ado, the Insight tab.

YouTube [Search] [Browse] [Upload] caseyzemar

Edit Video | Edit Video | Annotations | AudioSwap | Captions and Subtitles | **Insight**

Casey Zeman Video Marketing 101

caseyzeman 32 videos [Subscribe]

We are now going to look at the Insight Tool.

Casey's Video Marketing
Learn video marketing techniques to increase your traffic.
www.caseyzemanonline.com

caseyzeman — February 11, 2010 — Please leave me a comment or rate my channel if you have time. <http://www.caseyzemanonline.com> Go to my websi... **6,728** views

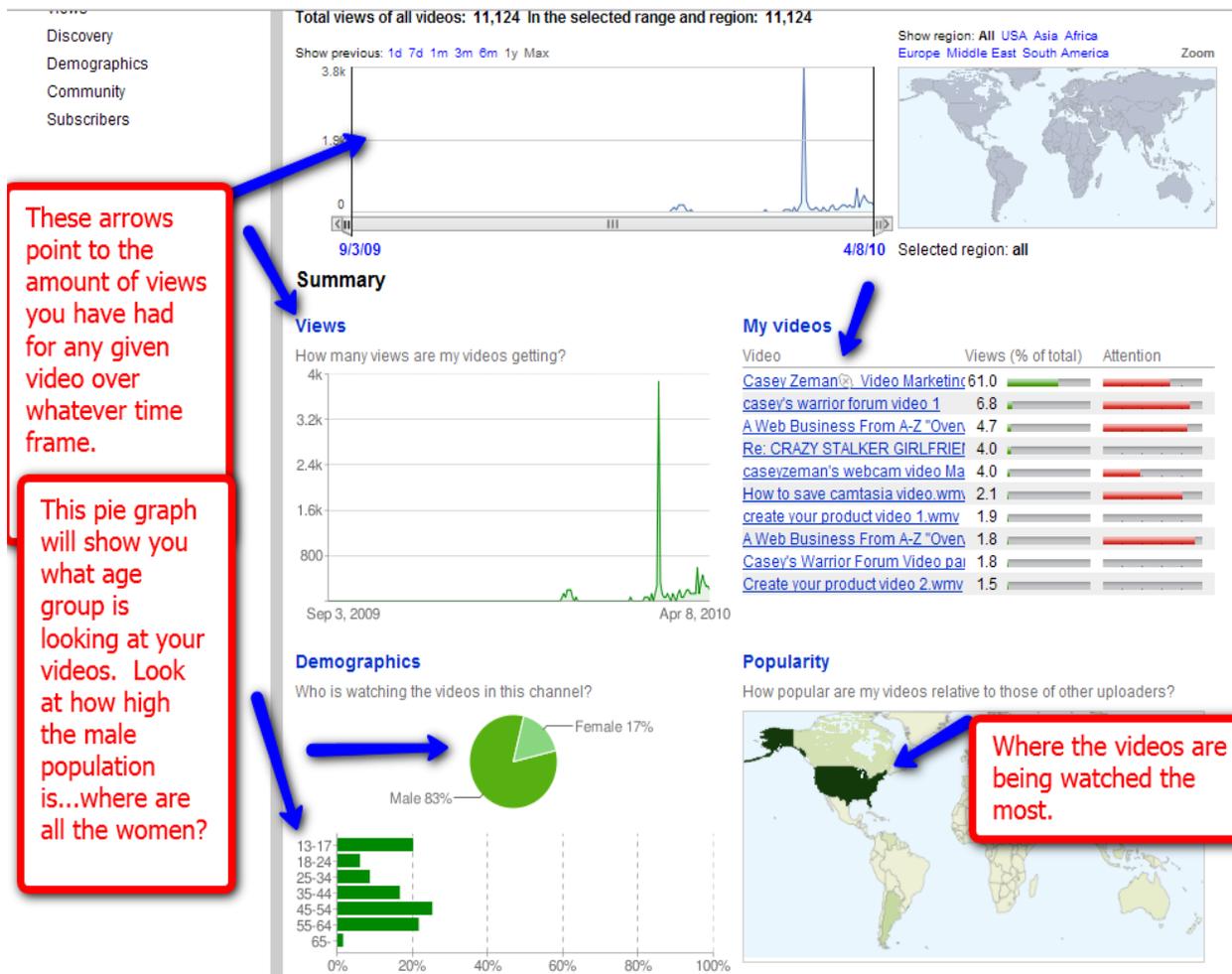
[Like] [Save to] [Share] [Embed]

- caseyzeman's web March 09, 2010, 0' 444 views caseyzeman
- A Web Business F "Overview" part 1 523 views caseyzeman
- Small Business M: Blog Secrets Part . 30 views SmallBusinessMark
- create your produc 1.wmv 207 views caseyzeman
- Timbaland - If We t Again ft. Katy Perr 8,959,383 views TimbalandVEVO
- Avril Lavigne-My H: Ending 9,957,971 views AvrilLavigne
- Increase WebSite Add This Button 780 views MirianBass
- Welcome All. Disc Niche. 145 views

The Insight tool is going to be one of your favorite functions to gage the level of popularity of your videos and what demographic is watching them. This tool

helps you to get familiar with your audience. It will give you “insight” into which of your videos is performing the best. This helps you in optimizing each video’s description and tags. In “insight” you can test out what works and what doesn’t in terms of keywords.

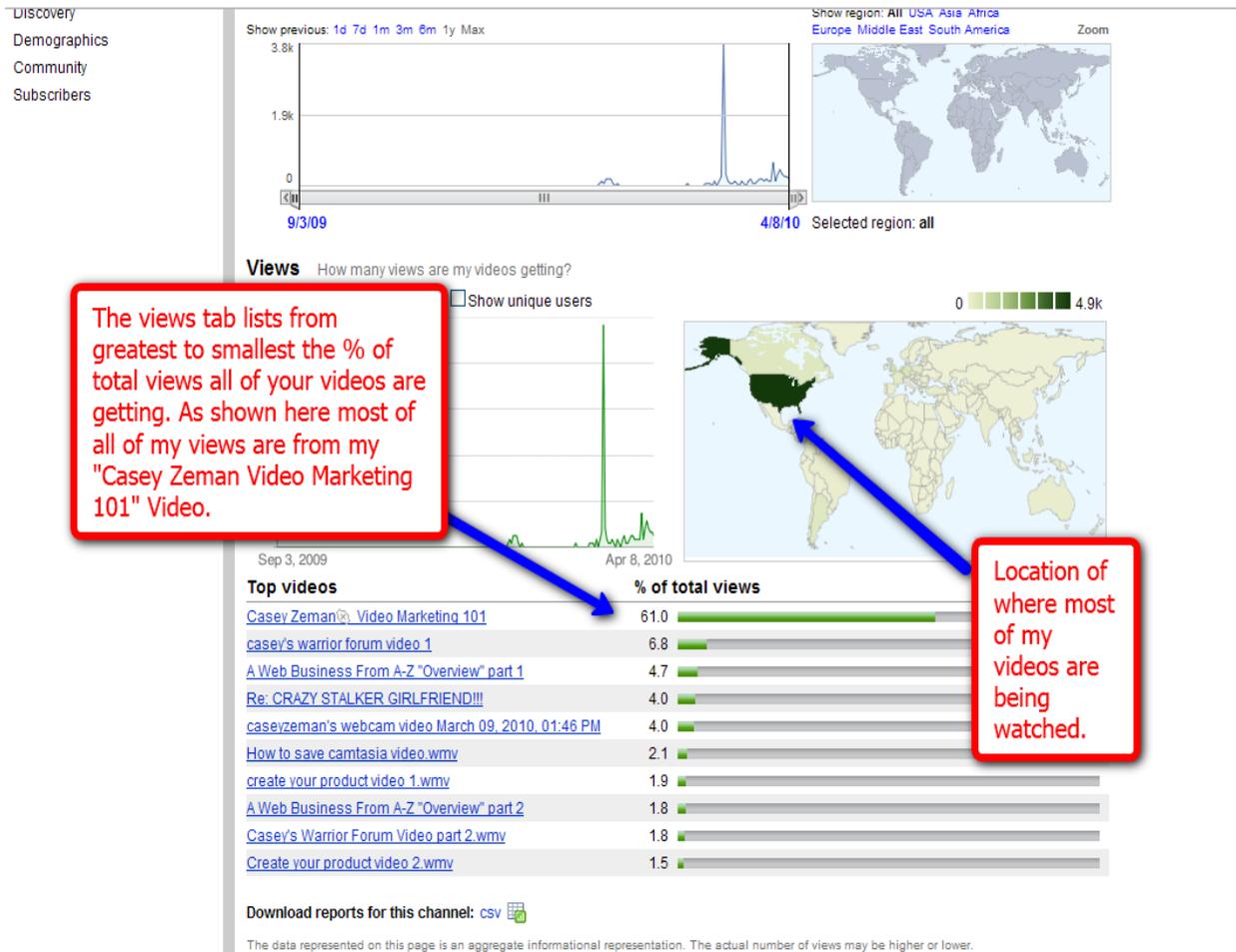
The **Summary page** is obviously the overview of the feature. You can actually gain quite a bit from this page, such as video views, age ranges of your viewers and where they are in the world. Notice that there are far more men that watch my videos than women, strange...



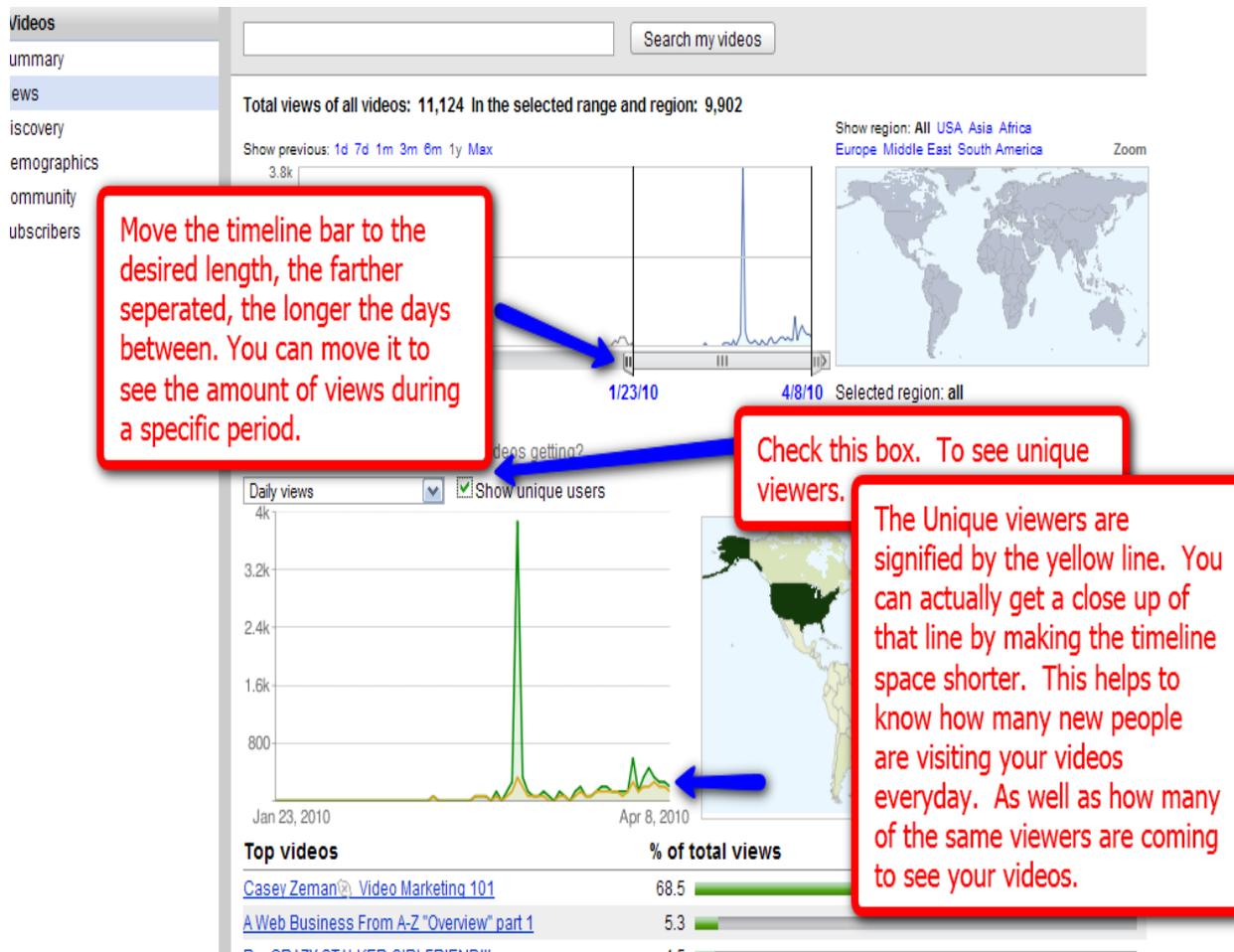
These arrows point to the amount of views you have had for any given video over whatever time frame.

This pie graph will show you what age group is looking at your videos. Look at how high the male population is...where are all the women?

Going down the list of features, you will understand the benefits of each one.



A closer look.



From Views to Discovery.

Discovery is an eye opener if you ever wanted to know where your videos are being watched.

Not which videos, but where.

We had shown earlier, that you could embed your Videos onto other websites.

The discovery feature can help you track how many of the views are coming from those embed videos and how many are coming straight from YouTube, by YouTube users.

It has mobile device as one of the listed players. Soon we will see more and more of that happening.

- Discovery
- Demographics
- Community
- Subscribers

Total views of all videos: 11,124 in the selected range and region: 11,124

Show previous: 1d 7d 1m 3m 6m 1y Max



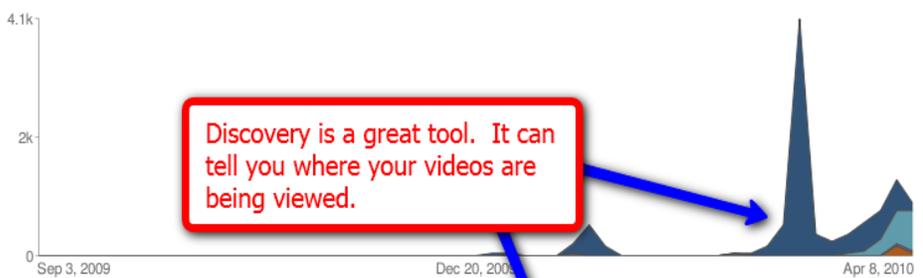
Show region: All USA Asia Africa Europe Middle East South America Zoom



9/3/09 4/8/10 Selected region: all

Discovery In what context were the videos in this channel viewed?

Location of player when viewed Display as: Stacked chart Line chart



Discovery is a great tool. It can tell you where your videos are being viewed.

<input checked="" type="checkbox"/> Location of player when viewed	Views	% of total views
<input checked="" type="checkbox"/> YouTube watch page	8496	76.8
<input checked="" type="checkbox"/> YouTube channel pages	1741	15.7
<input checked="" type="checkbox"/> Embedded player	504	4.6
<input checked="" type="checkbox"/> Mobile devices	328	3.0

Download reports for this channel: [csv](#)

The data represented on this page is an aggregate informational representation. The actual number of views may be higher or lower.

Just as we saw in the “Insight Summary”, the **demographics tab** will show you in detail what age groups and gender are watching your video.

I would like to point out that in my video “Casey’s Video Marketing 101” the age groups that are the most popular is 13-17 and 45-54.

If we analysis this a bit deeper then we can understand the numbers. The lowest age group is 18-24. I believe that this age range is the lowest because this group is primarily undergraduates focused on school. They are getting their degrees in whatever field they have chosen so that is their primary focuses. If they are coming to YouTube, generally it is more for watching entertaining and funny videos more so then videos pertaining to how to make an online income such as mine. However the 13-17 year old group spends most of their time online when they are done with school.

They also are getting pressured by their parents to get a job. Many of them don’t necessarily want to bag groceries, so they look at making money via the internet. It is not as impossible of a feat for them because they so familiar with this medium. It is not outside of their scope of possibility.

The age groups of 45-54 are the Baby-boomers. Many of them are getting close to retiring or have been placed in the unusual position of being laid off from a job after 10 plus years. Many of them have also had a huge loss in their pensions and retirement. They are at a new crossroads in their lives and they are forced to ask the question “what now?”

Many consider themselves too young to quit working but too old to get a job so what the heck is the solution??

The Internet is that ray of hope that could maybe pull them out of the darkness. They are not too familiar with it, so they take the time to learn about how to make money online.

All Videos

Summary

Views

Discovery

Demographics

Community

Subscribers

 Casey Zeman Video Marketing 101

Views

Discovery

Demographics

Community

Hot Spots

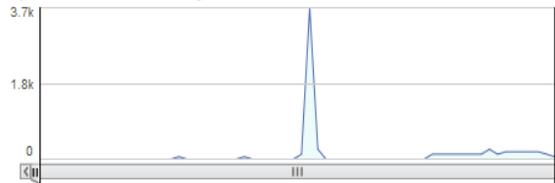
Call-to-Action

Search my videos

Total views of this video: 6,844 In the selected range and region: 6,844

Show previous: 1d 7d 1m 3m 6m 1y Max

Show region: All USA Asia Africa Europe Middle East South America Zoom



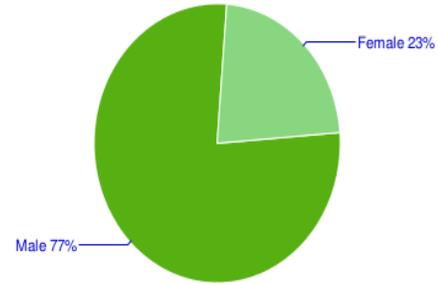
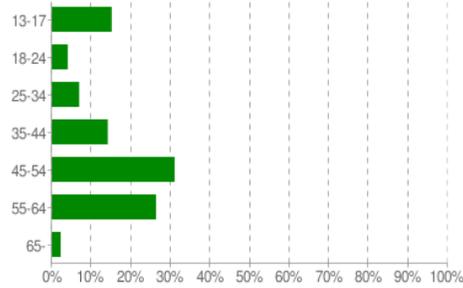
2/5/10

4/9/10 Selected region: all

Demographics

Age ranges for: All Male Female

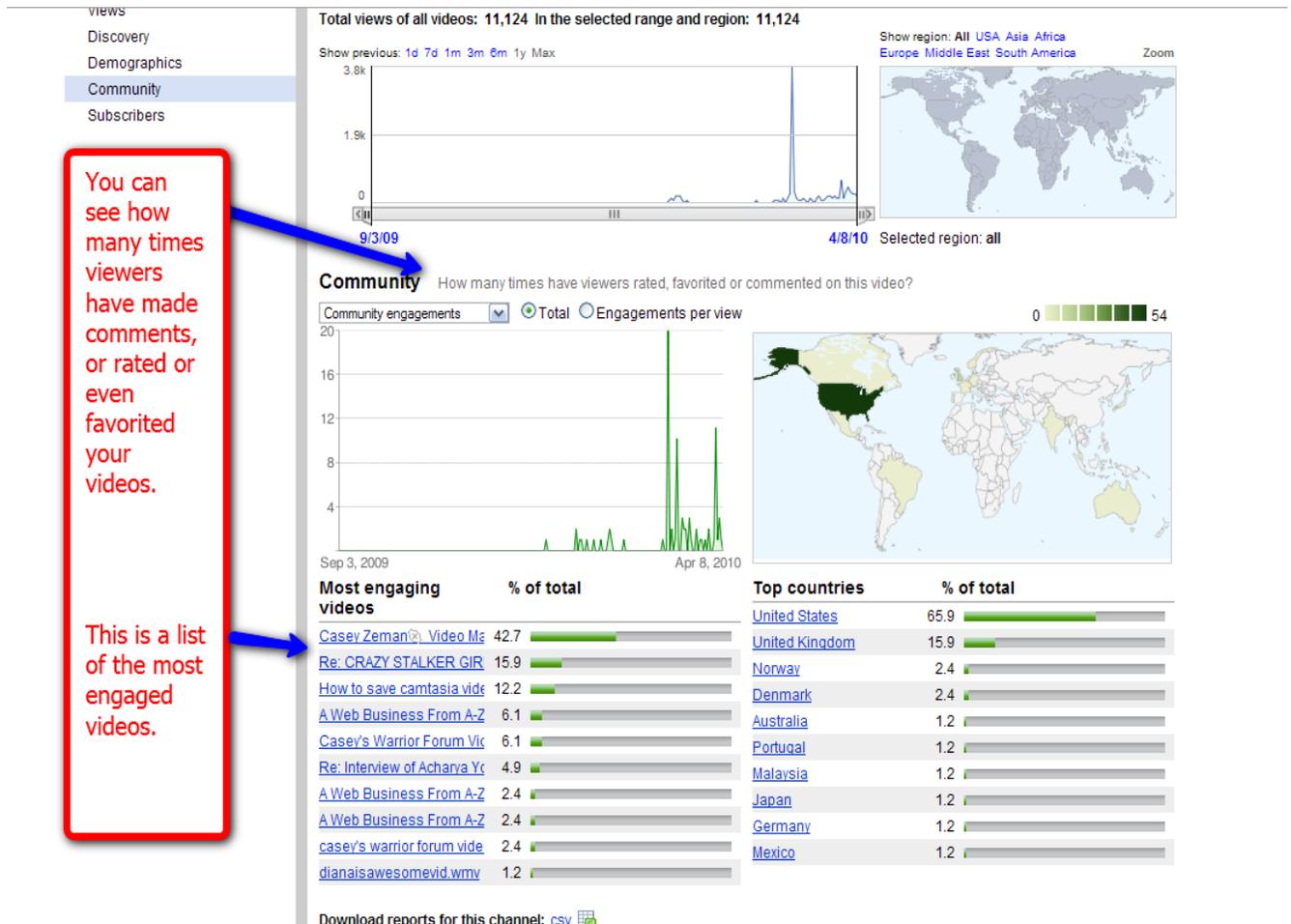
Genders for all age groups



Download reports for this video: [csv](#) 

The data represented on this page is an aggregate informational representation. The actual number of views may be higher or lower.

The next tab down in “insight” is **community**. Here you can see how many people commented, rated or favored your videos. You can also see from where. The darker green signifies the locations where the most people are commenting on the videos. The lighter it gets, the fewer comments from that region.



You can see how many times viewers have made comments, or rated or even favorited your videos.

This is a list of the most engaged videos.

The **Subscriber** function is wonderful for determining when and where the subscribers signed up. All of the insight functions were designed for testing and optimization. Through the subscriber function you can determine if there is a video that is having better success with conversions than others. You can also see which country you are getting the greatest response from. I have most of my subscribers coming from the USA and the UK.

videos · insight · messages · settings

All Videos

- Summary
- Views
- Discovery
- Demographics
- Community
- Subscribers

Search my videos

Total views of all videos: 11,759 In the selected range and region: 9,924

Show previous: 1d 7d 1m 3m 6m 1y Max

Show region: All USA Asia Africa
Europe Middle East South America

Zoom

9/3/09 3/8/10 4/11/10 Selected region: all

Subscribers Number of people currently subscribed to your channel: 149

Daily subscription events

- Subscriptions (green dashed line)
- Unsubscriptions (orange dashed line)
- Daily change in subscribers: positive (green solid line), negative (red solid line)

Mar 8, 2010 Apr 11, 2010

Subscription events over period	Total Events	Subscriptions	Unsubscriptions	Change in subscribers
All countries	139	139	0	+139
Country with biggest change in subscribers				
United States	77	77	0	+77
United Kingdom	14	14	0	+14
Canada	12	12	0	+12
Australia	4	4	0	+4
India	4	4	0	+4

You can move the toggle left or right to view who many subscribers you have had within a given period of time.

You can see the exact number of subscribers signing up per day.

Below that, it shows you the location of your subscribers.

Here you can see the number of subscribers.

YouTube Revealed. Copyright 2011. CSZ Corporation. All Rights Reserved 59

So far I have shown you a step by step of how to facilitate through YouTube.

Pretty Tame

However, now I am going to let you take a glimpse of the secret sauce...

Build Your Relationships!

Compose

Inbox 1 - 20 [Next](#)

[Delete](#)

<input type="checkbox"/>	From	Subject	Date
<input type="checkbox"/>	Airhead743072	Airhead743072 sent you a video: "How to Achieve The Goal of you	Apr 12, 2010
<input type="checkbox"/>	AfliadosDeAlex	Re:Re: hola quiero	Apr 11, 2010
<input type="checkbox"/>	PHKatz	Re: Phkatz you rock	Apr 11, 2010
<input type="checkbox"/>	MrRiujun	Re: Re: Nice Channel	Apr 11, 2010
<input type="checkbox"/>	jmanzie65	Re: Jmanzie you rock	Apr 10, 2010
<input type="checkbox"/>	jasehaberTV	Re: Jasehaberty you rock	Apr 10, 2010
<input type="checkbox"/>	SheBQueen4eva	Re:Hi Shebqueen4eva	Apr 10, 2010
<input type="checkbox"/>	thurai1981	Re: Hi Thurai	Apr 10, 2010
<input type="checkbox"/>	Robttm	Re: Hi Robttm	Apr 10, 2010
<input type="checkbox"/>	shout4songs	Re: Hi Shout4songs	Apr 09, 2010
<input type="checkbox"/>	LetsTalkInsurance	Re: Nice Channel	Apr 09, 2010
<input type="checkbox"/>	MrRiujun	Re: Nice Channel	Apr 09, 2010
<input type="checkbox"/>	CORNFLAKE33054	Re: Cornflake you rock	Apr 08, 2010
<input type="checkbox"/>	101Betterdayz	Re: Re: Hi 101Betterdayz	Apr 08, 2010
<input type="checkbox"/>	Amsoil25Now	Re: Amsoil25now you rock	Apr 08, 2010
<input type="checkbox"/>	gendress	Re: Your Video's are better then mine	Apr 08, 2010
<input type="checkbox"/>	TipsandGameTricks	Re: Nice Channel	Apr 08, 2010
<input type="checkbox"/>	101Betterdayz	Re: Hi 101Betterdayz	Apr 07, 2010
<input type="checkbox"/>	gendress	Re: Your Video's are better then mine	Apr 07, 2010

Inbox

- Personal Messages
- Shared with You
- Comments
- Friend Invites
- Video Responses
- Sent
- [Address Book »](#)

This is going to be your secret weapon...Well, not so secret... but through YouTube email you will be networking with other YouTubers in your niche. The way to YouTube success and views and eventually conversions into your website subscriber list is Networking. I will come on to what the real secret weapons is later on.

Ok so it doesn't seem that secret but let me assure you that **networking** through Messages and Friend Requests and Video Response are the backbone of gaining a following on YouTube. What I am going to show you is not only how to do those very things, but more importantly, how to **automate them.**

Very quickly, let me ask you.

How easy would it be to send out 500 friend requests a day and say 350 messages?

How long would it take? You would be sitting in front of the computer for 8 hrs a day clicking over and over till your hands cramped from carpal tunnel.

Another question. Yes I love asking questions...

How long would it take to find friends whom are in your same niche or more importantly, thirsting for what you have?

I can show you how to do both in less than 5 minutes.

But first, back to the basics.

Chapter 8—Video Response

I am not sure how many of you have studied or were ever taught YouTube traffic secrets before, but one that many guru's talk about is "**Video Response**".

I touched on it a bit in chapter 5.

Video responses can be made to any video. Most videos have a section below it for comments and video response.

All YouTube users (*YouTubers*) have the option of screening the video responses that come in. So even though you may have left a video response, the YouTuber whose video you were responding to may have scrutinized it.

And then some of the more popular YouTubers remove the video response feature all together to avoid getting bombarded with them.

Most YouTubers however are glad to receive a video response especially if the video response is similar to a comment. You can upload any of your previously made videos as options as well. Sometimes if the video is in the same niche then the YouTube user whom you are commenting on will accept it. Often times though, they see it more as though you are blatantly marketing yourself.

Make the video pertain to them.

Create a directly uploaded video from your web-cam and put in the description your blog or squeeze page URL.

If the person who you are sending a video comment to gets many views, then you might be able to get some residual views from it.

Test the video responding out.

Video Responses can help to get more view.

One of the video responses that I did was to a video that received about 20k views and I was really thinking that I would get some hits. However, strangely enough, I was only able to get 5 views in 2 months.

So why did this happen?

Well here is the Video

caseyzeman 33 videos

Terrible!!! Only 5 Views!

Here lies the problem

caseyzeman — February 25, 2010 — Video Cam Direct Upload 5 views

Category: [People & Blogs](#)

Tags: [power of now](#) [new earth](#) [eckhart tolle](#) [jonathan budd](#) [katie freiling](#) [spiritual teachers](#) [internet marketing](#) [life coaching](#) [success secrets](#) [tips](#) [wayne dyer](#) [oprah](#) [winfrey](#)

Notice how they seperate the tags out. These tags should have worked. So Why didn't they???

[Eckhart tolle Power of now 1](#) 95,220 views Ph0Steve

[The Secret To Life Transformation: The Power](#) 20,540 views KatieFreiling

[Eckhart Tolle, not reacting to](#) it, www.sou... views

[Eckhart Tolle - simple truth, awakening, power...](#)

Hopefully the issue is not my face, but stranger things have happened.

It could have been that ridiculous headset around my neck reminding people of Darth Vader when he took his helmet off.

Those are apt guesses, however I believe the issue was that even though I put some pretty good tags in there, I didn't fill in the description section at all. I also didn't make a very good title if you will notice; it's just "Video Cam Direct Upload". That is the default setting.

You should always change a "Video Response" title to a keyword rich title.

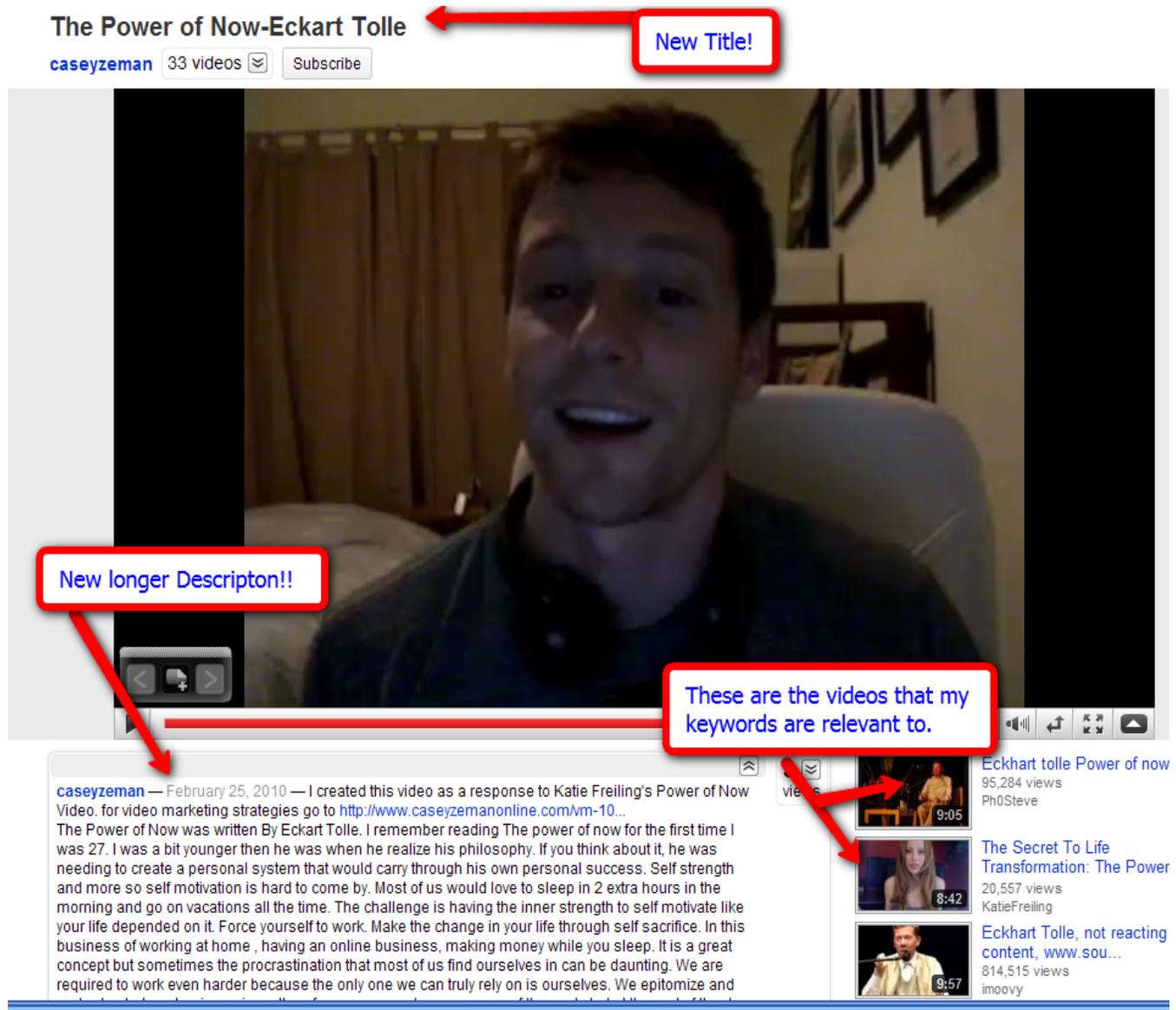
For this video, “The Power of Now, Eckhart Tolle” would have been a much better title.

The tags in the video are actually good.

In fact I took the tags directly from the video I was making a response to.

Remember to always create a decent description section.

Have your website in the first line, and make it rich with keywords. Always put your title in the description area as well, and in the tags. YouTube notices the keywords in the description and title over the tags. The first thing the search engine seeks out is the title.



This video above is much better for gaining views.

My face is far more offensive...but as you can see the description is full and the title is appropriate.

We are eliminating the "RE:" from the title and making more of a full video upload.

Often times our video response doesn't get picked up, so it will become essential to have a properly saved title and description to stay competitive.

Let's Recap Video Response-

Let's begin with the basics.

- Leave you comment under the video that you are interested in responding to.
- Once you leave a written comment click to the left of that comment box to attach a video.
- Click on the "Attach Video" button.

Click here to attach the video

caseyzeman — March 23, 2010 — My Online Business Today! Presents "A Web Business From A-Z Overview part 4". <http://www.caseyzemanonline...> 176 views

Like Save to Share <Embed>

Here is my comment

Attach a video

182 characters remaining Cancel Post

8,372 v caseyz
0:36

How to video. 301 vie caseyz
9:23

XE-tre 82,226 XocalG
1:33

Lillie N 43 view TrebleC
1:23

How v online 5,283 v Google
1:56

Nuesit Web v 170,70' Nuesio
2:40

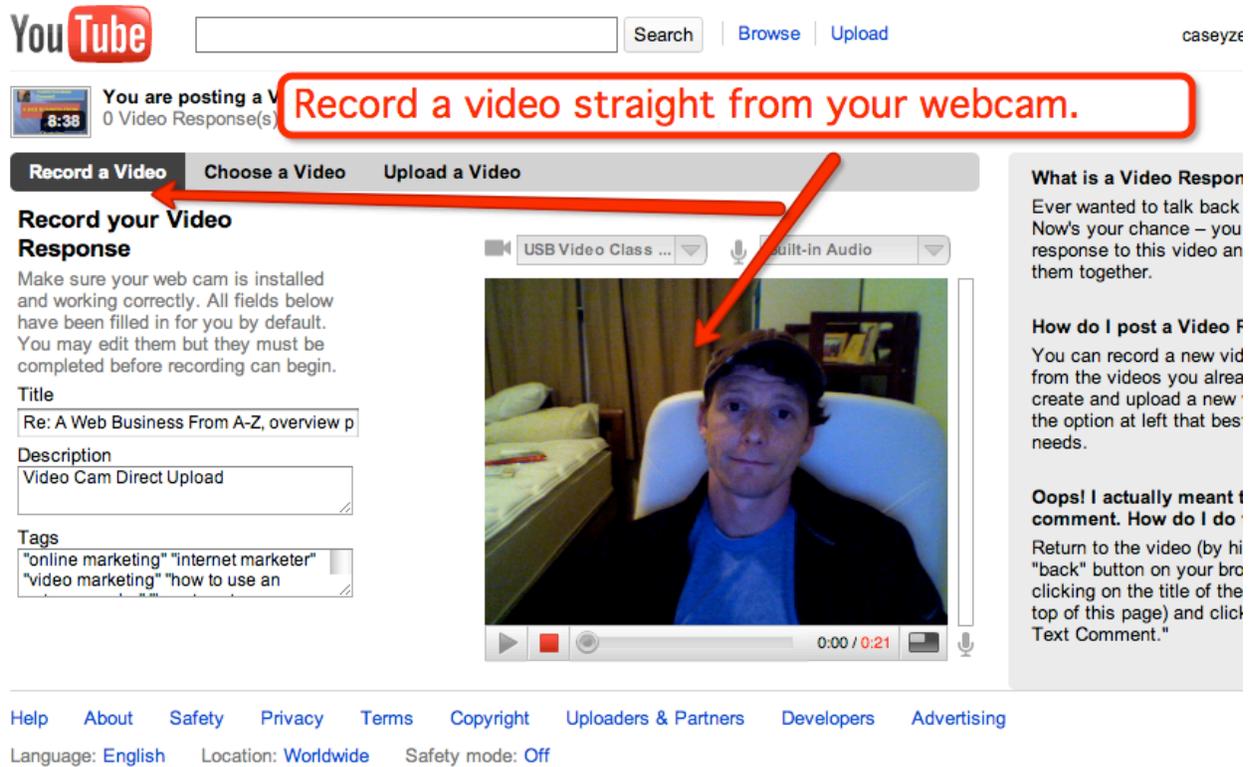
Rah D Mike I 1,157 v Queens
3:46

casey/ 781 vie caseyz
9:28

A Wet

- From there you will be prompted to the “Upload Video” page.
- On this page you are given 3 choices. Record a video, choose a video or upload a video.
- Usually I would suggest recording a video straight from your webcam. It comes across more personal that way.

The way you do that is click on the “Record a Video” button.



- Once you do, YouTube will locate your webcam from your desktop.
- Be sure to have the webcam application closed prior to trying to upload; otherwise the video will not work.
- Close whatever window is open about the webcam and let YouTube do its thing.

Your Webcam will configure with Youtube.
Once it does, Press record.

Record your Video Response

Make sure your web cam is installed and working correctly. All fields below have been filled in for you by default. You may edit them but they must be completed before recording can begin.

Title

Re: A Web Business From A-Z, overview p

Description

Video Cam Direct Upload

Tags

"online marketing" "internet marketer"
"video marketing" "how to use an

USB Video Class ... Built-in Audio



0:00 / 0:00

- Once YouTube is done looking to configure the webcam to their system, click the "Ready to Record" button.

That is it.

The other option of video response is choosing a video from your existing videos, or uploading a video from your desktop.

Let's tackle how those work very quickly!

- Once you click the "Chose Video" button the list of your videos will pop up for you to select one of them.

The screenshot shows the YouTube interface for posting a video response. At the top, it says "You are posting a Video Response to: A Web Business From A-Z, overview part 4" with a video thumbnail and "0 Video Response(s) so far". Below this are three tabs: "Record a Video", "Choose a Video" (which is selected), and "Upload a Video".

Under the "Choose a Video" tab, there is a section titled "Choose one of your existing videos as a response" with a note: "* Indicates the video has already been used for another video response. Selecting a video marked as already having been used will remove the old link." To the right of this is a scrollable list titled "Select the video you want to respond with:" containing various video titles, many of which are marked with an asterisk. At the bottom of this list is a blue button that says "Use the selected video".

On the right side of the interface, there is a grey box with the heading "What is a Video Response?" and sub-sections for "How do I post a Video Response?" and "Oops! I actually meant to post comment. How do I do this?".

At the bottom of the page, there are links for "Help", "About", "Safety", "Privacy", "Developers", and "Advertising". Below these are "Language: English", "Location: Worldwide", and "Safety mode: Off".

Three red annotations are present: a box on the left says "When Choosing an existing video you are given the list of your videos." with an arrow pointing to the video list; a box at the bottom says "Push Select when done." with an arrow pointing to the "Use the selected video" button; and a box at the top left says "Record a Video" with an arrow pointing to the "Choose a Video" tab.

Note: You can only upload one video as a video response. If you try to upload more than one to any one Video Response it won't work.

Another Note: You cannot send the same video to more than one Video Response. So choose your video wisely.

You can also upload a video directly from your desktop.

- Click the “Upload a Video” button. The screen where the video will appear will read “Click Start to upload your video response”.

The screenshot shows the YouTube interface for uploading a video response. At the top, the YouTube logo is on the left, and a search bar with 'Search', 'Browse', and 'Upload' buttons is on the right. Below the logo, a video thumbnail with a duration of 8:38 is shown, followed by the text 'You are posting a Video Response to: A Web Business From A-Z, overview part 4' and '0 Video Response(s) so far'. A navigation bar has three tabs: 'Record a Video', 'Choose a Video', and 'Upload a Video', with the latter being selected. The main heading is 'Upload your Video Response', followed by three bullet points: 'Best video formats for YouTube', 'Up to 1 GB in size.', and 'Up to 10 minutes in length.'. A large grey box contains the text 'Click "Start" to begin uploading your Video Response.' and a blue 'Start' button. A red-bordered box on the left contains the text 'To upload an existing video from your desk top, click "Start".' with a red arrow pointing to the 'Start' button. On the right side, there are sections for 'What is a...', 'How do I...', and 'Oops! I a...', each with some text that is partially cut off. At the bottom, a footer contains links for 'Help', 'About', 'Safety', 'Privacy', 'Terms', 'Copyright', 'Uploaders & Partners', 'Developers', and 'Advertising'.

Click on “Start”.

You will then be sent to this page.

YouTube

Search | Browse | Upload

cas

✔ Your video response will be posted after it has been approved by the video owner.

Video File Upload

Click the "Upload Video" button.

Upload video or **Record from webcam**

Videos can be...

- High Definition
- Up to 2 GB in size.
- Up to 10 minutes in length.
- A wide variety of formats

YouTube direct mo
Did you know you can upload videos directly from your mobile phone? [Set up](#) | [Learn more](#)

Important: Do not upload a video, music concert, or other content without the permission of the copyright owner unless they consent to you created yourself.

The [Copyright Tips page](#) and [Guidelines](#) can help you determine if your video infringes someone else's copyright.

By clicking "Upload Video", you agree that this video does not violate our [Terms of Use](#) and that you own all rights to the video or have authorization to upload it.

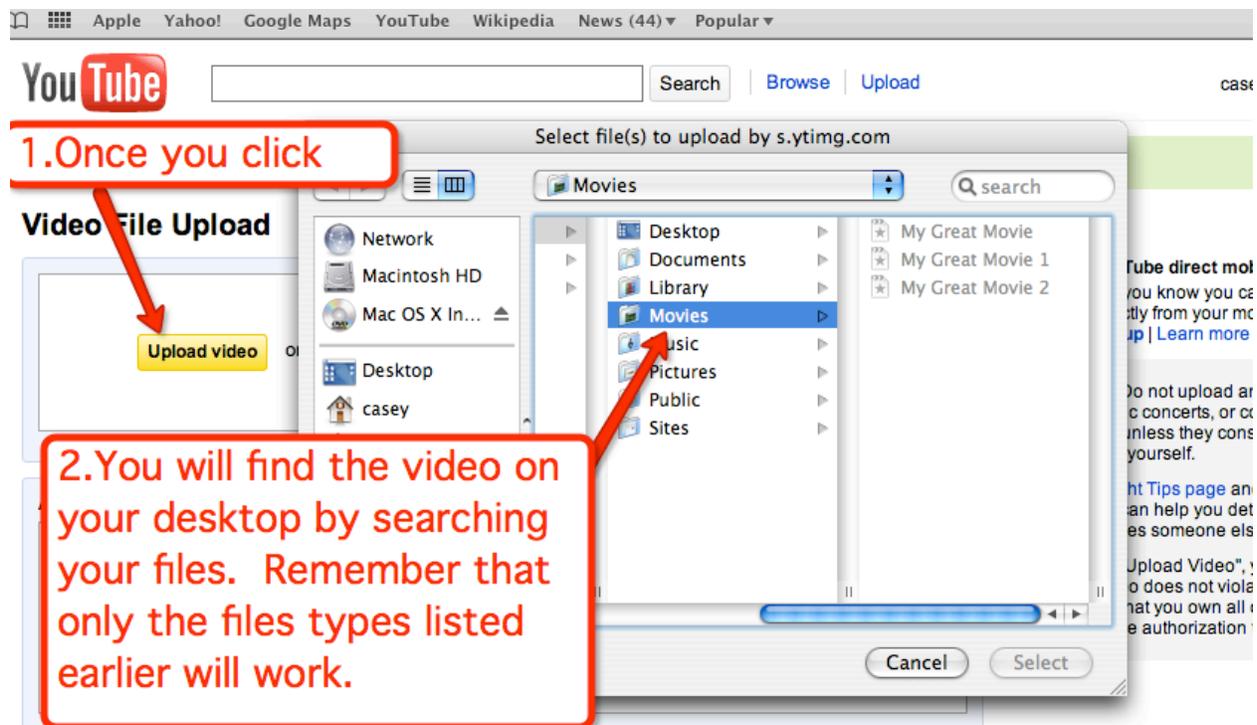
AutoShare

Want to automatically share your activity feed (your uploads, favorites, ratings, etc.) to your profile on other websites? Choose a site to get started:

- [Facebook](#) / Casey Zeman - [Disconnect accounts](#) | [Enable AutoShare](#)
- [Twitter](#) / CaseysZeman - [Disconnect accounts](#) | [Disable AutoShare](#)
- [Reader](#) / caseyzeman@gmail.com - [Disconnect accounts](#) | [Disable AutoShare](#)

Need more help? Visit the [YouTube Handbook](#)

- Click the "Upload Video" button and you will be sent to your desktop files window, where you will then choose a video file to upload.



Need more help? Visit the [YouTube Handbook](#)

Upload problems? Try without the progress bar.

Promote your Videos with Promoted Videos

Final Reminder--**Make your Title Keyword rich!**

For any Video Response uploaded you should optimize your **Title, Description and Tags**. Sorry to keep hammering this in, it is just really important.



You are posting a Video Response to: [A Web Business From A-Z, overview part 4](#)
0 Video Response(s) so far

Record a Video

Record your Video Response

Make sure your web camera is turned on and working correctly. All fields that have been filled in for you by default. You may edit them but they must be completed before recording can begin.

Title

Web Business Overview

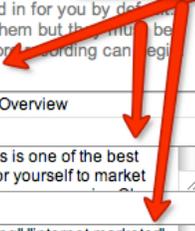
Description

A Web business is one of the best things to start for yourself to market

Tags

"online marketing" "internet marketer" "video marketing" "how to use an

Remember to change the Title, Description and Tags to be relevant to the video you are commenting on.



How do I post a Video Response?

You can record a new video, clip from the videos you already have create and upload a new video. the option at left that best suits your needs.

Oops! I actually meant to post a comment. How do I do this?

Return to the video (by hitting the "back" button on your browser or clicking on the title of the video at top of this page) and click on "Post Text Comment."

Chapter 9- Video File Formatting

Let's touch on Video File Formatting one more time.

One great thing about sites like YouTube is their ability to accept many different file formats, making it much easier for home users to participate. You can try uploading almost any format — there's a good chance that it will work. YouTube simply converts it to the FLV (Flash Video File).

However, it does help to understand a few basics and create videos to a format that will work best for your content.

MPEG (MPG) → YouTube recommends MPEG4 (Divx, Xvid) with MP3 audio. This option probably provides the best compromise between quality and file size. Other versions of MPEG are also acceptable.

AVI-This is the default format used by many editing programs. It provides excellent picture quality but file sizes are large. This can be a good option for short videos.

MOV, WMV & Others-These are perfectly acceptable, but may not provide the same quality or small file sizes as MPEG4.

Compression

In most cases you will need to compress your video before you upload it (this may be done automatically by your webcam or editing software). The best approach is to compress files the least amount possible. YouTube will re-compress the file when it is converted to FLV, so you don't need to worry about the file size. If you have a fast connection and plenty of bandwidth, it makes sense to create video files with the least compression while still keeping to the 100MB size limit.

Video Size (Resolution, Pixel Dimensions)

YouTube recommends a resolution of 320x240. Note that this is smaller than the standard YouTube video screen — videos this size are automatically expanded to fill the screen. A quick test indicates that the screen used for the main YouTube player is 450x338 pixels (do not take this as an official specification though).

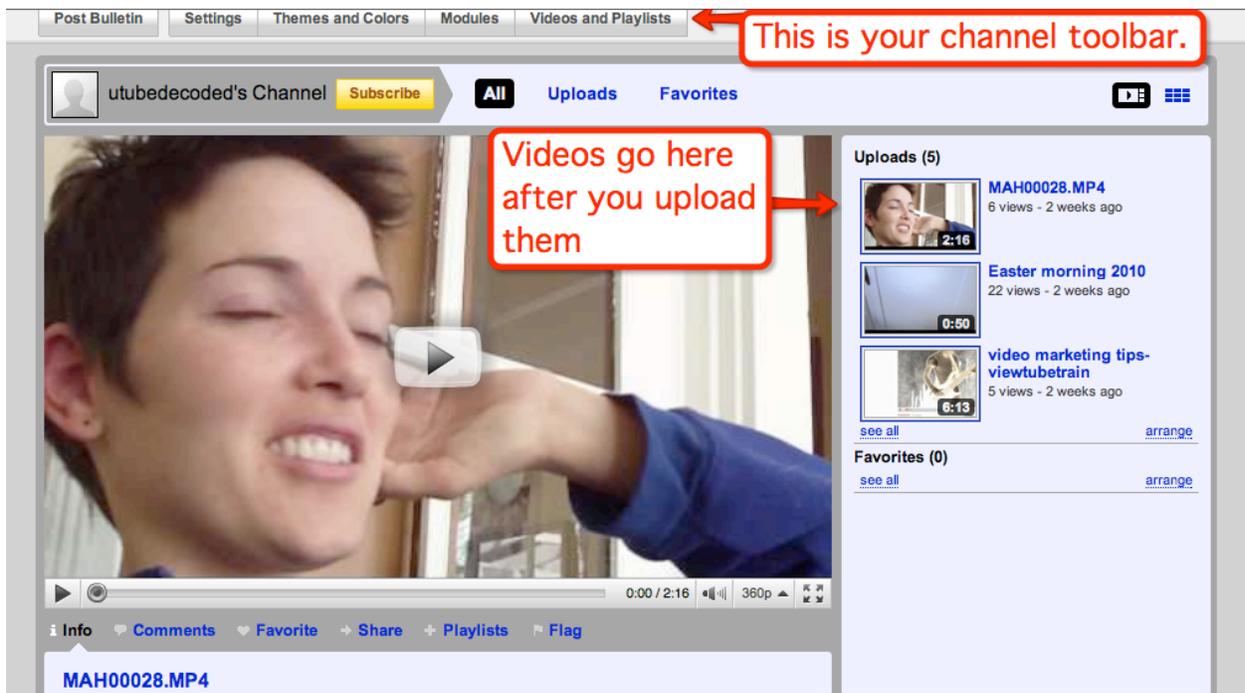
On the whole, 320x240 is a fairly good compromise, which suits the different player sizes well enough. Remember that the video will not always be seen on the large version of the player, and some versions of the player are actually smaller than 320x240

Chapter 10 –Creating a Channel and Understanding the Features and Layout.

Your YouTube channel is really just as important as your Website or Blog. Your Channel is where you are directing all of your YouTube followers. That being said, your Channel should be as much about you as possible. The goal is to make your Channel as appealing as your website.

Once you create an initial YouTube profile you are automatically given a Channel. Where or not you put up a video.

Below is what the top part of your Channel is going to look like.



My wife is going to kill me for choosing this video as the default video that shows up when people come to my Channel.

There are many options to choose from. Ranging from style of layout to what videos you want and when to be in the “Main Player”.

Plus if you have more than one video you can decide the order of videos by arranging them.

Once you decide what your main Channel's video is going to be when people come to your page, you can then change things around such as what image is your Thumbnail going to be.

The picture below can help you with remembering how to edit it. It is just as above when we discussed Title, Descriptions and Tags.

The screenshot shows the YouTube video editor interface. At the top left, there is a 'Save Changes' button and a 'cancel' link. The main area is divided into several sections: 'Video Information', 'Video Thumbnail', and 'Date and Map'. The 'Video Information' section contains fields for 'Title' (MAH00028.MP4), 'Description', and 'Tags' (MAH00028). The 'Video Thumbnail' section shows three thumbnail options, with the middle one highlighted. The 'Date and Map' section includes fields for 'Date', 'Map Location', and 'Altitude (in ft)'. A video player is visible on the right side, showing a video titled 'MAH00028.MP4' with a play button and a progress bar. A large grey arrow points from the left towards the 'Video Thumbnail' section. Red arrows point from the 'Title', 'Description', and 'Tags' fields to a red callout box that says 'Of course your video will already have the Title, Description and Tags already filled in'. Another red callout box says 'Here are the options of video thumbnails' and points to the three thumbnail options.

Click on one of the three choices. Then go to the bottom or top and click 'Save'. Once you change the Video Thumbnail it can take up to 6 hours before you can see the new image. They review each one. The thumbnail is the image that represents a particular video.

Let's go back to front of your Channel.

Below is what is seen underneath your main video area.

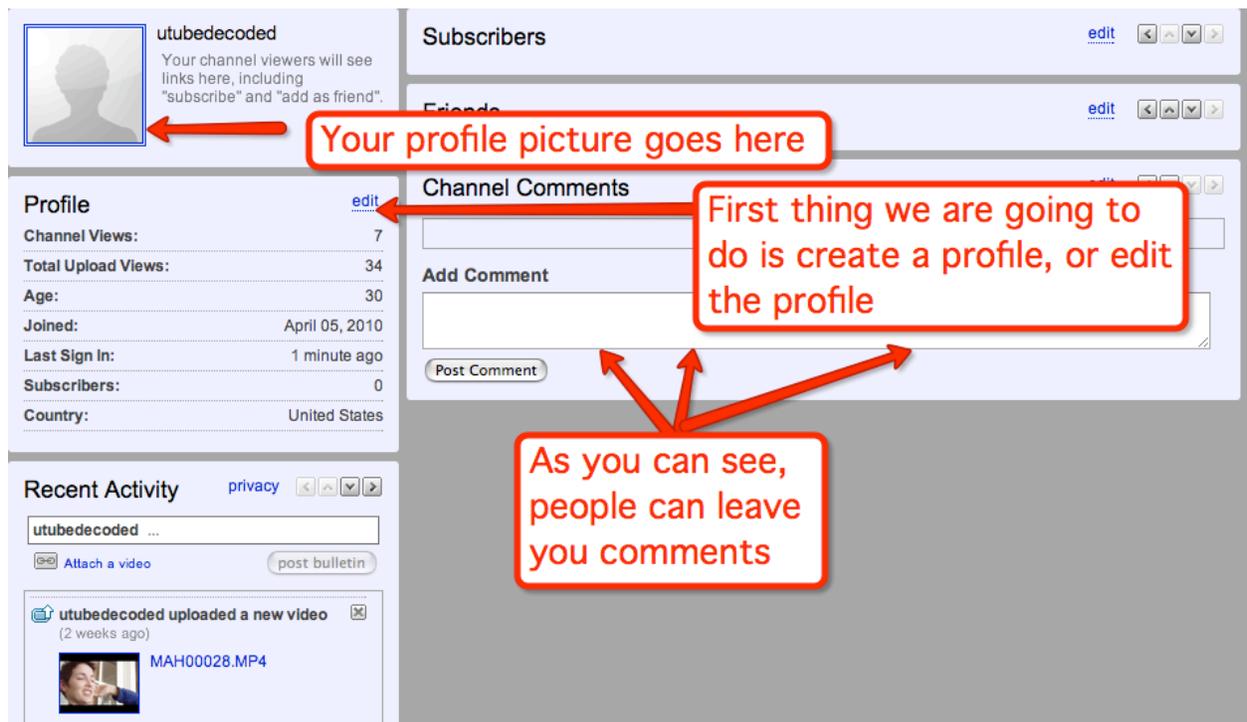
Your profile picture, as well as the "about yourself", goes here.

Also, this is where all of the comments from people can be added.

You will also have a section for friends and subscribers. This is an area where once someone clicks to become either your friend or subscriber, his or her profile goes in this box.

You will also notice that there is a 'recent activities' section. Anything you do on your Channel or anyone else's videos or Channel, will end up here.

So if you make a comment on somebody's Video or Channel, it will get posted.



It is now necessary to edit your profile section.

Click on 'edit'.

The image shows a screenshot of a YouTube profile edit page. The page is titled "Profile" and has an "edit" link in the top right corner. Below the title, there is a "Save Changes" button and a "cancel" link. The profile information is listed in a table-like format with checkboxes for each field:

<input checked="" type="checkbox"/>	Name:	<input type="text"/>
<input checked="" type="checkbox"/>	Total Upload Views:	34
<input checked="" type="checkbox"/>	Age:	30
<input checked="" type="checkbox"/>	Last Sign In:	1 minute ago
<input checked="" type="checkbox"/>	Subscribers:	0
<input checked="" type="checkbox"/>	Website:	<input type="text"/>
<input checked="" type="checkbox"/>	Channel Description:	<input type="text"/>
<input checked="" type="checkbox"/>	About Me:	<input type="text"/>
<input checked="" type="checkbox"/>	Hometown:	<input type="text"/>
<input checked="" type="checkbox"/>	Country:	United States
<input checked="" type="checkbox"/>	Occupation:	<input type="text"/>
<input checked="" type="checkbox"/>	Companies:	<input type="text"/>
<input checked="" type="checkbox"/>	Schools:	<input type="text"/>
<input checked="" type="checkbox"/>	Hobbies:	<input type="text"/>
<input checked="" type="checkbox"/>	Movies:	<input type="text"/>

Red callout boxes with arrows pointing to specific fields provide instructions:

- Points to the Name field: "Of course your name here"
- Points to the Website field: "Definitely place your blog or website address here, include the 'http' otherwise it won't work"
- Points to the Channel Description field: "Let people know what your Channel is about here"
- Points to the About Me field: "Lets people know what you are about"

On the right side of the page, there is a comment section with the text "There are no commen" and an "Add Comment" section with a "Post Comment" button.

What you should be doing with your profile description is the following.

If you have a business, the section named '**Channel Description**' is going to be a description of your business. The reason behind this is being that your Channel is a reflection of your online presence. So if you are a Cabinet Maker and your videos are tutorials on how to create cabinets then that is what you write in your Channel Description.

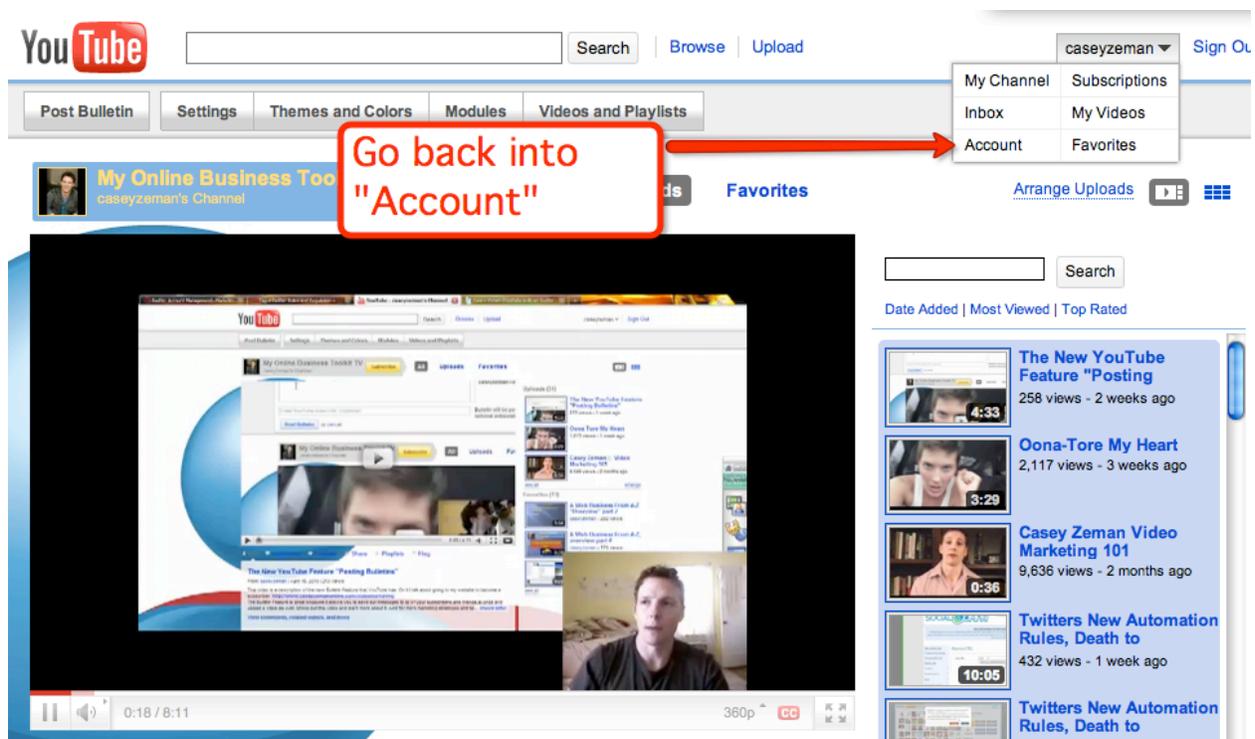
The **About section** is so you can give some insight into who you are. You can get personal here. People like to see some self-expression so go crazy.

You will also be asked about your favorite movies, music and books. Go ahead and let your individuality shine through.

Upload a Channel Image

Once you are done with the profile editing you need to upload a Channel image.

To do this you must go back into your "Account".



The image shows a screenshot of the YouTube website interface. At the top right, the user's name 'caseyzeman' is displayed next to a 'Sign Out' link. Below this, a dropdown menu is open, showing options: 'My Channel', 'Subscriptions', 'Inbox', 'My Videos', 'Account', and 'Favorites'. A red rectangular box is drawn around the 'Account' option, and a red arrow points from this box to the 'Account' link in the dropdown menu. The main content area shows a video player for 'My Online Business Tools' by 'caseyzeman's Channel'. The video title is 'The New YouTube Feature "Posting Rules"', and the video is currently playing at 0:18 / 8:11. To the right of the video player, there is a search bar and a list of recommended videos, including 'The New YouTube Feature "Posting"', 'Oona-Tore My Heart', 'Casey Zeman Video Marketing 101', and 'Twitters New Automation Rules, Death to'.

Once you do the screen below will open up.

[Search](#)[Browse](#)[Upload](#)

caseyzeman ▾

[Sign Out](#)

My Account

[Videos](#) | [Insight](#) | [Messages](#) | [Settings](#)

Overview

Overview	 change	caseyzeman Videos Uploaded: 39 Video Views: 18,049 Favorites: 13	Channel Type: Channel Views: 17,297 Subscribers: 278
Profile Setup	QuickLinks to Partner and Ad Programs		
Customize Homepage	AdSense Account Settings Manage your Google AdSense account.		Authorized Sites Manage third-party access to your YouTube account.
Playback Setup	Promote your Video with Promoted Videos <small>new</small> Create and manage video and channel promotions on YouTube. Your promotion can appear alongside natural search results when people search for similar content.		
Email Options			
Privacy			
Activity Sharing			
Mobile Setup			
Manage Account			

[Help](#) | [About](#) | [Safety](#) | [Privacy](#) | [Terms](#) | [Copyright](#) | [Uploaders & Partners](#) | [Developers](#) | [Advertising](#)Language: [English](#) | Location: [Worldwide](#) | Safety mode: [Off](#)

This page is going to be your “My Account” Overview page. You can click on many menu options that are found on the left vertical toolbar. For now we want to create or change a channel image.

Click on “profile Setup”.

[Search](#)[Browse](#)[Upload](#)

utubedecoded ▾

[Sign Out](#)

My Account

[Videos](#) | [Insight](#) | [Messages](#) | [Settings](#)

Overview

Overview	 change	utubedecoded Videos Uploaded: 5 Video Views: 46 Favorites: 0	Channel Type: Channel Views: 7 Subscribers: 0
Profile Setup	QuickLinks to Partner and Ad Programs		
Customize Homepage	AdSense Account Settings Manage your Google AdSense account.		Authorized Sites Manage third-party access to your YouTube account.
Playback Setup	Promote your Video with Promoted Videos <small>new</small> Create and manage video and channel promotions on YouTube. Your promotion can appear alongside natural search results when people search for similar content.		
Email Options			
Privacy			
Activity Sharing			
Mobile Setup			
Manage Account			

[Help](#) | [About](#) | [Safety](#) | [Privacy](#) | [Terms](#) | [Copyright](#) | [Uploaders & Partners](#) | [Developers](#) | [Advertising](#)Language: [English](#) | Location: [Worldwide](#) | Safety mode: [Off](#)

Once you do you will directed to this page. Once there click “Change Picture”.

You Tube Search | Browse | Upload

My Account

Videos | Insight | Messages | Settings

Profile Setup

Overview
Profile Setup
Customize Homepage
Playback Setup
Email Options
Privacy
Activity Sharing
Mobile Setup
Manage Account

Save Changes

About Me



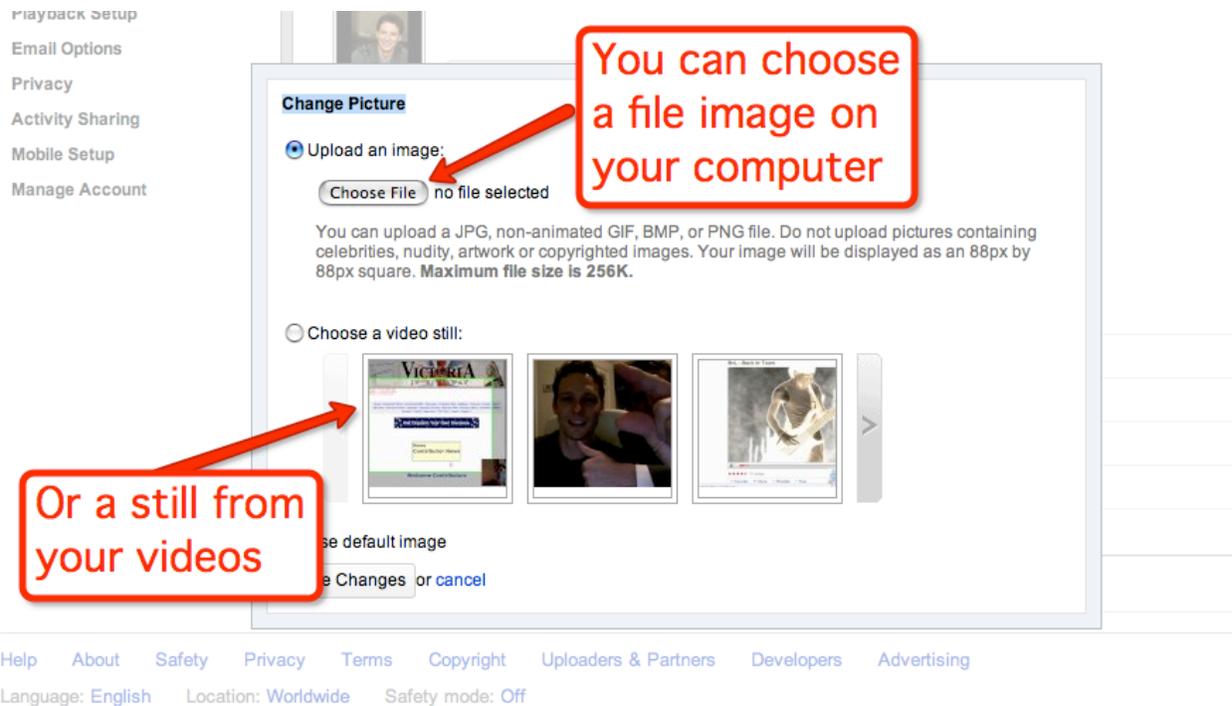
Describe Yourself:

I am an internet marketer who is seeking to help people enhance their online presence with smart marketing practices. I also want to show that using video marketing can make a dramatic difference to your success online. I am

Website (URL):

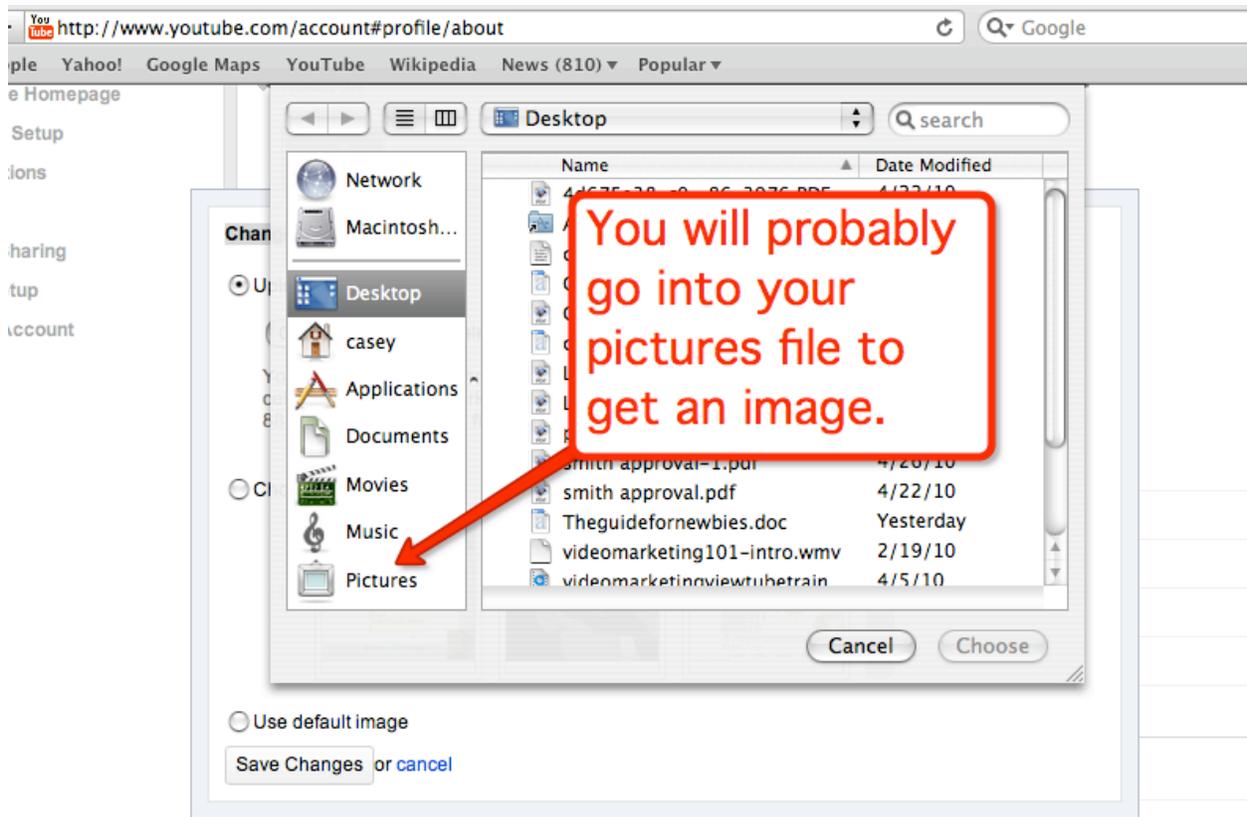
▶ Personal Details
▶ Hometown / Location
▶ Jobs / Career
▶ Education

You will then be given an option of uploading an image from your computer, such as a jpeg or gif file. You are also given the option of uploading a thumbnail still from one of your videos. You will click on the radio button =  and then choose one of the two options.



Click “**Choose File**” and you will see your files on your desktop pop up. Select the desired image, I like to just use a photo of myself. YouTube after all is a social networking site therefore people are interested in seeing you. Not some stale product picture or an image of the sunset. How boring.

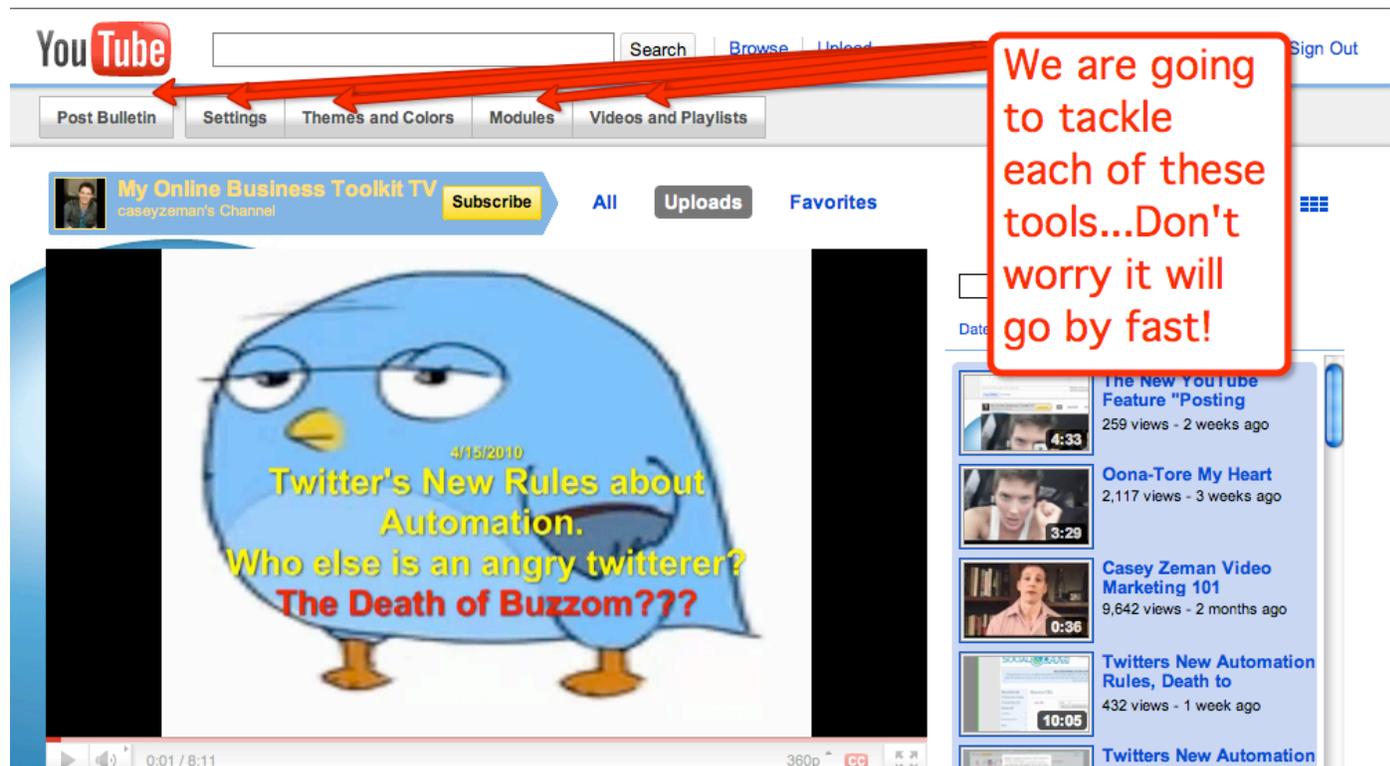
Show you! Be comfortable with yourself. Your goal on YouTube or on any social networking site is branding yourself. The best way to do that is not by reinventing who you are. You do it by showing your true self.



Ok so once you have decided on an image from your computer or a still from one of your videos you are now ready to move onto to personalizing your Channel.

Let's go back to your main channel page.

Chapter 11-Front Page Channel Tool Bar



Let's start with "Posting Bulletins".

Posting Bulletins is a Brand New Feature that YouTube has implemented. Its benefit is enormous. It allows you to send out a message and a video attached to all of your friends and subscribers.

Now you might be thinking, "That is awesome if I had friends and subscribers".

Not too worry my friends; the whole point of this eBook is to give you the secrets of getting targeted friends and subscribers.

It took me only 30 days to amass 17k channel views and get 300 subscribers and close to 1000 friends. You can do it as well. In your sleep.

We'll get to the juicy stuff later on, first, let's get back to "basics".

Posting Bulletins

The image shows a screenshot of the YouTube 'Post Bulletin' interface. The interface includes a search bar, navigation links (Browse, Upload), and a user profile (caseyzeman). The main content area has a 'Post Bulletin' tab selected. A red callout box with the text 'Type your message here' points to the message input field, which contains the text: 'What's up just creating my eBook product right now thought I would write this message. Check out my video below. http://www.caseyzemanonline.com/videomarketing'. Another red callout box with the text 'Your Video URL(web address) goes here' points to the video URL input field, which contains the text: 'http://www.youtube.com/watch?v=tlKq5b3Vjlo'. A third red callout box with the text 'Get in the habit of putting in your blog or web address in any communication message or video description' points to the message input field. The interface also shows a 'Post Bulletin' button and a 'Cancel' button. Below the input fields, there is a preview of the bulletin and a list of recommended videos.

When creating a bulletin, make sure in the message area you are putting in your website address. You always want to make sure you are advertising your site.

For Instance:

Let's say you have a video where you are reviewing a particular movie. You write in the message area about it asking your friends and subscribers to watch. You

should also write in the message area about your blog site that reviews other movies. Then put in the web address. This way you are providing your friends and subscribers with value watching the video, as well as a choice in going to your site for more.

No one ever wants to be told what to do on social networking sites. You should never sell, especially hard sell. Give them value and that speaks for itself.

You can also send them a video that can go with your message. (Remember, you can get your video URL by clicking on the share button below the video. Then copy and paste the link into the box.

Next on the Tools bar we have...**settings!**

The screenshot shows the YouTube channel settings interface. At the top, the YouTube logo is on the left, and a search bar, 'Browse', 'Upload', and the user name 'caseyzeman' are on the right. Below this is a navigation menu with tabs for 'Post Bulletin', 'Settings', 'Themes and Colors', 'Modules', and 'Videos and Playlists'. The 'Settings' tab is active, showing a form with the following fields:

- URL:** <http://www.youtube.com/user/caseyzeman>
- Title:** My Online Business Toolkit TV
- Channel Type:** Guru (dropdown menu)
- Make Channel Visible:** Yes No
- Channel Tags:** "video marketing" "online marketing" "make money or" "casey zeman" "how to make money online"

Below the form is a 'Save Changes' button and a 'cancel' link. To the right of the form, there is a note: 'Tags are keywords used to help people find your channel.' and a checkbox for 'Let others find my channel on YouTube if they have my email address'.

Below the settings form, the channel header for 'My Online Business Toolkit TV' is visible, including a profile picture, a 'Subscribe' button, and navigation tabs for 'All', 'Uploads', and 'Favorites'. A video thumbnail is shown with the title 'Twitter's New Rules about' and a date of '4/15/2010'. To the right of the video is a search bar and a list of recommended videos, including 'The New YouTube Feature "Posting"' and 'Oona-Tore My Hea'.

This is actually a pretty obvious tool. As you can see above, you have your Channel URL, a place for the title of your Channel and if you want to make your Channel visible to people.

There is also a tag bar on the right side. That should tell you that there are also ways of optimizing your Channel information as well. Make sure you fill in the tag section with some good keywords and long tail keywords that describe your niche.

Your title should also have something to do with your niche.

The title for one of my pages is "My Online Business Toolkit TV". This is because my niche is teaching and giving marketing strategies for an online business.

Ok, now we are going to skip “Themes and Colors” for now. The next two tool tabs are not as in depth as “Themes and Colors” so I want to tackle those first.

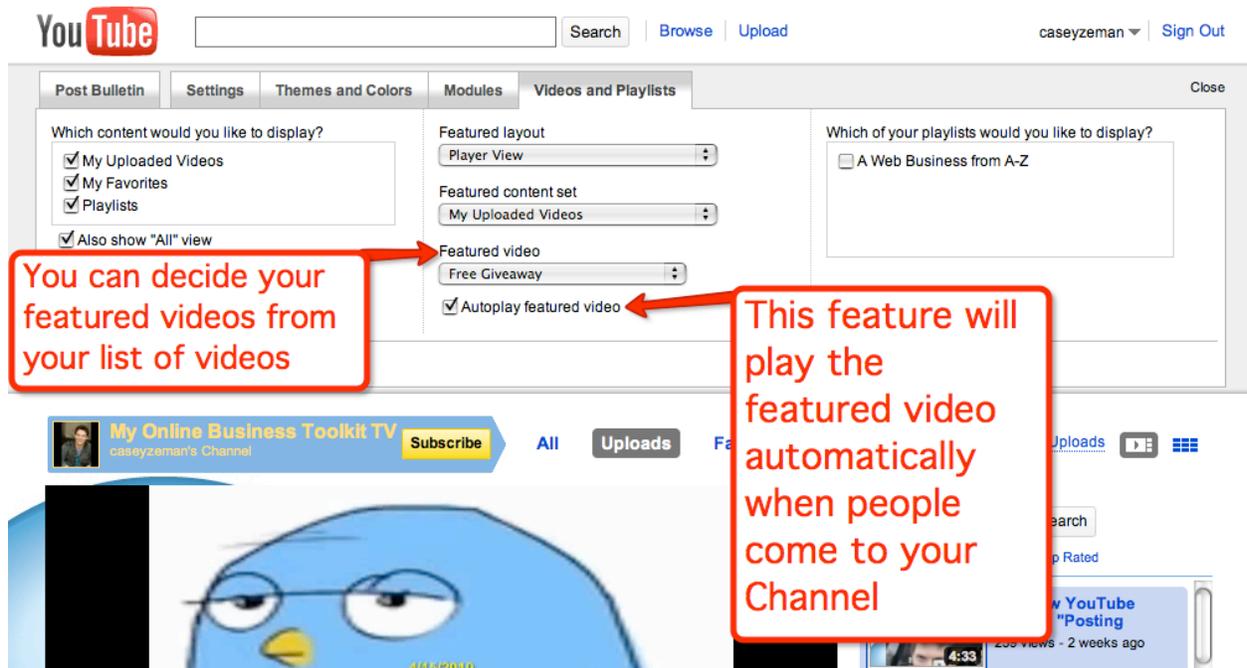
Move onto the next tab “**Modules**”.

This tool section allows you to decide what you want appearing on your Channel.

I have seen some Channels where the person kept their list of subscribers hidden. I really don’t think there is any set rule here. You can do what you want. If you want to hide comments or subscribers or recent activity, that is all individual preference.

You can decide what you want appearing on your Channel by checking the boxes

Next we have “**Videos and Playlists**”.



This section will let you arrange the layout of your actual Channel, let you decide on which video you want to play as your featured video, Show exactly what you want displayed on your Channel and also whether or not you want your featured video on “Autoplay” when people come to your Channel.

I recommend having the video on “Autoplay” when they come to your channel.

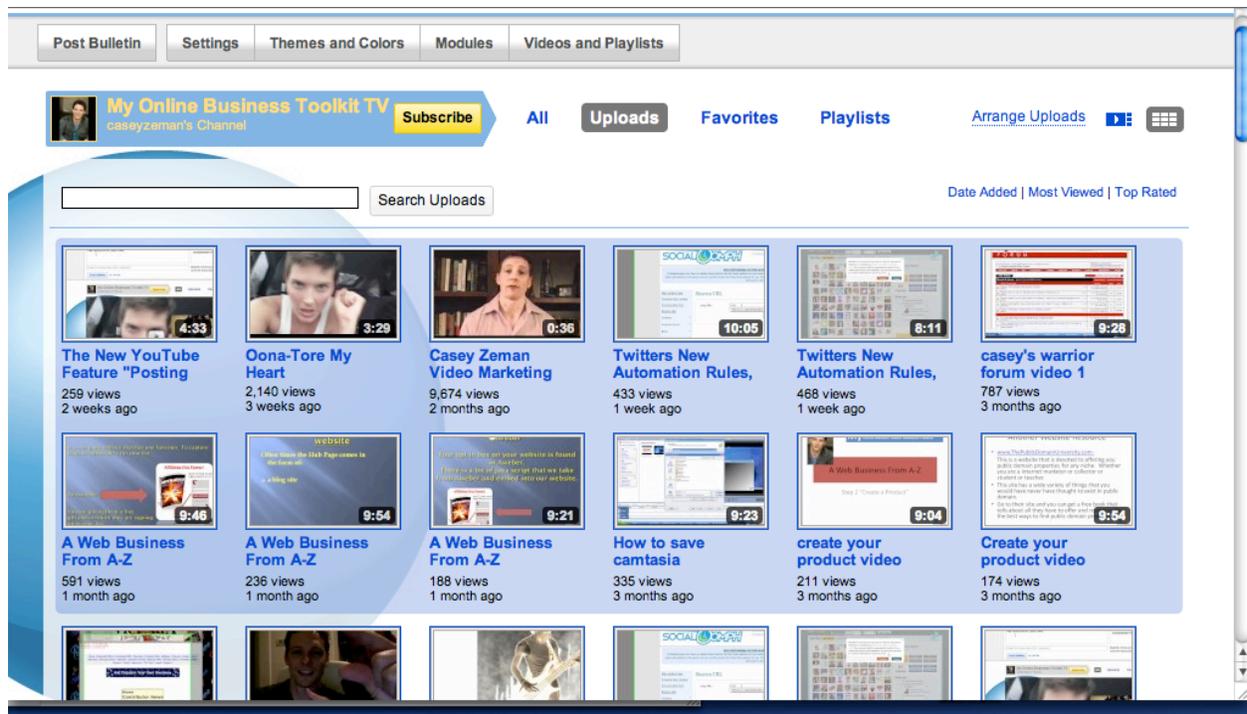
The two options for “featured layout” are the following:

Player view-is how the channel is currently seen now (with the featured video displayed prominently and all your other videos to the right of the featured video.)

Or

Grid View-Is when all the videos are viewed as thumbnails, not having a featured video in display, but all videos in display.

This is what it looks like:



I am personally a fan of the featured video. If you have too many casey videos to choose from they may just breeze over and move on from your channel. If you have a featured video on "Autoplay" there is a greater chance that your visitors will stay longer.

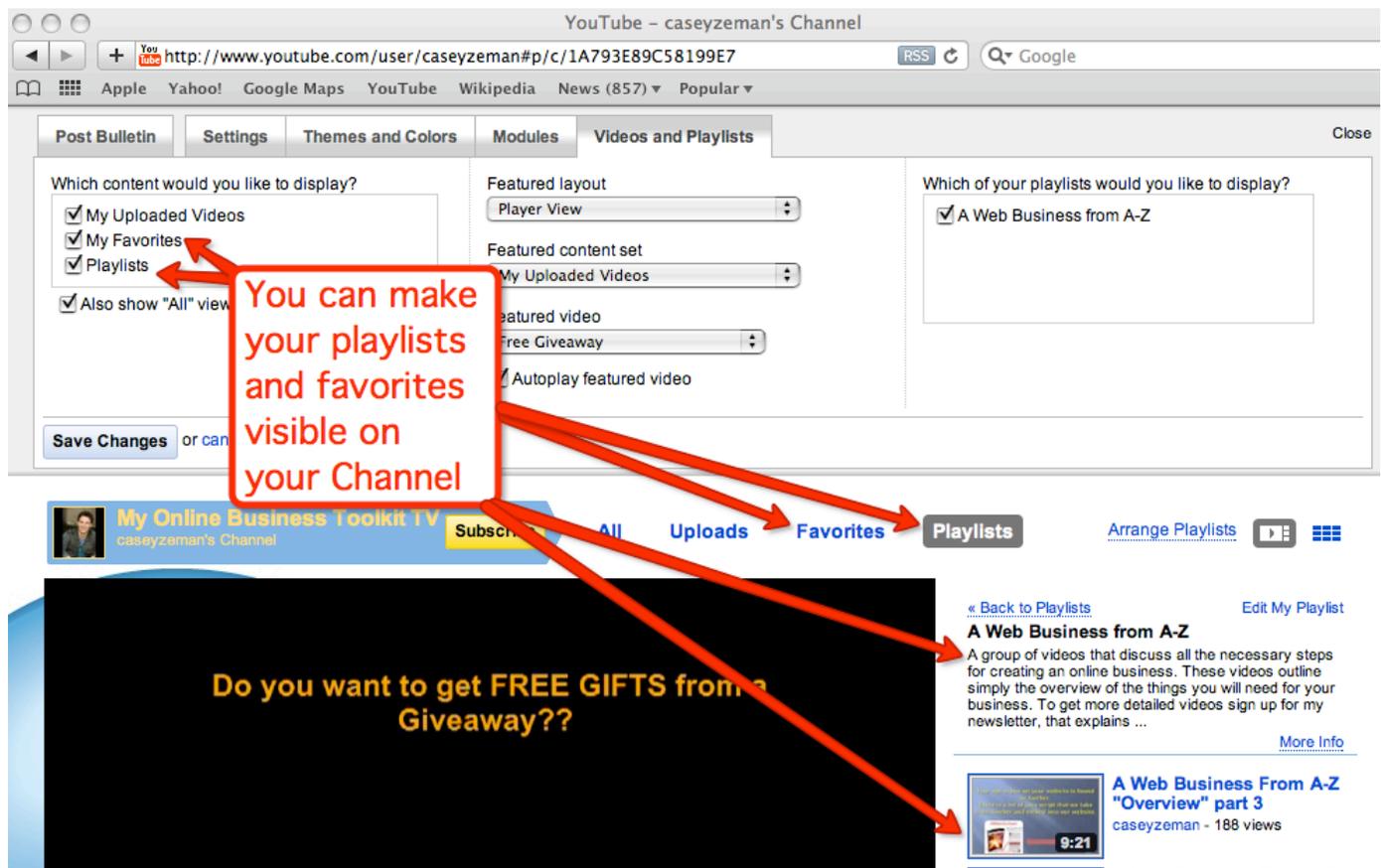
Finally **Playlists** and **Favorites**-

You can make your "Playlists" visible as well as your "Favorites". You may be asking, "What is the point of the playlist of favorites?"

Well the point of them is that you can have a series of videos on a particular topic or even a series of videos that you made all at the same time that you want to bundle together. Remember all of your videos on YouTube have a ten-minute time limit, unless YouTube has allowed you to have an unlimited time length. Which they are doing for some YouTubers. So if you made a video series that was

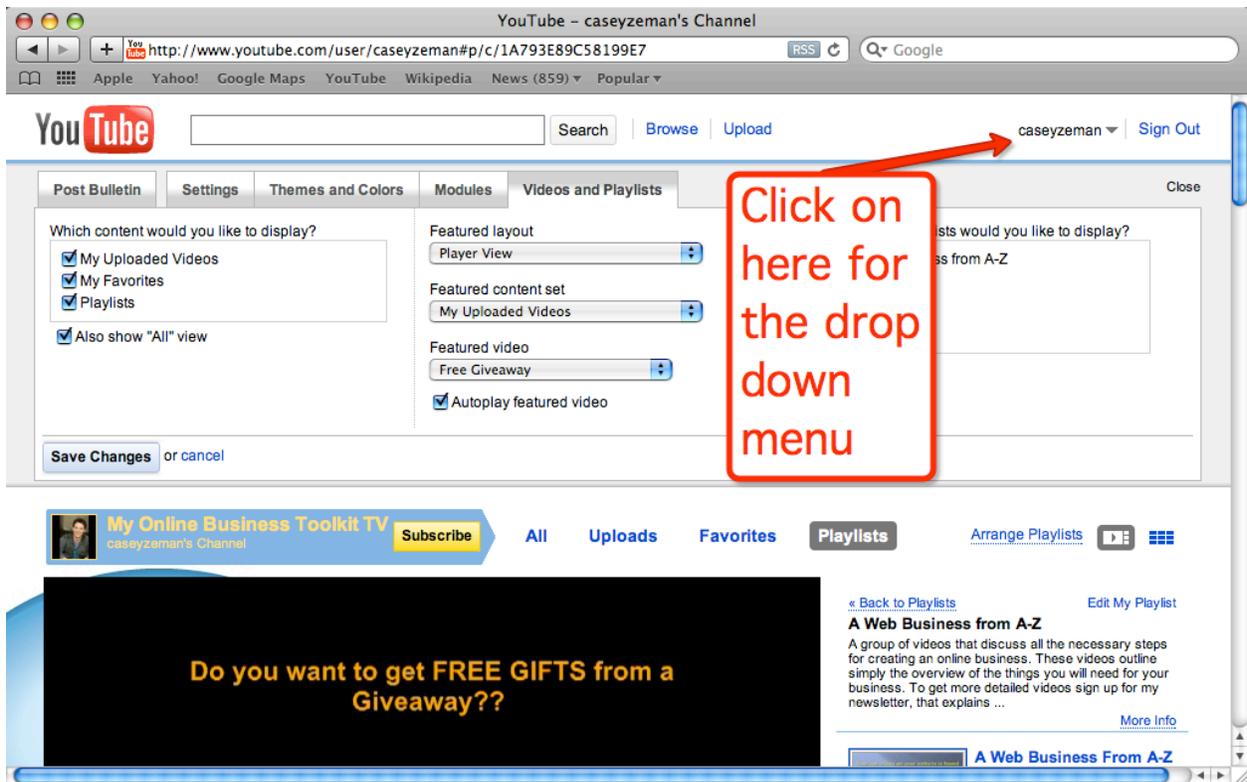
a total of 2 hours, you would want to break it up into 10 videos or so. The benefit of the playlist is that you can organize those videos together and have them featured on your Channel at the top.

The “Favorite” section can be your absolute favorites that people have liked more than others. That way you can make sure when people come to your Channel they are getting directed right to the good stuff.

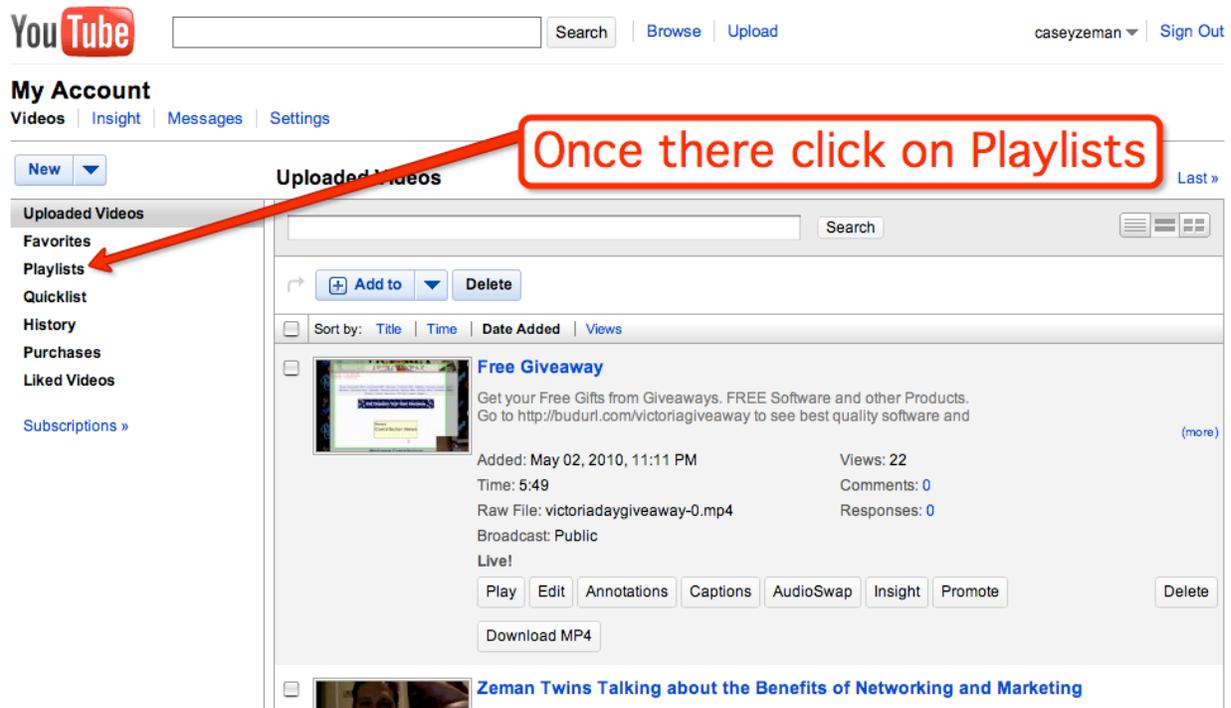


I don't believe we have touched on how to make a playlist yet so lets do that very quickly. It is very simple.

First you are going to go to the channel drop down box in the upper right corner. The one that reads your channel name.



Then you are going to go into "My Videos".



You will now see a list of your videos. You are then going to go through and check the boxes of the videos you would like to put into your “Playlist”.

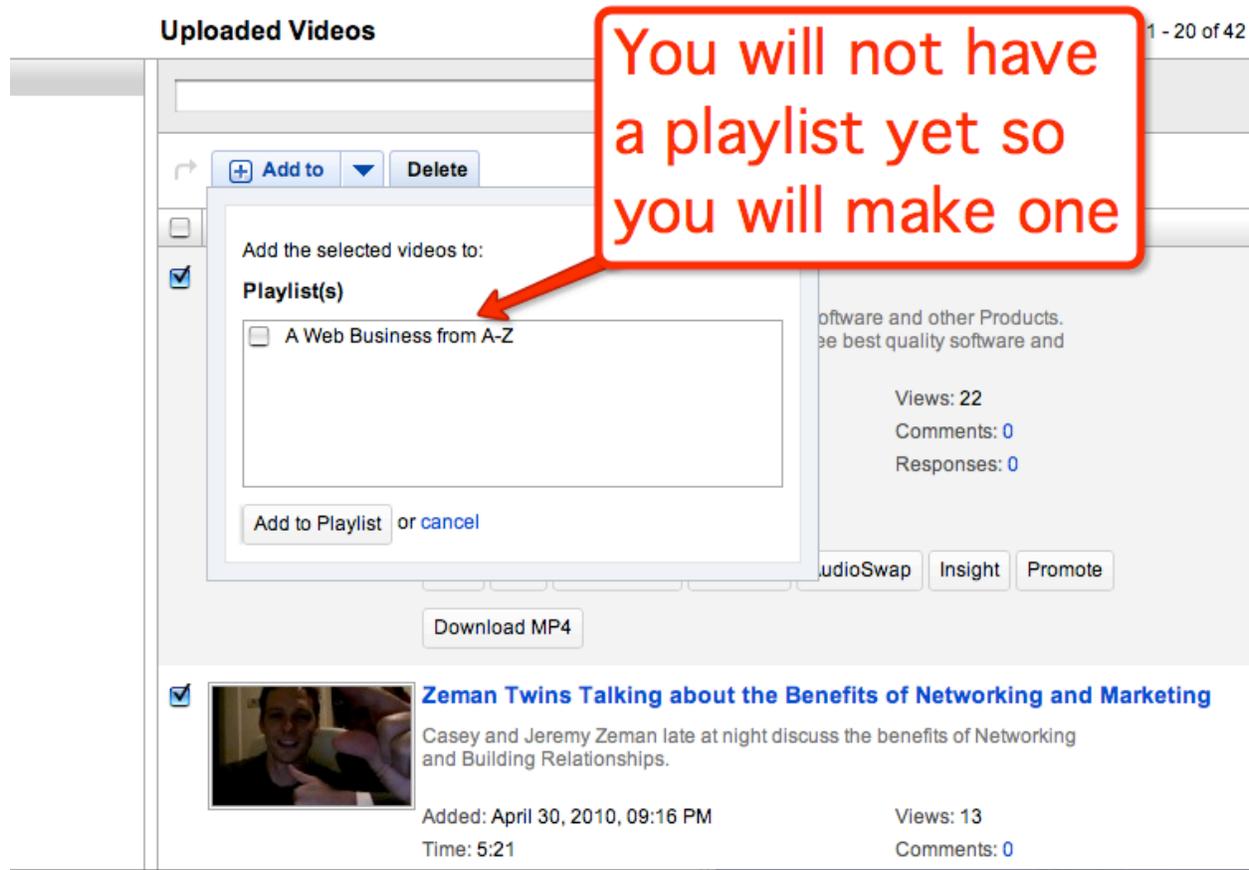
The screenshot shows a YouTube video management interface. At the top, there is a search bar and a 'Search' button. Below that, there are buttons for '+ Add to' and 'Delete'. A sorting menu is visible with options: 'Sort by: Title | Time | Date Added | Views'. The main area displays a list of videos. Two videos are visible, each with a checked checkbox on the left. The first video is titled 'Free Giveaw...' and the second is 'Zeman Twin...'. A large red callout box with a white background and a red border is overlaid on the right side of the video list. It contains the text 'Check the boxes of the videos you want to add to your playlist' in red. Two red arrows point from the callout box to the checkboxes of the two videos.

Then go back up to the



Once there click on it and the drop down will give you the choice of adding to “Playlist”. Click on “Playlist”

Once you do, another drop down menu will appear which will ask for “which playlist” if you’ve already created one or “create playlist” if you haven’t named one yet.



Give your playlist a name and then type in a description about your playlist.

“Favorites” work the same way, just click on the “Add to Favorites” button to make a favorite list.

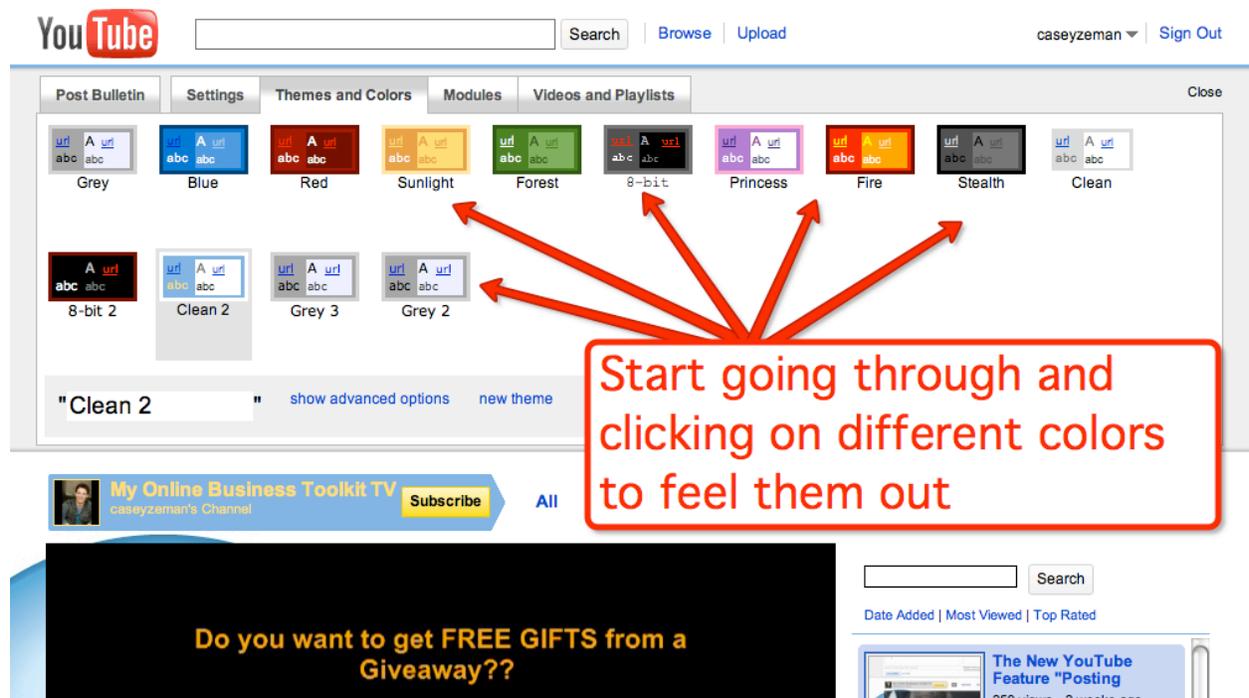
Let’s now go back to the main Channel page where we are going to have fun with personalizing our Theme and Colors.

So go back to the upper right corner tab that reads your channel name. The drop down menu will show “My Channel”. Click on that button to go back to the main channel page.

Let’s go back to the tool bar.

Click on “Themes and Colors”.

You are now going to get a few pre-made color schemes that you can choose from.

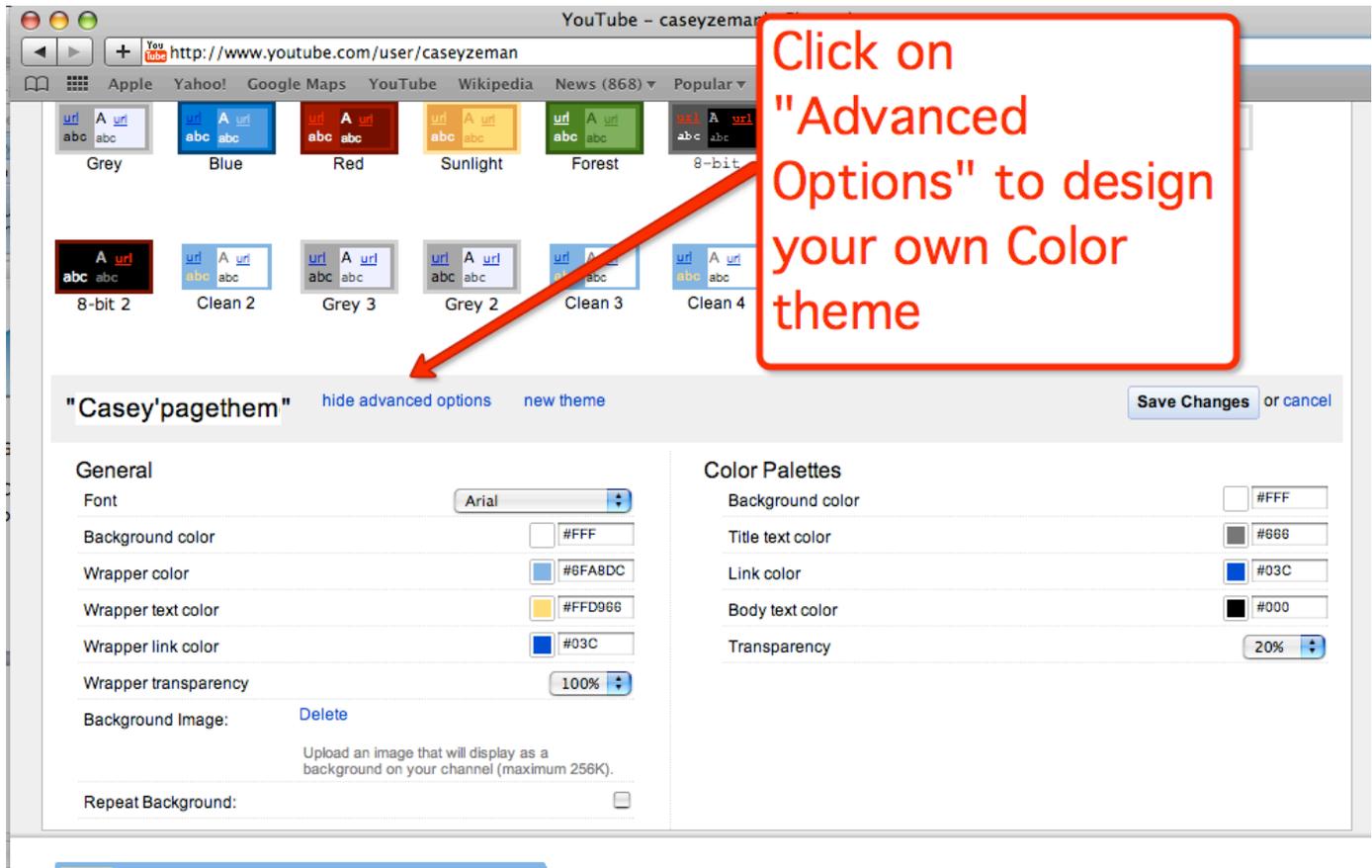


Go through them and start seeing what color theme might work for you.

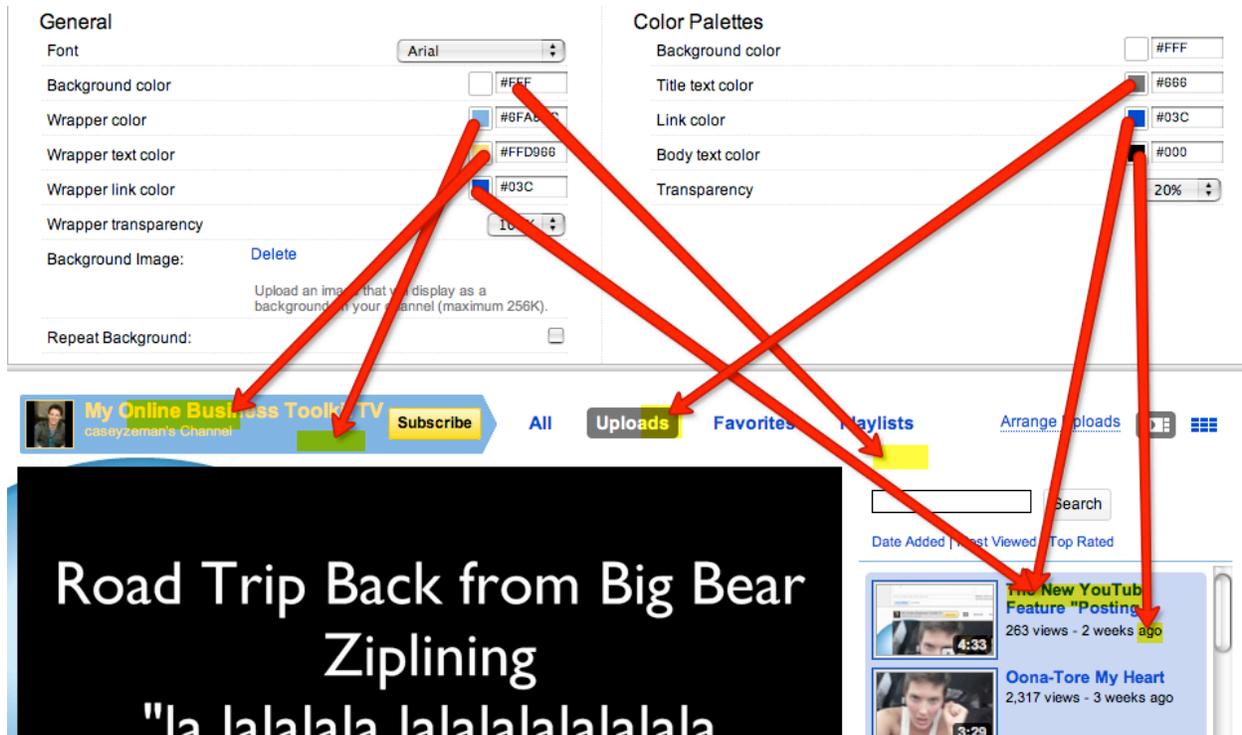
Certain colors remind people of certain things, obviously green can be for money, or the environment. Red or pink can be for love. You get the idea.

Now of course you can use the already existing color themes they have. Or you can go into "Advanced Options" and create your own.

Let's try that.



I am now going to go through and help you understand each of the color pallets and what they apply to.



You will notice in the image above that we are sending arrows from the meaning to the defined image. Let's examine the General Area located on the left of the page first.

Background Color-The background color is white.

Wrapper Color-The Wrapper color is that bluish color. (A Wrapper is the box around a certain text.)

The box that "My Online Business Toolkit TV" is defined as a wrapper.

Same as the box to the right of the video.

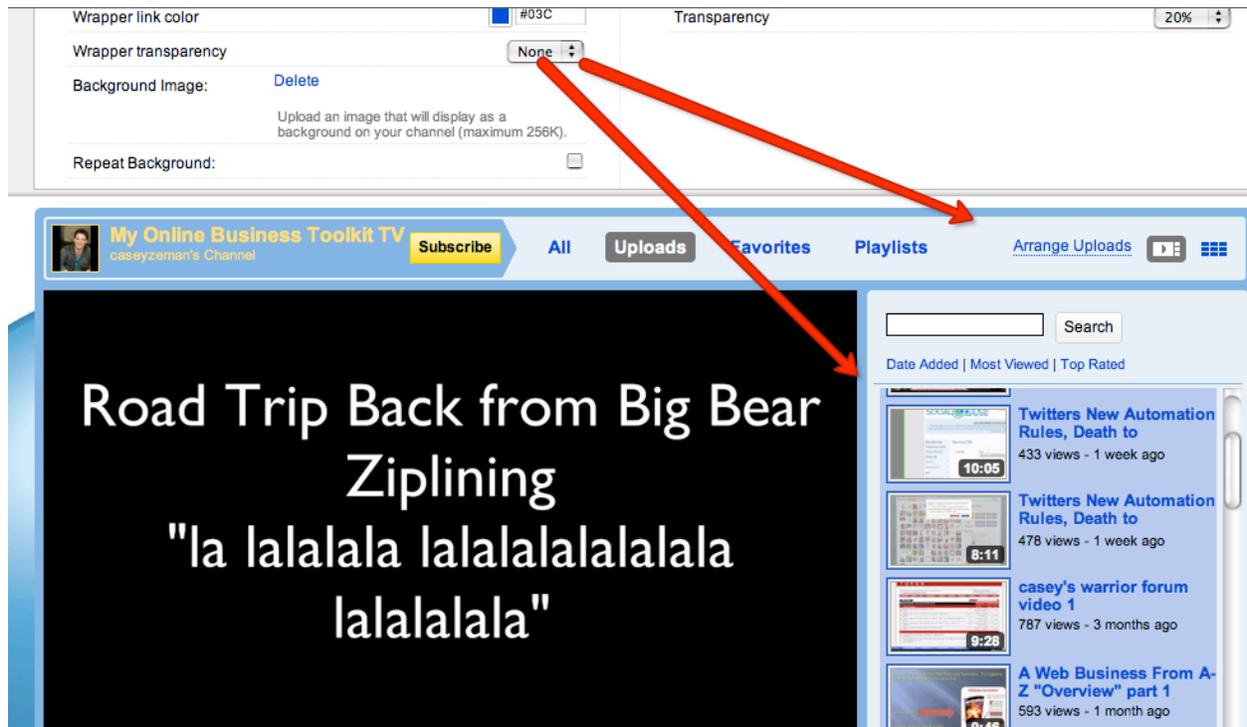
Your perspective based on the image above only shows the top of a long line of videos on the right side, but as you can see the thumbnails of the video, the text links and then regular text are all in that wrapper.

(Think "Wrapper=Gift". All the information is inside the wrapper.)

Wrapper Text Color-The wrapper text color is yellow as shown above.

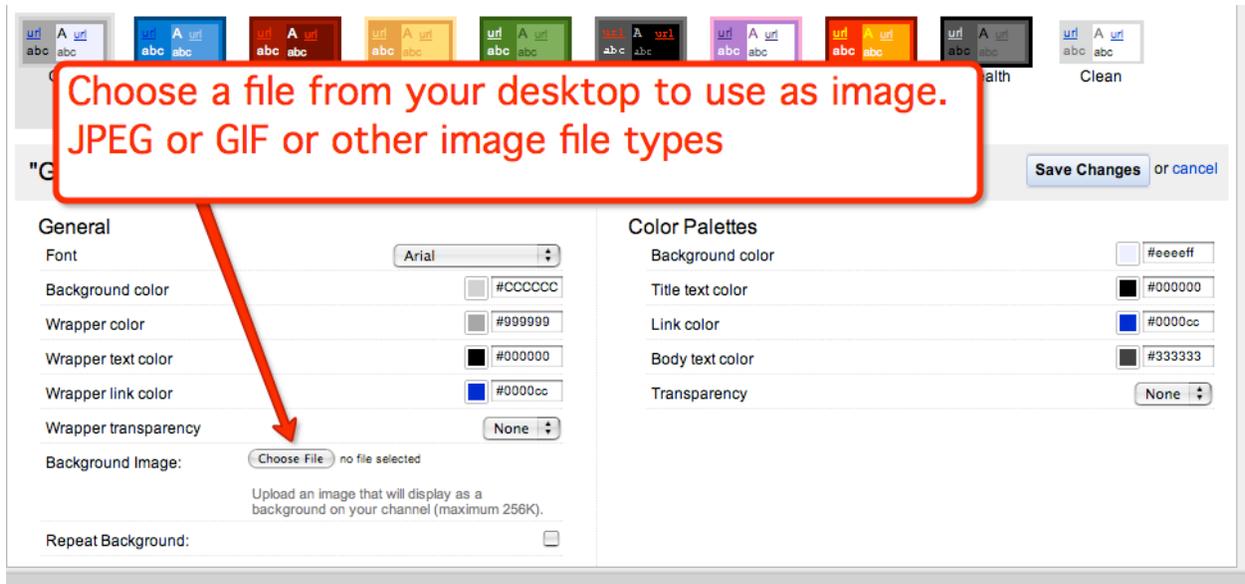
Wrapper Link Color-The link color is blue. (If you don't already know) Links are text or images that are clickable with your mouse. You are taken to another page or screen when you click on a link.

Wrapper Transparency-My Channel has 100% transparency meaning "you can't see it". Look at the difference between that and say 0% transparency.



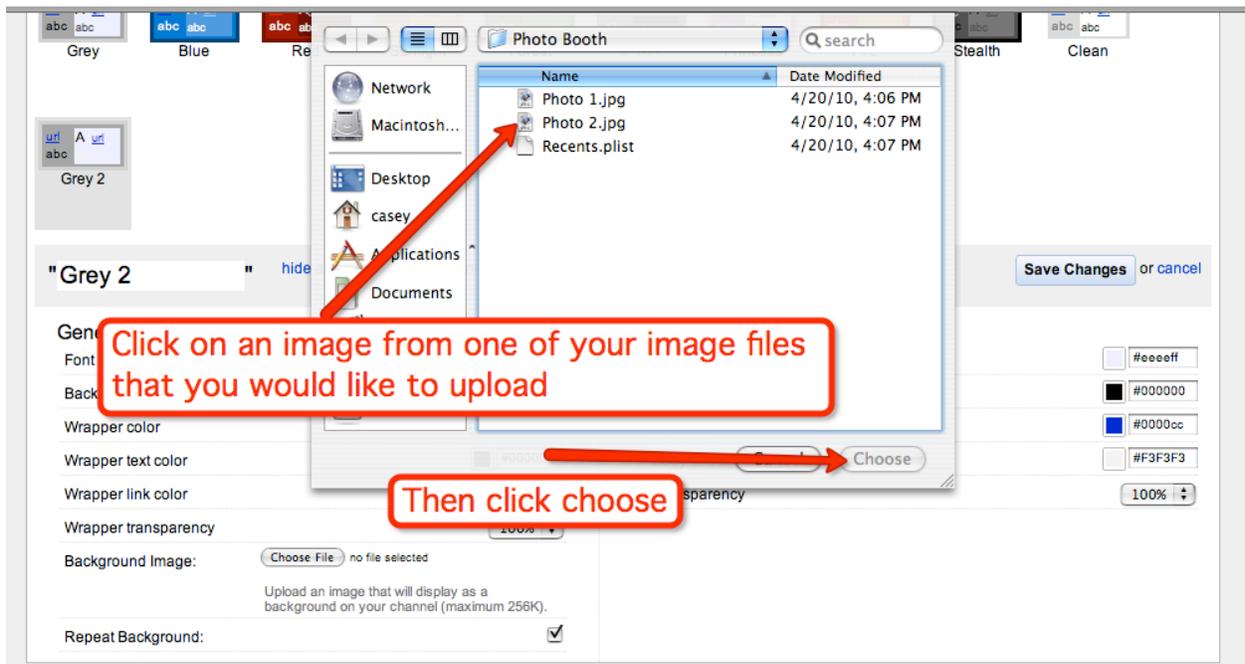
Do you see that the corners of the wrapper are now visible? This is obviously to taste how you want your wrapper transparency, so go ahead and play around with the color and transparency level to determine what you style is.

Next is Background image-This tool gives you the ability to upload your own image as a background.

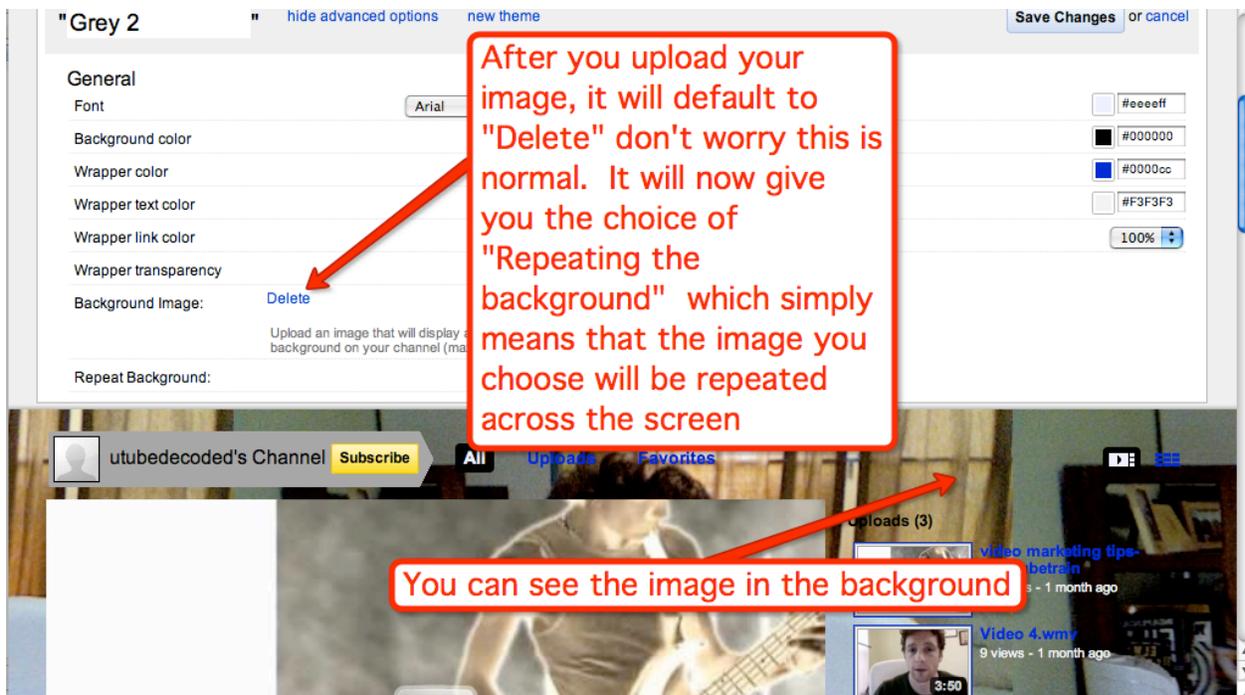


Select "Choose File" and start looking for a background that you might like.

For now let's just choose some random photo.

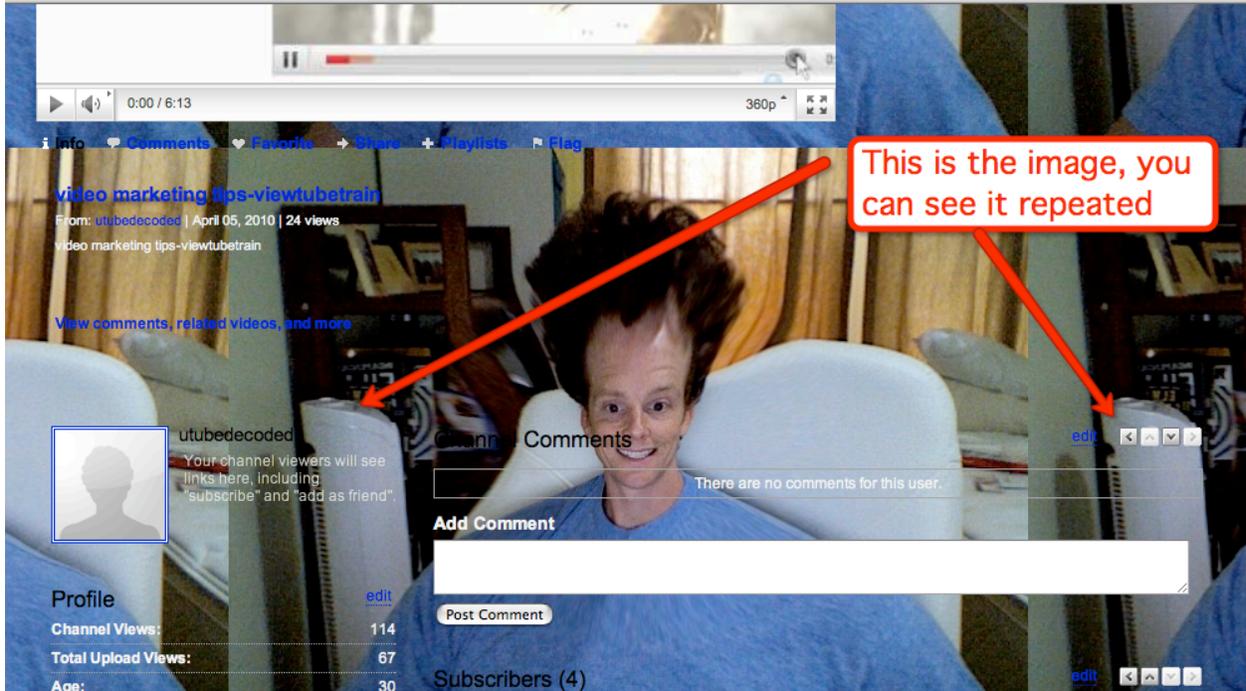


Once you do this is what you will see.

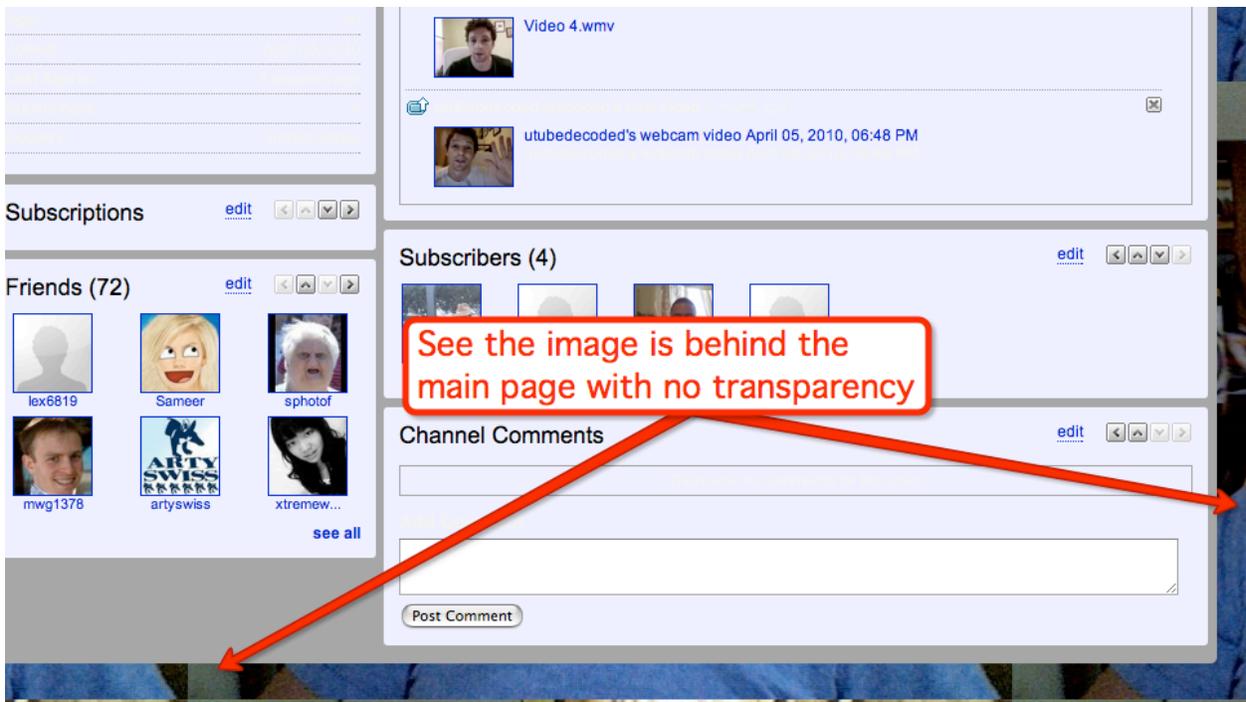


The above screenshot shows the image in the background. Now I do want to point out that the reason you are able to see the image is because I set the "Wrapper Transparency" and the overall "Transparency" to 100%. If it was not, then you would not be able to see the image.

Here it is with the 100% Transparency.

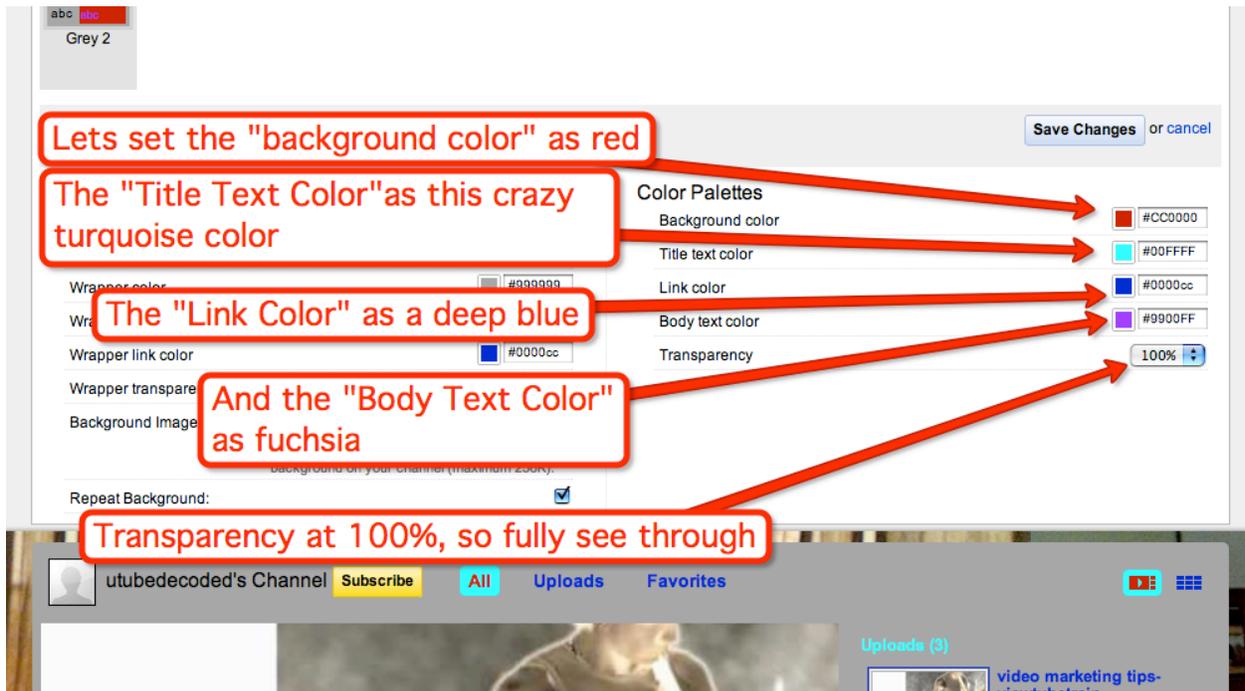


Here it is with the Transparency at 0%.

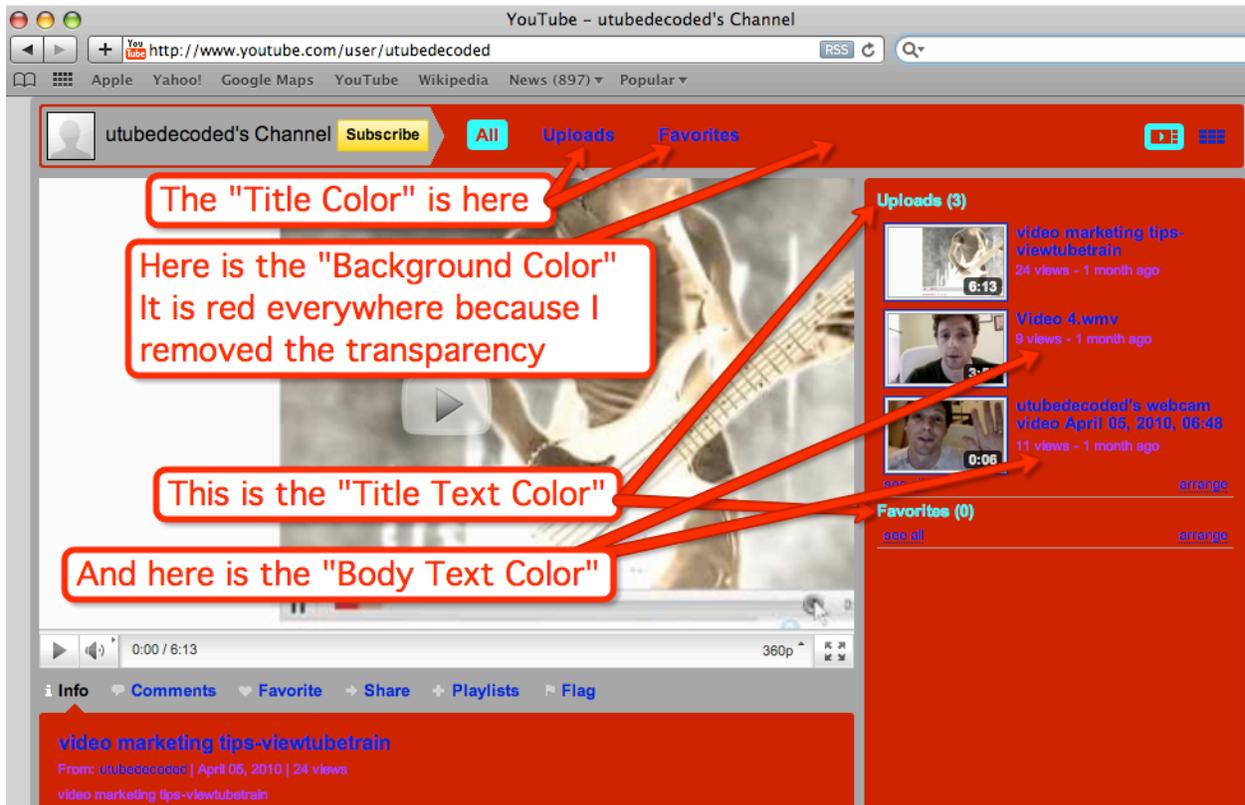


Ok so let's move to the right hand column and start examining that.

Below I have changed all of the colors around, and the next two images will show the correlation.



Now let's see what it looks like on the page. I have removed the Transparency so you can see the colors and their placement very distinctly.



Time For A Break!

Ok you have done really great pat yourself on the back for getting through this much of **"YouTube revealed"**.

You can grab yourself a refresher of Coffee because now we are heading into the stuff that YouTube doesn't show you.

From here we are going to be covering how to optimize your Channel Page with things like:

- Providing you tools that can increase your click through rate from your videos and channel to your blog.
 - Going over the “**Advertisers keep off the Grass**” method of marketing and how you can increase subscribers and friends in your specific niche.
 - Start gaining friends and subscribers with the “Cross-Niche” method of promoting.
 - Creating a background you specifically design for YouTube. Note that only partners have the clickable Channel page. However I can give you a great resource for creating one that is unique to you without having to be a partner.
-

This book is also going to teach you the method of automation that very few implement and have success with.

This is how I was able to get 30,000 unique visitors to my channel every month.

In fact, I will show you how to get more Channel visitors then video visitors.

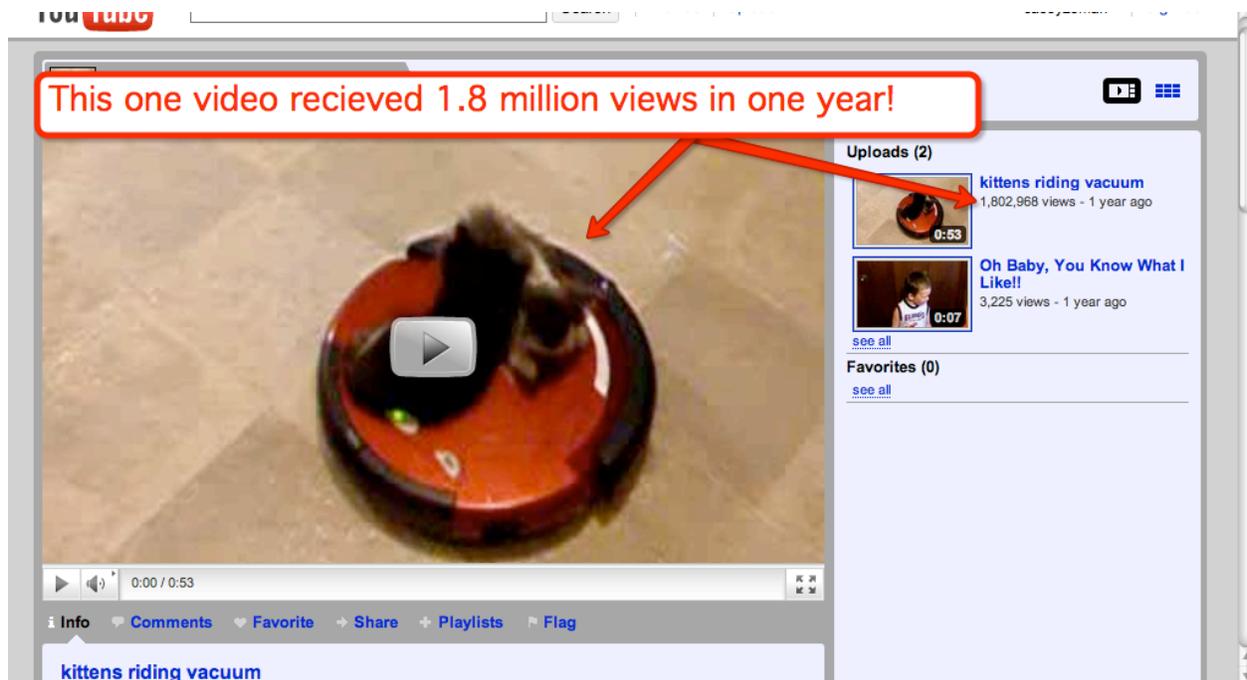
More often than not, a video getting 1 million views generally gets far less visitors or viewers to the Channel that the video is promoted on. I have seen some Channels that haven't even passed the 10k mark when they have a video that has seen over 1.8 million views in one year. That is what I call wasted traffic.

This book will show you how to optimize your videos so that you can get over 1000 views to both your Videos and your Channel a day.

No More Talking about it-Here we go. The secret sauce...

Chapter 12- Wasted Traffic

Let me begin by showing you what I mean when I say wasted traffic.



I did a quick search by entering in “kittens” in the YouTube Search Bar.

The second video that pops up is this video of a kitten riding a vacuum. This video received 1.8 million views in the last year.

Now let's look at this person's Channel.

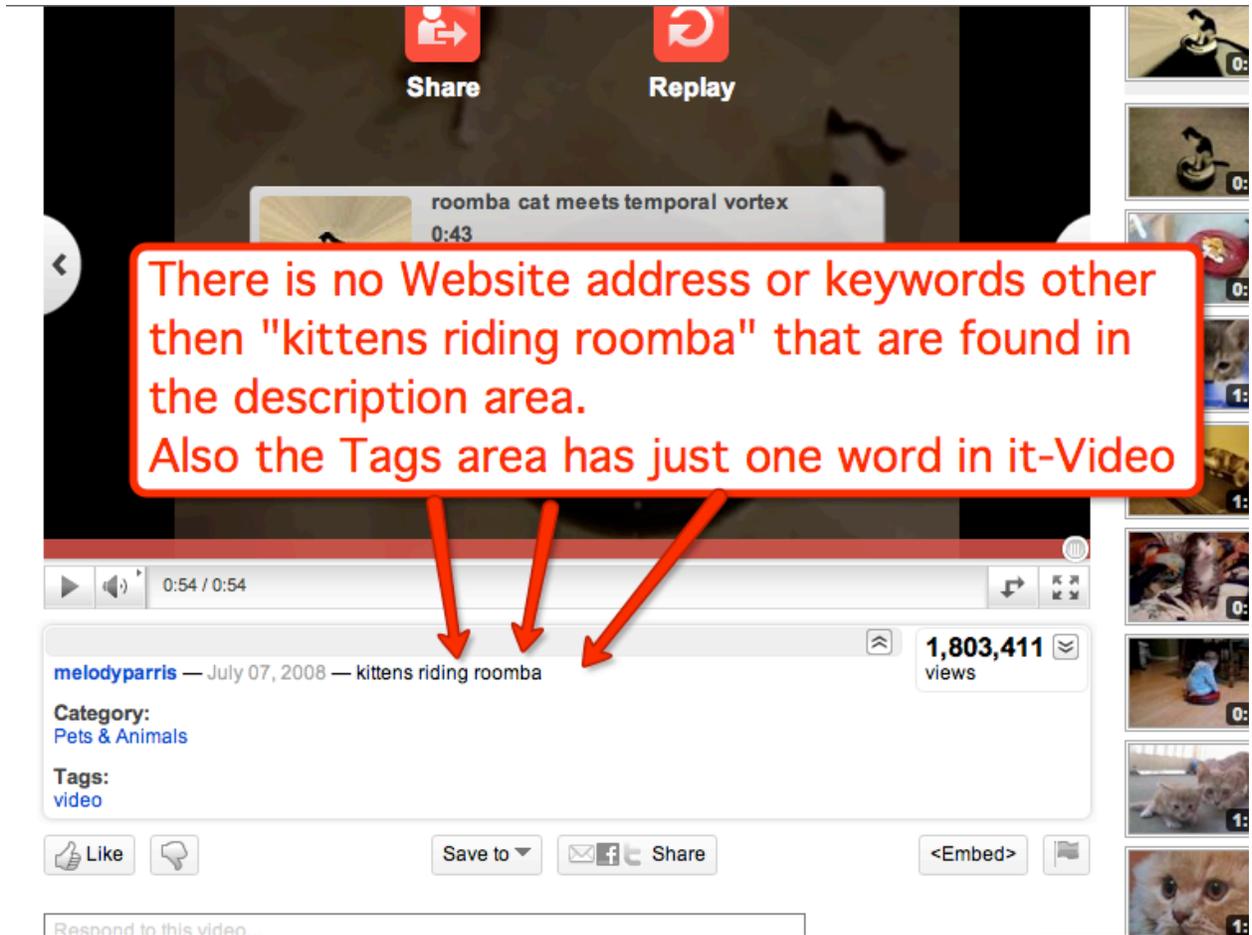
The image shows a screenshot of a YouTube channel page for 'melodyparris'. The channel has 170 subscribers and 6,626 channel views. The total upload views are 1,794,478. The channel was created on June 22, 2008, and is located in the United States. The page also shows a list of subscribers and channel comments. Two red callout boxes highlight the discrepancy between channel views and total video views.

Look at the number of people who have visited this person's Channel-----only 6,626

Yet the total number of people who have seen this person's video is 1.8 million. That is a 1 to 271 ratio of video views to channel views

This person clearly did not intend for her video to get so popular, it just happened. This is the phenomenon of YouTube. Many people have tried to duplicate this success of views, only to fail.

This person doesn't even have a description area filled in with keywords. She also lacks a website, or blog that people can go to when arriving to watch her video.



***NOTE- THIS IS LIKE LEAVING MONEY ON THE TABLE!**

THESE VIEWERS ARE HUNGRY FOR MORE, YET THERE IS NO OUTLET FOR THEM TO QUIET THEIR HUNGER. DO YOU KNOW HOW EASY IT IS TO SET UP A WEBSITE AND PUT "GOOGLE ADS" ON IT?

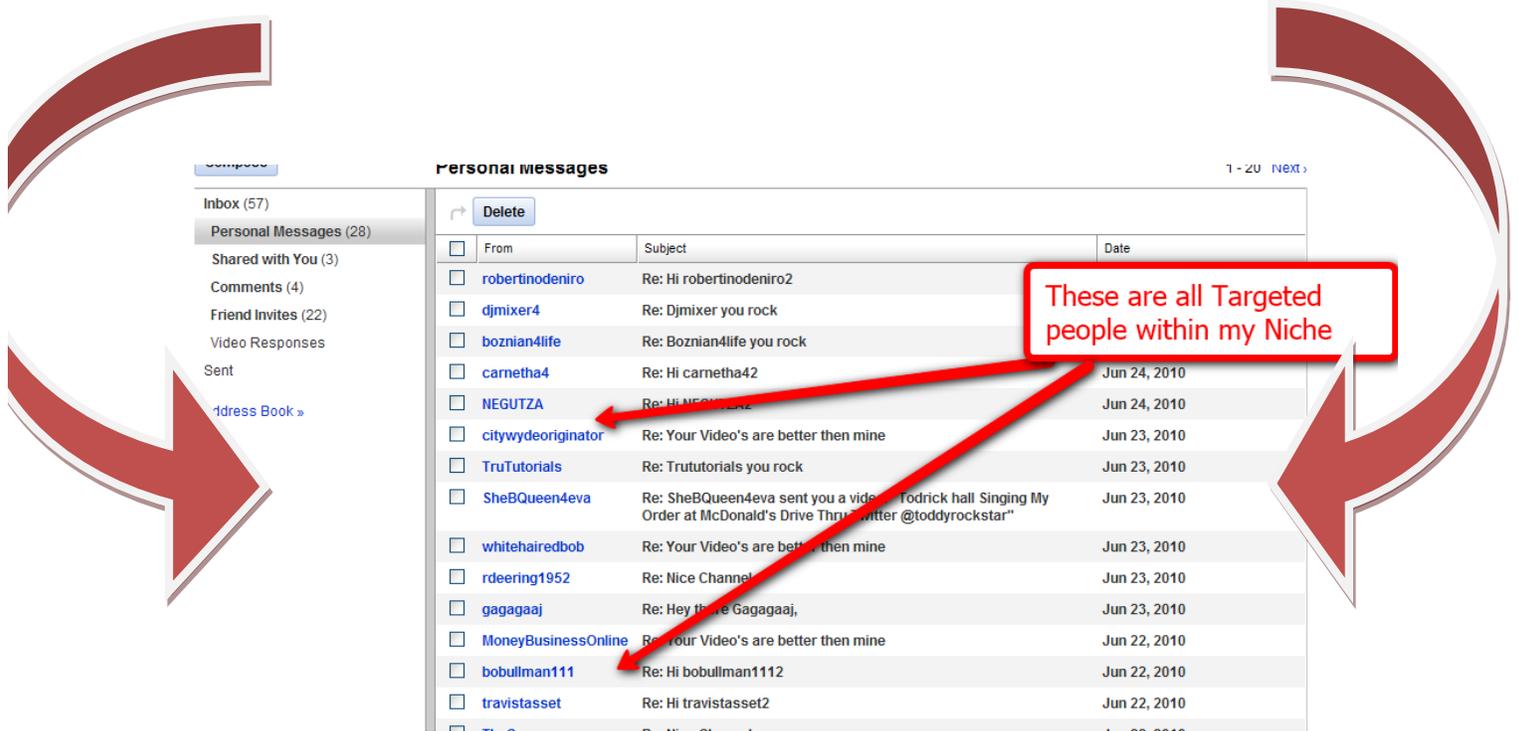
This person could have made money by simply suggesting to people in the description area to check out here blog where she has more videos. And of course on her blog she would have advertisers paying her for her traffic.

Let us also take a look at the Subscriber base on this Channel.

The screenshot shows the YouTube channel page for 'melodyparris'. The channel has 6,626 views and 1,794,478 upload views. The subscriber count is 170. A red arrow points from the '170' subscriber count to the 'Subscribe' button. Two red callout boxes are present: one pointing to the subscriber count with the text 'Look at the number of Subscribers. 170 people.' and another pointing to the 'Subscribe' button with the text 'That means that 1 in every 10,588 people push the subscriber button'. The 'Subscribers (170)' section shows a grid of 14 subscriber avatars. The 'Channel Comments (22)' section shows a comment from 'nameoftheopen' about kittens.

1 in every 10,588 people that watch her video becomes a subscriber. I get about 1 in every 60 people that watch my videos clicking the subscriber button (and that ratio is improving everyday).

So how do you get your YouTube inbox to look like this?



More importantly, why do you want to?

Here's why.

To establish a business and make money with YouTube, you need to Network. YouTube, similarly to [Facebook](#) or Twitter, can be used as a tool for building a network. However with YouTube, you have got one particular feature that distinguishes it from the others and in my opinions makes it just as valuable or more so...VIDEO.

The bigger your inbox means the more you are meeting and connecting with people and building your brand. Plus your videos are being seen with the more people you connect with.

You don't just have to create a video and let it dangle in cyber space oblivion.

No, you can make the connection with people who turn around and share your content with their friends and so on.

The one downfall to a marketing strategy like this is that it could take you all day to write 30 people within your Niche and may take you a year before you get 10k people to your channel.

Now you may not know this about me, but I am all about speed, and I hate having to do tedious labor.

I am not lazy mind you...

Sometimes, I need to focus on 100 different things at once. So when I can find a smart solution to time management for my business, I take it.

Here is the tool that I use to send out hundreds of messages a day!

To a pinpointed, targeted audience!

Chapter 13- Tube Blaster Pro

The screenshot shows the homepage of the Tube Blaster Pro website. At the top, there is a navigation menu with links for Home Page, Product, FAQ & Help, Support, Download, Purchase, and Affiliates. The main header features the 'Tube Blaster Pro' logo, which consists of the word 'Tube' in a red flame shape and 'Blaster Pro' in black text. Below the logo, there is a product box for 'Tube Blaster Pro' and a graphic of a computer mouse with a blue and white striped cord. To the right of the product box, the text reads 'Start growing your YouTube Friends!' followed by a note: 'Note: For questions, first check our FAQ's Page for help. If you still can't find the answer you were looking for, then contact our Technical Support Staff. For technical support, you may contact us using our contact form. Thank you!'. Below this note is a red button that says 'Current Version: 1.5.0' and 'Click Here to Download'. On the right side of the page, there is a 'Main Sections' sidebar with links for Home, Product, FAQ&Help, Support, Download, Purchase, and Affiliates. At the bottom right, there is a promotional banner for 'MySpace friendBlasterPro' with the text 'Amazed? Try our MySpace Version!' and 'Make MySpace Friends Now!' along with the website URL 'www.addnewfriends.com'.

[TubeBlasterpro](#) is an automated Friend adder. It is the backbone to building friends on YouTube. When I say friends, I mean targeted people in whatever Niche you are in. Friends translate to business contacts.

We are now going to go step by step through all of the amazing features of Tube Blaster Pro! Before we do, I would like to make a note about using automation software in general.

Think of yourself like Luke Skywalker. Use your powers for good and not for evil...

Automation software makes everything easier. However, I want to warn you ahead of time that sites like Twitter, Facebook, Myspace, and yes YouTube are never kind to what they consider SPAMBOTS. This software, used improperly, can make you look like nothing more than a money seeking missile, and YouTube will have no Problem with yanking your channel and videos without hesitation or reservation. Even if you have 7500 subscribers and 1 million or more views.

In fact the whole point of using YouTube is to funnel people into your blog or website. Because you must realize, that a third party site is a temperate environment that you can't control.

With that being said, I will show you how to use this software properly and how to avoid the dangers associated with over marketing in general.

There are only a couple choices for Automation software that I would recommend. TubeBlasterPro is one of them and [TubeToolBox](#) is the other.

[TubeToolBox](#) works the same way as TubeBlasterPro so by learning how to set up TubeBlasterPro it will allow you to understand [TubeToolBox](#).

Another thing for you to be aware of; TubeBlasterPro is a one-time fee of about 67 dollars, [TubeToolBox](#) is 9.95 a month.

At the time that I wrote this book, I was using TubeBlasterPro. Since then I started using both. TO be quite honest [TubeToolBox](#) updates their site more often, so I am going to suggest it as a better choice however it is twice as much in regards to cost.

Just so you know:

**Mac is not compatible with this TubeBlasterPro.
However [TubeToolBox](#) has Discovered a Way to make
Mac Compatible with its Software!**

Also MAC users do not fret because with “Bootcamp”, you can ‘Partition’ a portion of your hard drive to work under the Operating System of Windows. This is very handy if you have software that is not compatible with your MAC operating system. For more information on how to install Windows 7 or better on your MAC you can go to:

<http://support.apple.com/kb/HT3986>

Here are a couple rules to think about right now:

Rule # 1-Do not sell to people!

Rule # 2-Repeat, Do not sell to people!

The other possibility of getting removed from YouTube is by getting flagged for being spam or soliciting by not YouTube, but YouTube users.

I will be covering more of this in the chapters that are to follow; however, I want you to start thinking about it now. Don't be a salesman, and don't ever send anyone to an affiliate link who doesn't ask for it.

LOOK OUT FOR THESE



Every time you see an asterisk, it is going to be a sign of obvious importance that I want you to make a note of.

Chapter 14- Tube Blaster Pro Set Up

First let's go to the Website.

Once you are there, Click on "Free Demo"

The screenshot shows the TubeBlasterPro website interface. At the top, there is a navigation bar with links: Home Page, Product, FAQ & Help, Support, Download, Purchase, and Affiliates. The main header features the 'Tube Blaster Pro' logo and a speech bubble stating 'More Features and Faster Updates than any other Automated Software!'. A cartoon character wearing a blue cap and a white t-shirt with the 'Tube Blaster Pro' logo is holding a microphone. A red-bordered box with the text 'Go ahead and download the free Demo' has a red arrow pointing to the 'Download the free Demo' button. Below the character, there are two buttons: 'Download the free Demo' (orange) and 'Purchase TubeBlasterPro' (green), separated by 'or'. A green box below these buttons states 'Ranked the No1 YouTube friend adder program on the net!' and lists 'Free TubeBlaster Pro updates for life.' and 'Free support and...'. On the left, a 'Unregistered Version' interface is shown with various settings and a 'Start Gathering' button. A red arrow points from the 'Start Gathering' button to the 'Download the free Demo' button. A red-bordered box with the text 'Click Image to Enlarge' is positioned below the 'Start Gathering' button. At the bottom of the screenshot, there is a text box: 'Marketing with TubeBlasterPro is the cutting edge way to advertise to a large audience and being cost effective at the same time.'

From the Free demo it will take you to the download page.

Tube Blaster Pro

Start growing your YouTube Friends!

Note: For questions, first check our FAQ's Page for help. If you still can't find the answer you were looking for, then contact our Technical Support Staff. For technical support, you may contact us using our contact form. Thank you!

Current Version: 1.5.0
Click Here to Download

Click on the button to download

Amazed?
Try our MySpace Version!

mySpace friendBlasterPro
Make MySpace Friends Now!

www.addyourfriends.com

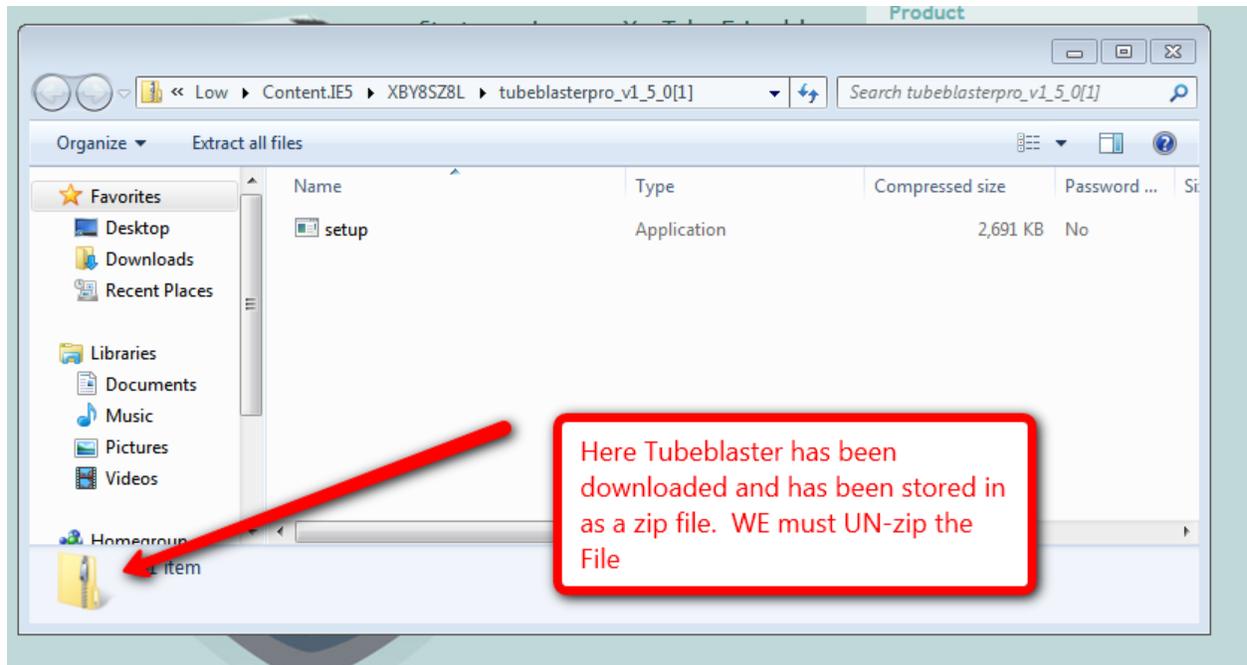
Click Download. Once you do, it will start downloading the zip file to your desktop.

Organize Extract all files

Name	Type	Compressed size	Password ...	Si
setup	Application	2,691 KB	No	

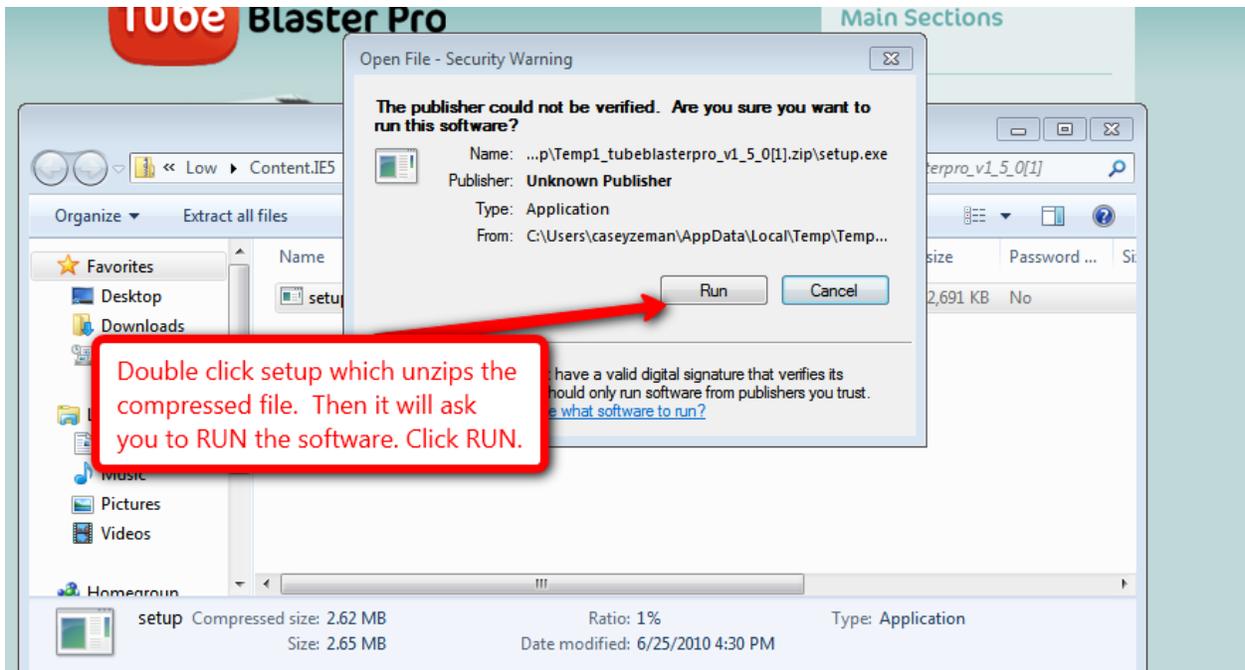
Here it has just been downloaded to my desktop

So once it is on your desktop as a zipped file it needs to be unzipped. Zipped files can be thought of as just really large files that are going to burst at the seams. That is why they are zipped.

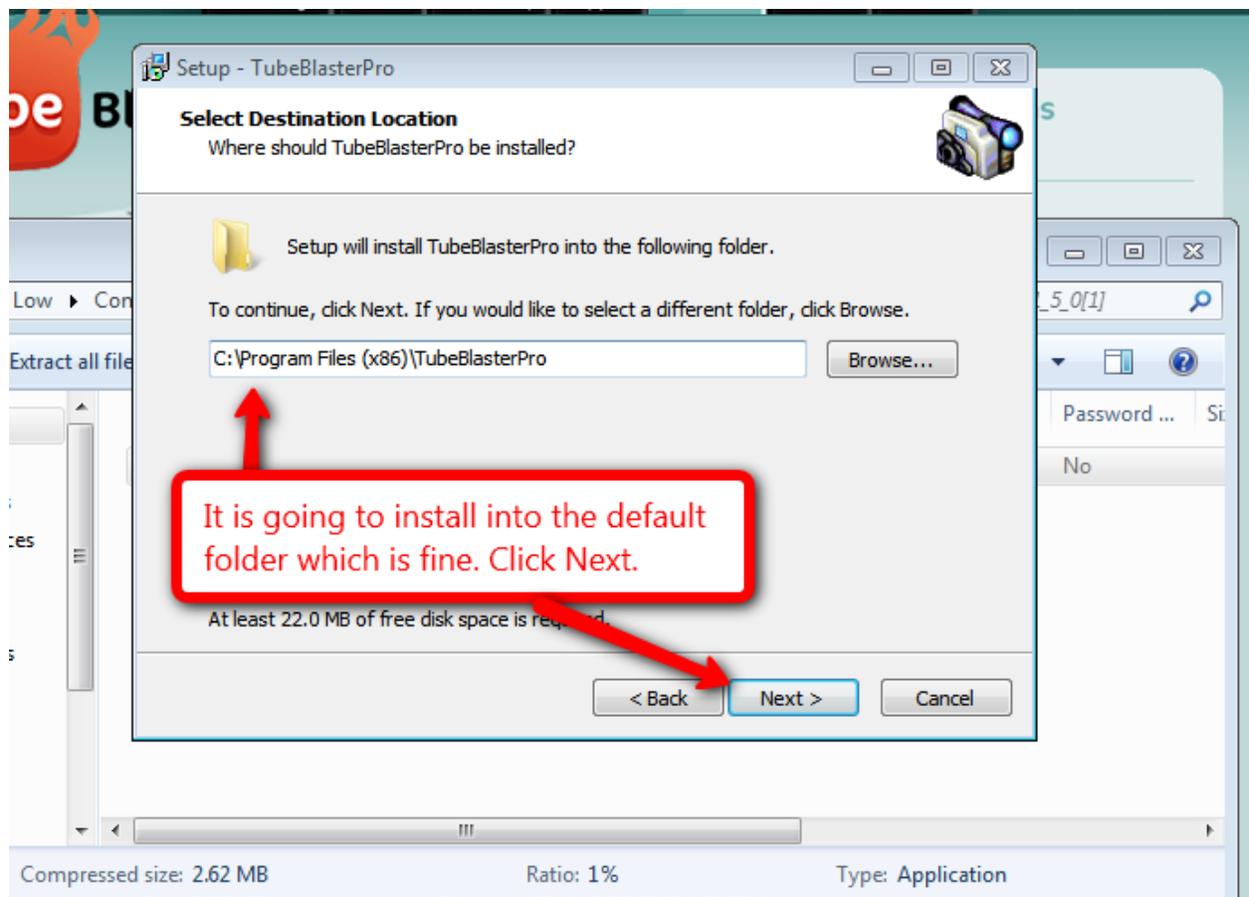


For PC you should have software such as 'WinZip' or some other unzipping software. Often with the new operating systems it comes with it. So when you double click the zipped file, it will then ask if you want to RUN the software.

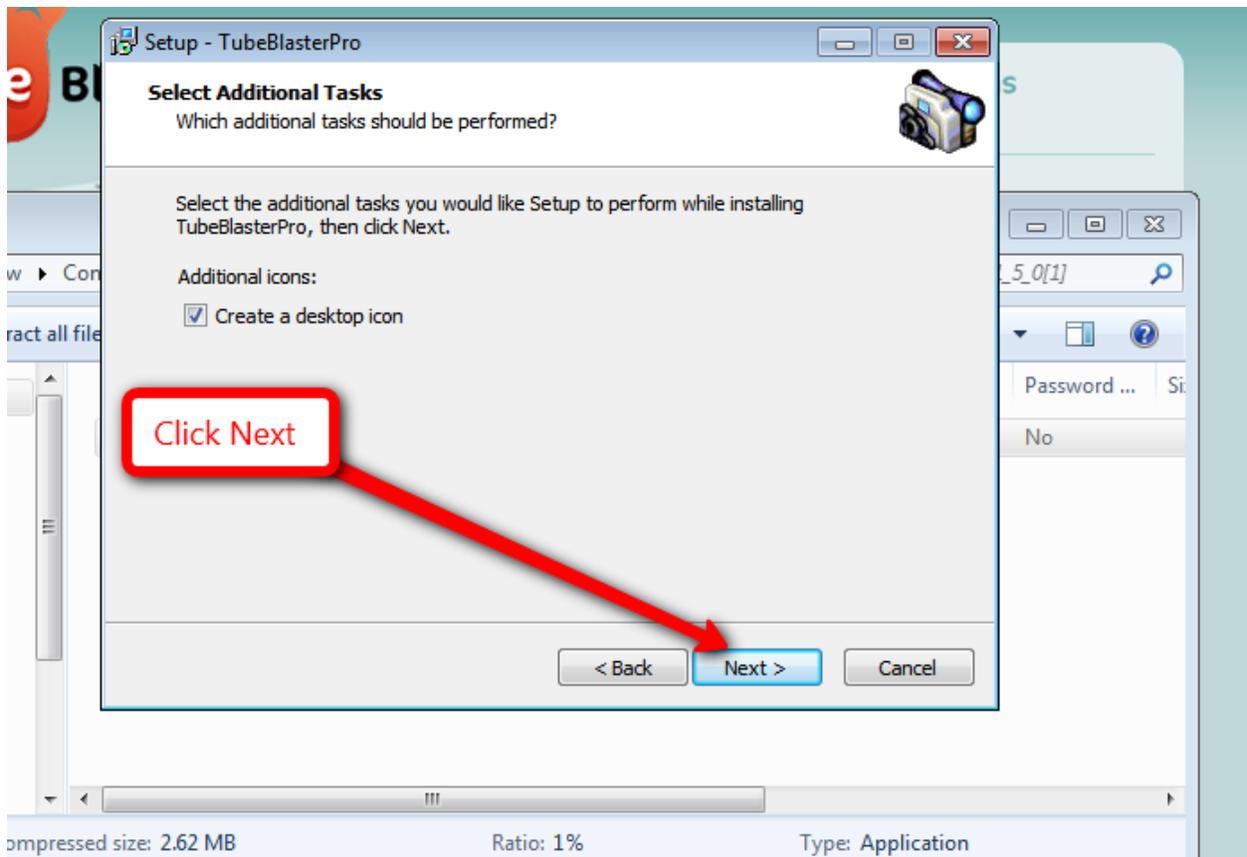
YES you do! Click RUN.



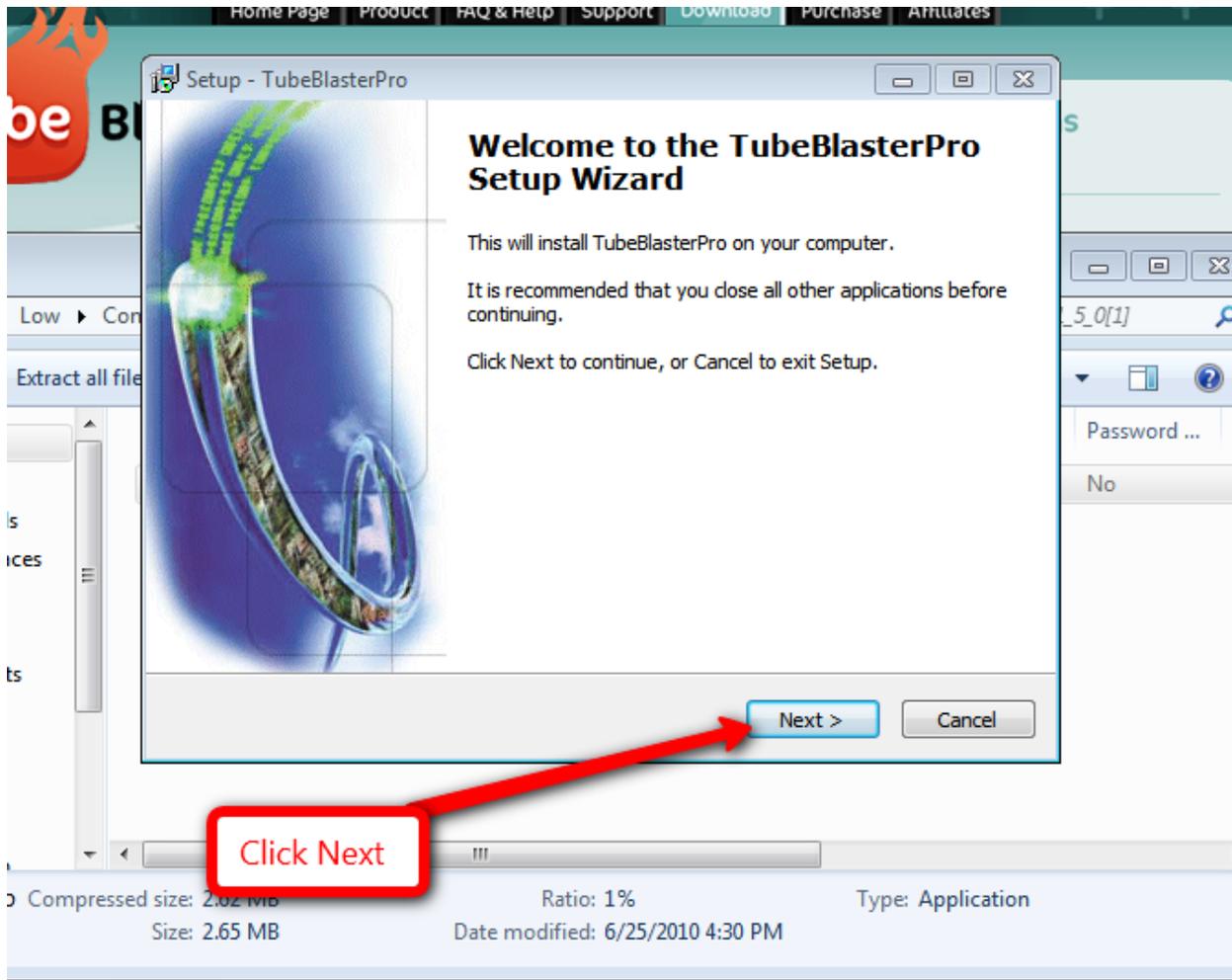
It will then install the software into your default Folder. Which is fine.



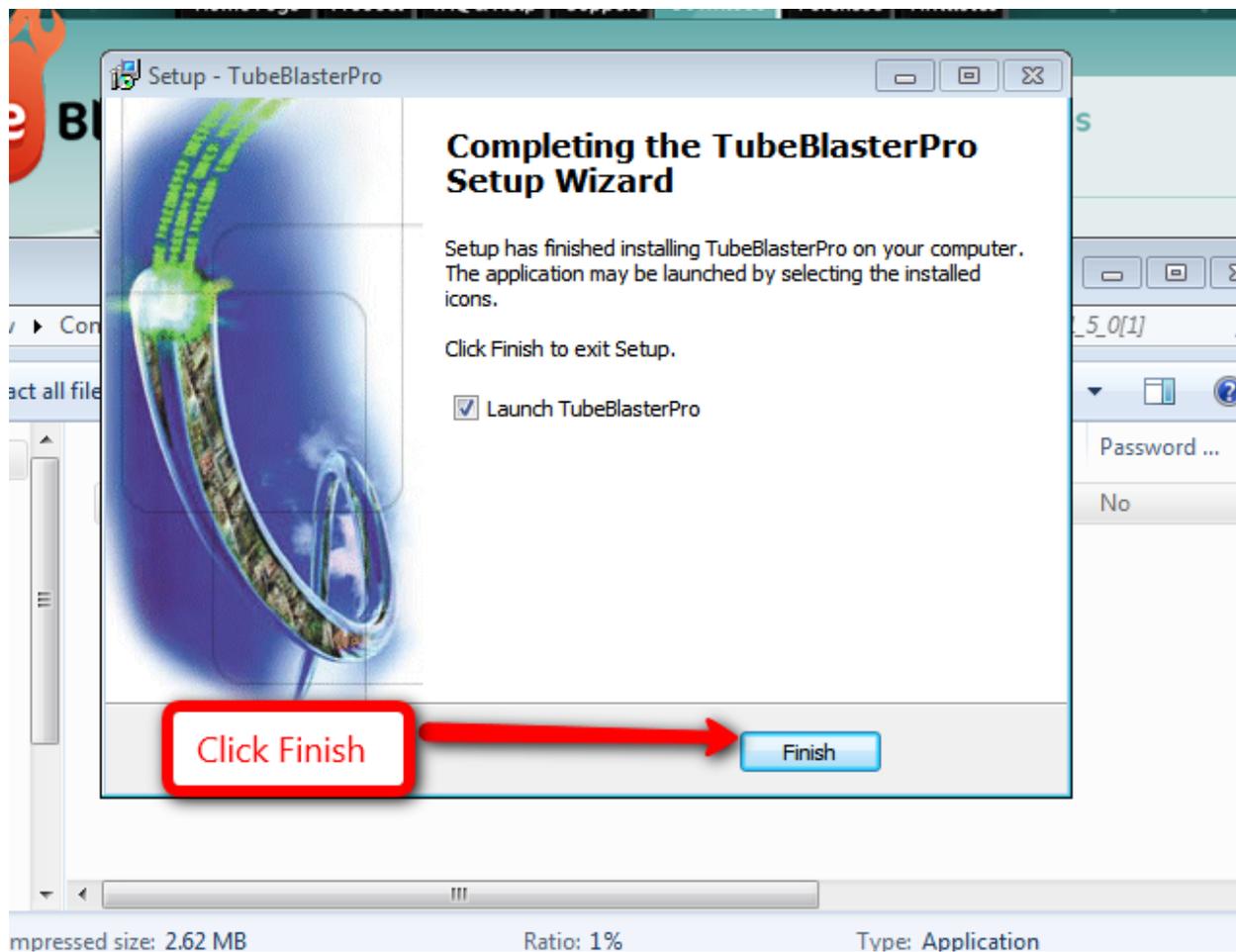
Once that is done it will ask you if you would like a 'Desktop Icon'. I would click yes here, but it is up to you.



Just follow the prompts that say 'NEXT'. Soon you will come to the set up page. Of course click next.



Then it will prompt you to 'Click Finish' to launch Tube Blaster Pro.



Once you have done that, it will ask that you fill in your YouTube account information. Then click continue.

YouTube Account Details

Note: if your YouTube account is linked to a Google account, please enter your YouTube account details!

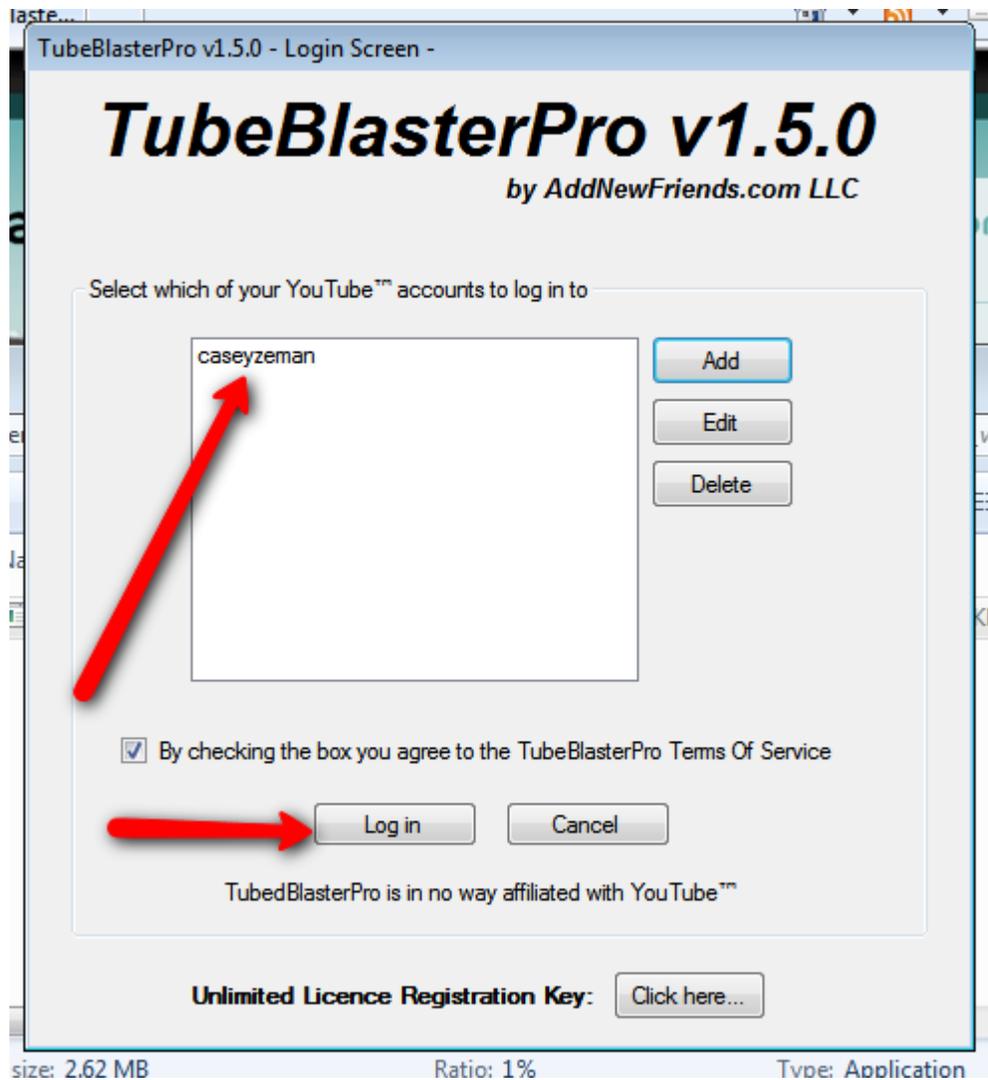
Username:

Password:

Confirm Password:

TubedBlasterPro is in no way affiliated with YouTube™

You will now see your YouTube account name populated into the 'Log in' page.



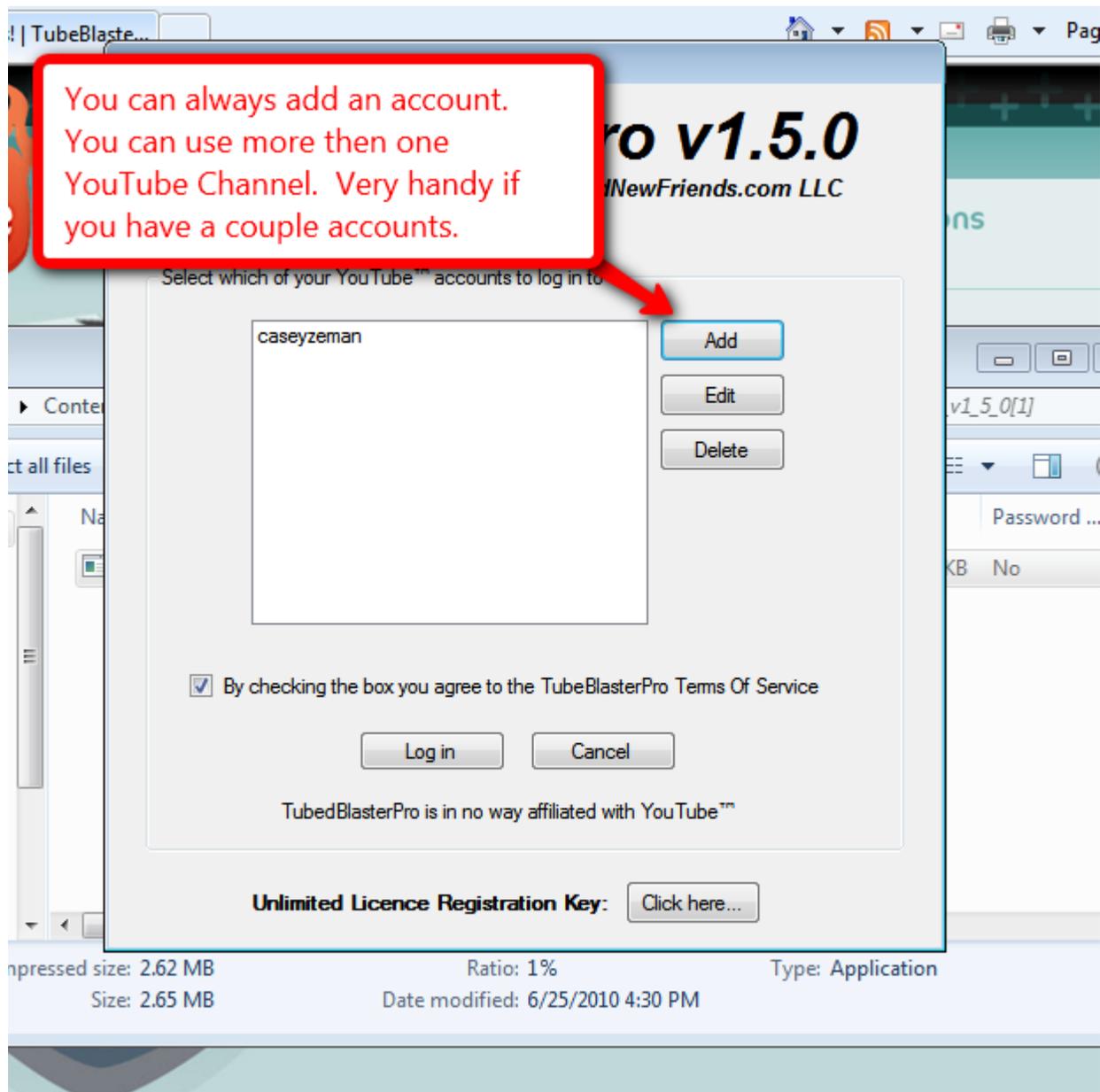
Click on your account name and then click log in.



I did want to mention a couple more things about this page.

You can ADD on another account!

In fact you can add on quite a few accounts. That is to say you have more than one YouTube account. I may have already pointed out that it is good to have more than one YouTube account.



Ok, now for the final unveiling.

Welcome to the home page of **Tube Blaster Pro!**

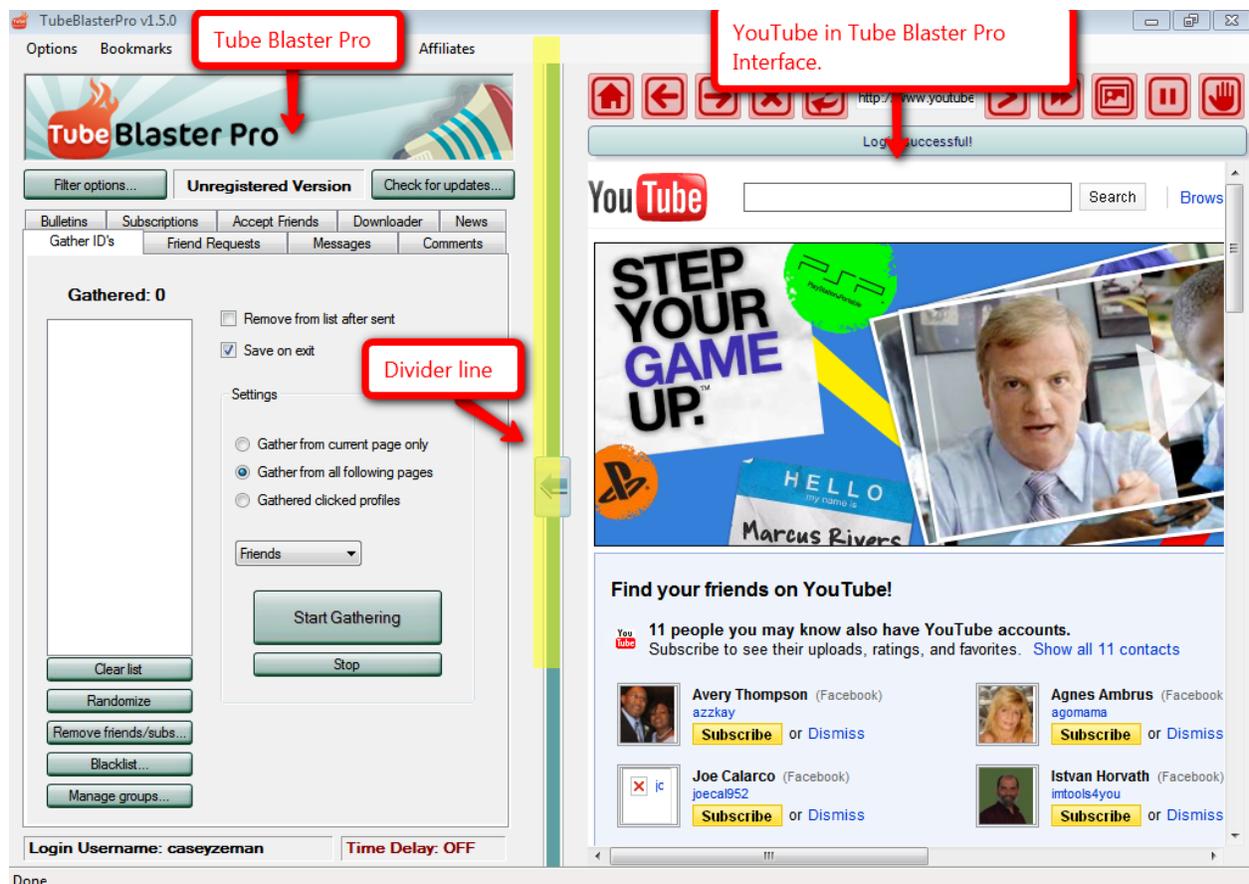
The image shows two overlapping windows. On the left is the TubeBlasterPro v1.5.0 application window. It features a menu bar with 'Options', 'Bookmarks', 'Current channel action', 'Help', and 'Affiliates'. Below the menu is a 'TubeBlaster Pro' logo and a 'Filter options...' button. The main area is divided into tabs for 'Bulletins', 'Subscriptions', 'Accept Friends', 'Downloader', and 'News'. Under 'Subscriptions', there are sub-tabs for 'Gather ID's', 'Friend Requests', 'Messages', and 'Comments'. The 'Gathered: 0' section includes a list box, checkboxes for 'Remove from list after sent' and 'Save on exit', and a 'Settings' panel with radio buttons for 'Gather from current page only', 'Gather from all following pages' (selected), and 'Gathered clicked profiles'. A 'Friends' dropdown menu is set to 'Friends'. Buttons for 'Start Gathering' and 'Stop' are present. At the bottom, it shows 'Login Username: caseyzeman' and 'Time Delay: OFF'. On the right is a browser window displaying 'http://www.youtube'. A red box with the text 'Your login was a success!!' is overlaid on the browser's address bar area. Below the address bar, a 'Login successful!' message is visible. The main content of the browser shows the YouTube logo, a search bar, and a video player with a 'STEP YOUR GAME UP.' title. Below the video, there is a section titled 'Find your friends on YouTube!' with the text '11 people you may know also have YouTube accounts.' and a list of four suggested users: Avery Thompson (azzkay), Agnes Ambrus (agomama), Joe Calarco (joecal952), and Istvan Horvath (imtools4you). Each user has a 'Subscribe' or 'Dismiss' button.

Done

Chapter 15- Tube Blaster Pro Features

Intro “Gathering”

To begin with, Tube Blaster Pro is separated out into two columns. The left side of the screen is Tube Blaster Pro. The right side is Tube Blaster Pro interfacing with YouTube.



You will notice a major section of the left side is a blank column that reads above it “Gathered”.

Next, I want you to take a look at the default-checked box that says “Save on Exit” as well as the default radio button that says, “Gather from all following pages”.

Both of these are exactly what they have to be at. In fact the whole page is set to start doing what Tube Blaster was created to do. That being ‘Gather”.

So with that being said, let’s start gathering.

When we say gathering, we mean collecting channel information from people on whatever particular page you are on in YouTube. That is how the interface works.

Remember how we were using YouTube’s Search bar earlier in the book? We were searching for keywords and phrases in our niche. Well now we do the same thing but we are looking for specific people in whatever niche we are in.

So let’s say my niche is “Health and Wellness”.

I type in “Health and Wellness” in the search bar.

The screenshot shows the TubeBlaster Pro application window. On the left is the software's control panel, and on the right is a browser window displaying a YouTube search for "health and wellness".

TubeBlaster Pro Interface:

- Menu: Options, Bookmarks, Current channel action, Help, Affiliates
- Logo: TubeBlaster Pro
- Buttons: Filter options..., Unregistered Version, Check for updates...
- Navigation: Bulletins, Subscriptions, Accept Friends, Downloader, News
- Tools: Gather ID's, Friend Requests, Messages, Comments
- Status: Gathered: 0
- Options:
 - Remove from list after sent
 - Save on exit
 - Gather from current page only
 - Gather from all following pages
- Buttons: Start Gathering, Stop, Clear list, Randomize, Remove friends/subs..., Blacklist..., Manage groups...
- Footer: Login Username: caseyzeman, Time Delay: OFF

YouTube Search Results:

Search: health and wellness

Search options

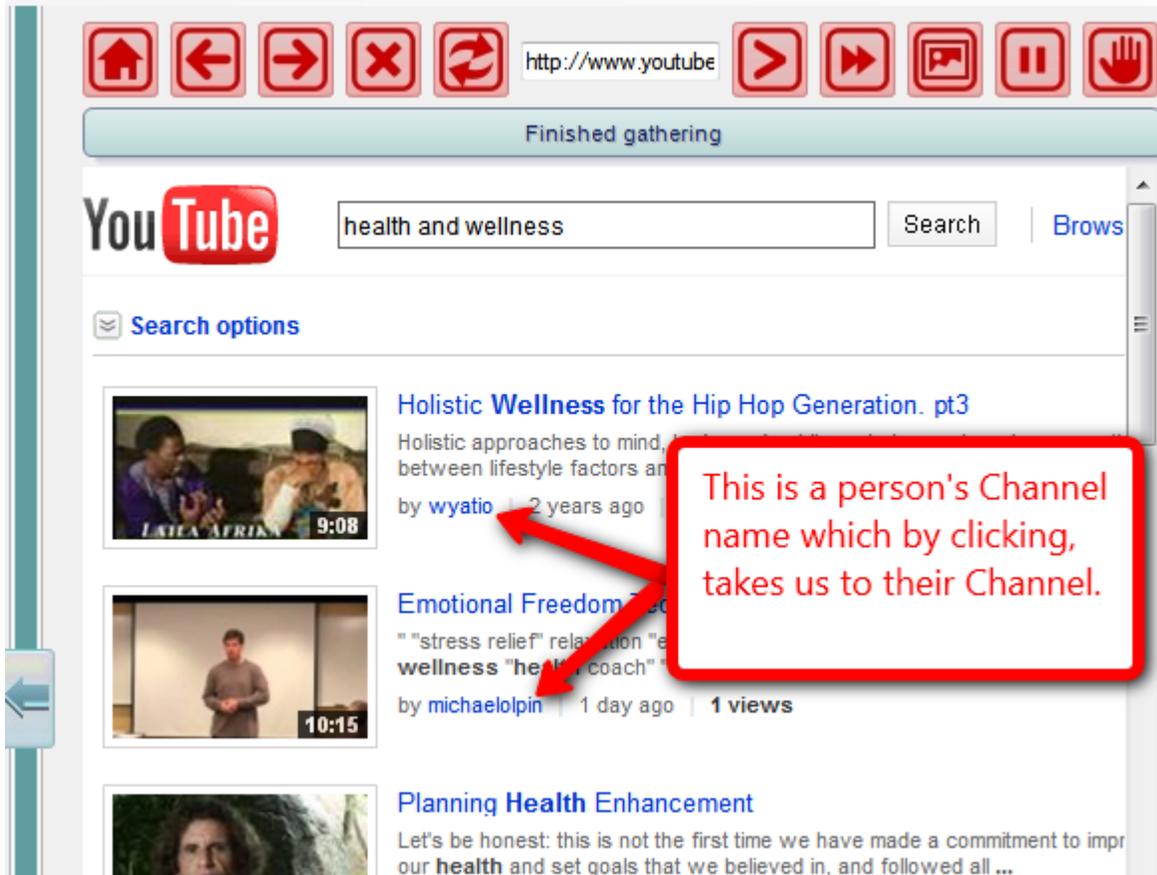
- 7 Steps To Better Mental Health, Austin Wellness Clinic**
 7 Steps To Better Mental Health, Austin Wellness Clinic This video goes over a wellness approach to addressing mental health issues like ...
 by psychetruth | 1 year ago | 163,941 views
- Health & Wellness through The Law of Attraction**
 ManifestTheSecret.com Discover how to have a healthy mind and body by using the Law of Attraction. Vitality, Stamina and Vibrant Health first ...
 by SecretGuru | 2 years ago | 9,736 views
- Sexual & Intimate Relationships, Mental Health & Wellness**
 Be My Friend www.myspace.com CLICK MORE INFO FOR RELATED VIDEO: Radhia's Website at www.advancedhealthinstitute.com www.aimmd.com
 by psychetruth | 1 year ago | 56,922 views
- Good Chemistry: Health & Wellness for Kids**
 Kids and Parents at ACS Health & Wellness Event Hundreds of children and parents in the Boston area got first-hand experience with health and ...
 by AmeriChemSoc | 2 years ago | 4,819 views
- How Stress Affects Health - Austin Wellness**
 How Stress Affects Health - Austin Wellness The Truth about Stress, Health Nutrition. Dr. Vincent Bellonzi BS,DC,CCN, CSCS, ACSM H/FI Dr.Vincent ...

Red callouts and arrows highlight the search input and the first three video results.

From here, there are a couple ways you can do this. Tube Blaster Pro will start gathering Channel names whenever you click gather.

I could click gather from where I am on the page or I could go in to anyone's Channel and start gathering their subscribers or friends.

Take a look below.



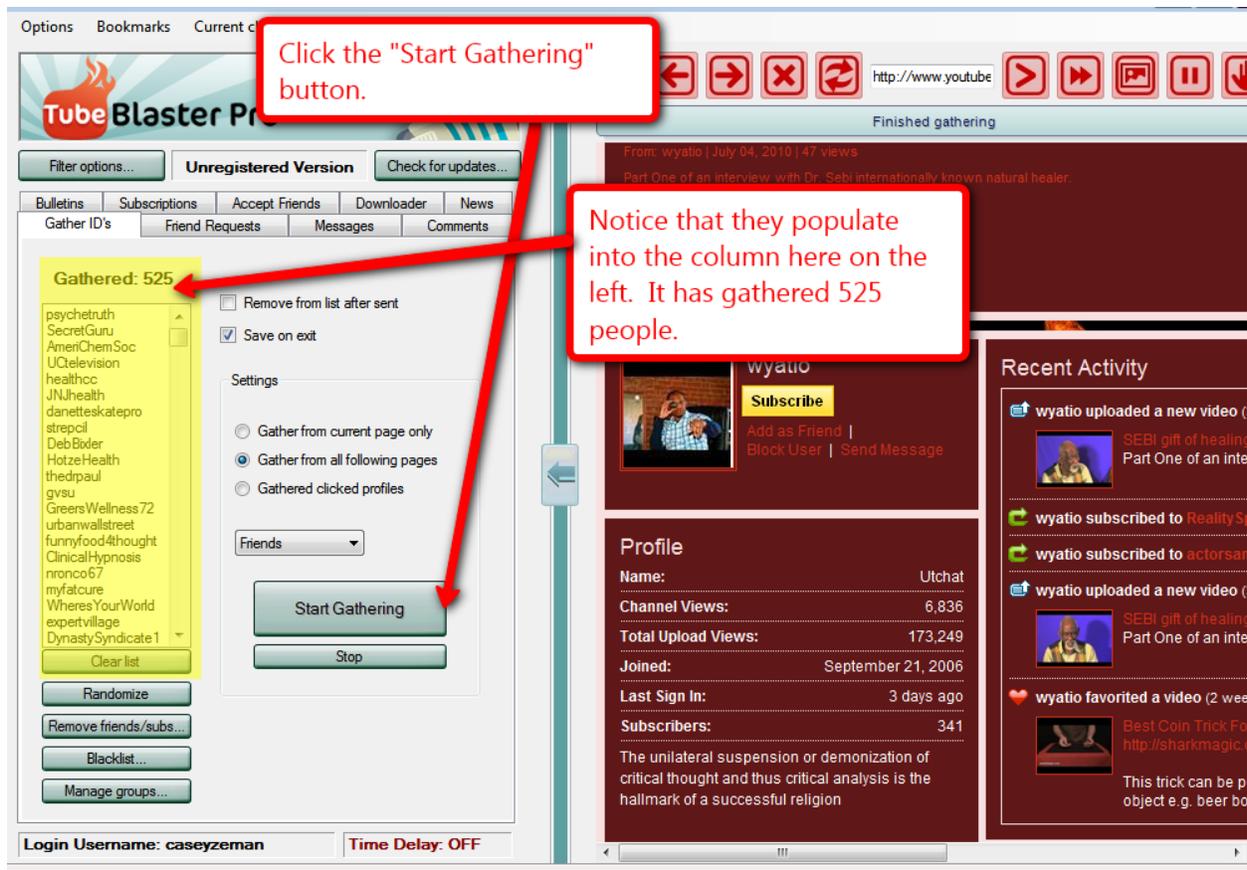
If I were to click on Wyatio's name next to the video, it would go into his Channel. What Tube Blaster Pro does is, it gathers the Channel info for a particular person and saves it in the column so that a message can be sent to them.

You see, YouTube has an email system just like say Facebook. People can send you private messages if they want. Most people don't use their inbox on YouTube; some don't even realize that they have access to something like that.

Well, now you do if you didn't before, and for our purposes, it is very useful.



Ok so let us click the "Start Gathering" bar located on the Tube Blaster Pro side.



What I will also do is start gathering from a person's subscription area. Or even friend's area.

Options Bookmarks Current channel action Help Affiliates

TubeBlaster Pro

Filter options... Unregister

Bulletins Subscriptions Access Gather ID's Friend Requests

Gathered: 525

psychetruth SecretGuru AmeriChemSoc UCtelevision healthcc JNjhealth danetteskatepro strepcil DebBoxler HotzeHealth thedpaul gvsvu GreersWellness72 urbanwallstreet funnyfood4thought ClinicalHypnosis nrnoco67 myfatcure WheresYourWorld expertvillage DynastySyndicate1

Remove from list after sent Save on exit

Settings

Gather from current page only

Gather from all following pages

Gather from clicked profiles

Friends

Start Gathering

Stop

Clear list Randomize Remove friends/subs... Blacklist... Manage groups...

Login Username: caseyzeman Time Delay: OFF

Finished gathering

wyatio favorited a video (2 weeks ago)

Best Coin Trick For Beginners - Elbow Coin Vanish <http://sharkmagic.com>

This trick can be performed anywhere, anytime and you can use almost any object e.g. beer bottle tops, rings, soda... more

Subscriptions (154)

kfleimer streetfig... yogamedit... 4TruthAnd... ProdSun83 marcb...

Now that we have gathered a decent amount of Profiles, let's talk about the features directly under the "Gathered" column.

- ✚ **Clear List:** does just that, it completely clears the list from the gathered area.
- ✚ **Randomize:** scrambles the gathered list around so that once you do send messages to the list it is not in any order.
- ✚ **Remove Friends and Subscriptions:** If you are gathering people in your niche, there could be a good chance that some of the people you are gathering might be friends or subscribers of you already, especially if you have already started sending 1000 messages a day. If you are sending out a message with the intention of gaining friend or subscriber and you already have some subscribers and friends on your gathering list, then you may

have those people cancelling their friendship or subscriber status with you because they may label you as spam.

✚ **Blacklist:** Manages a group of ID's (profiles) that will always be skipped. You may come across a need for this if people that you write start sending you spam or nasty messages to you. Chances are if you stick with your niche, you should be able to avoid that scenario.

✚ **Manager Groups:** Is a really great tool because it allows you to separate out different ID's and put them in groups. This is handy when you are tackling a few different Niches' and you want to keep track of your gathered lists.

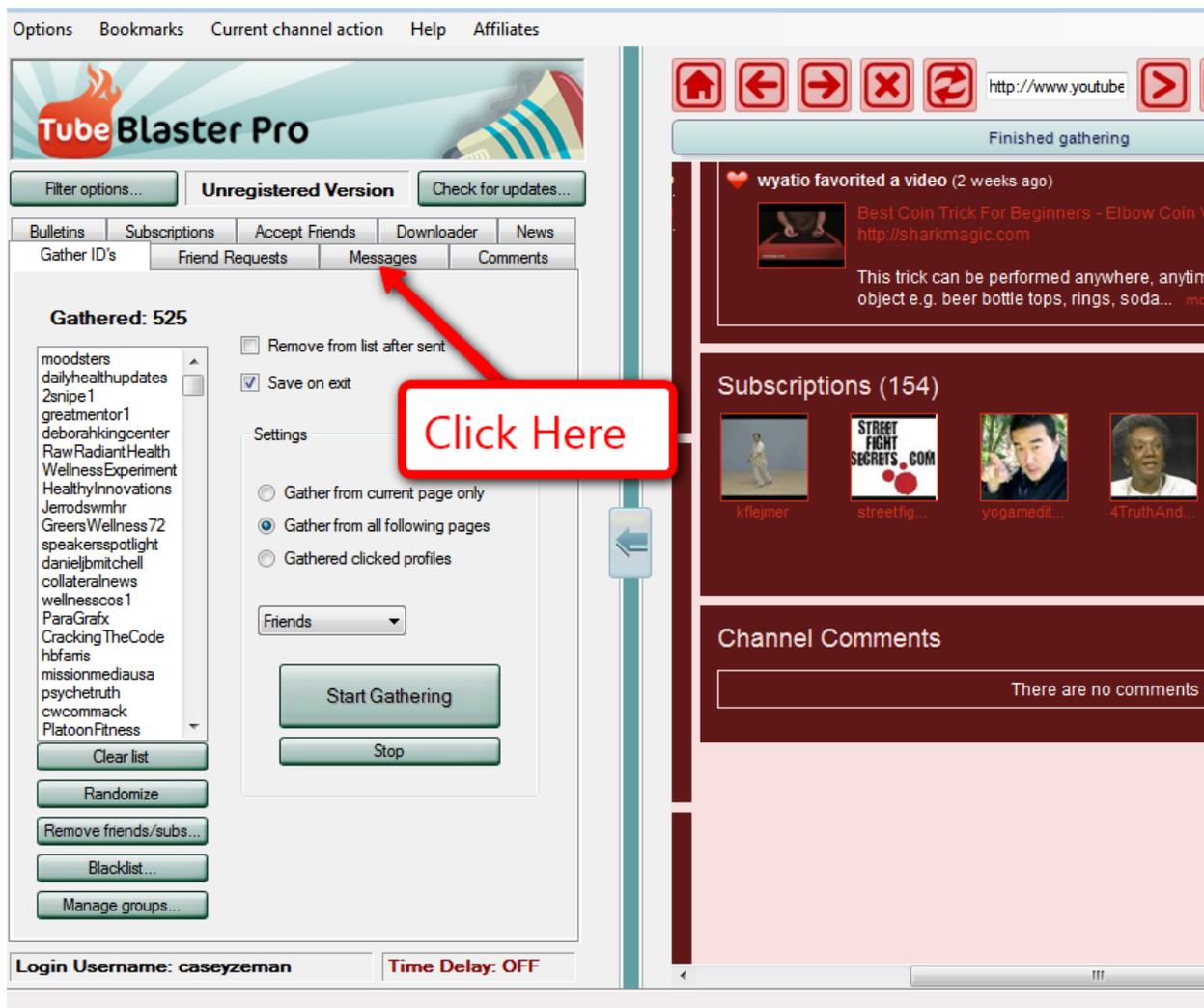
Generally, after I gather a group of ID's, I click on the remove Friends/Subs and then place the gathered group into an either already existing list for my Niche, (let's say Health and Wellness) or a new group, if the group was not yet created for that Niche.

With the gathering portion of the program understood, we are now going to move into the whole point of gathering ID's in the first place.

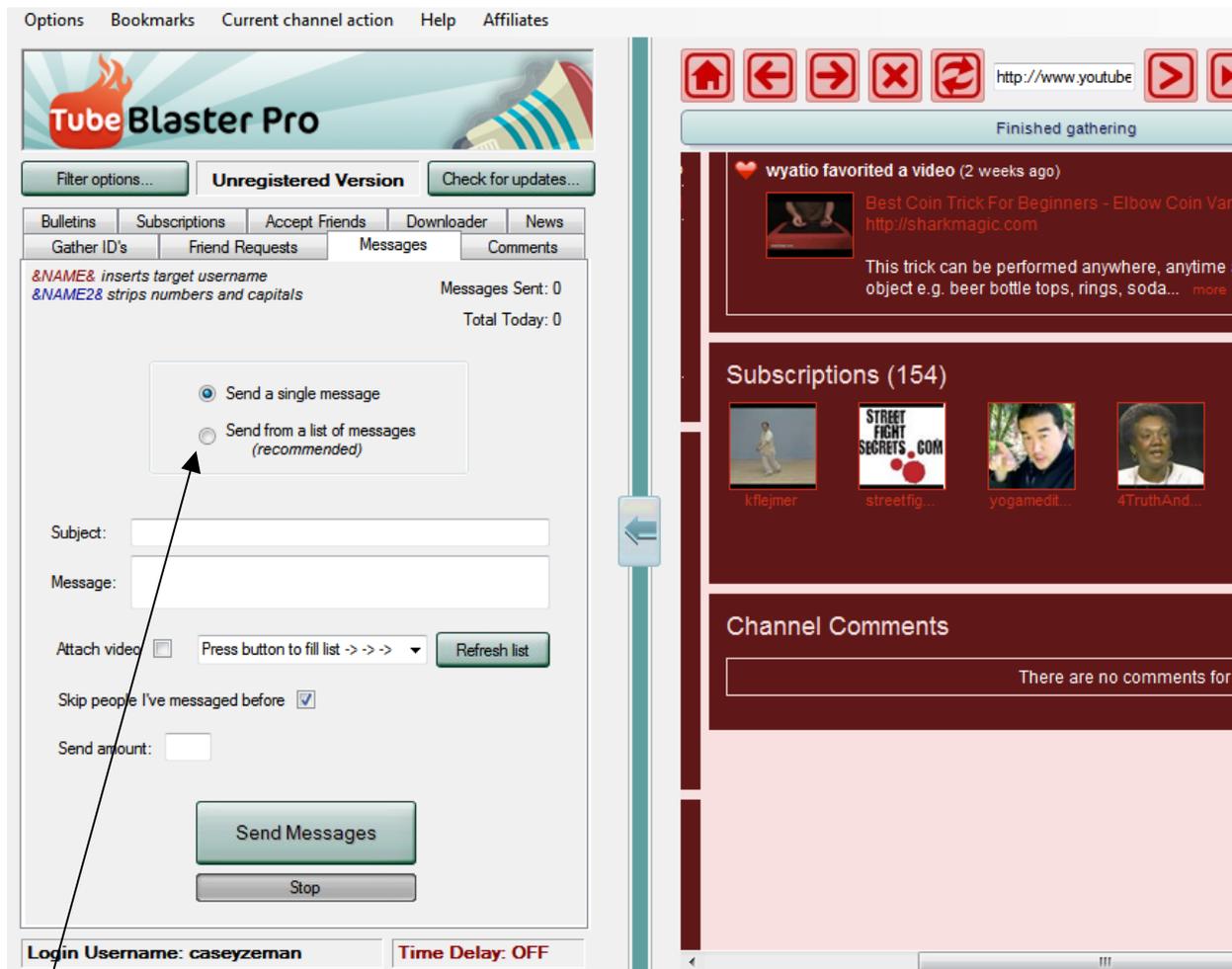
To send messages!

Chapter 16-Sending Messages

Let's jump in straight away. Go to the upper bar on the Left side of the screen.



Once you click on message, you will be taken to the “Messages” area.



As you can see you can set up a single message, or you can send from a list of messages.



Warning

Do not use the single message selection at any time. YouTube can tell if you send out the same message over and over.

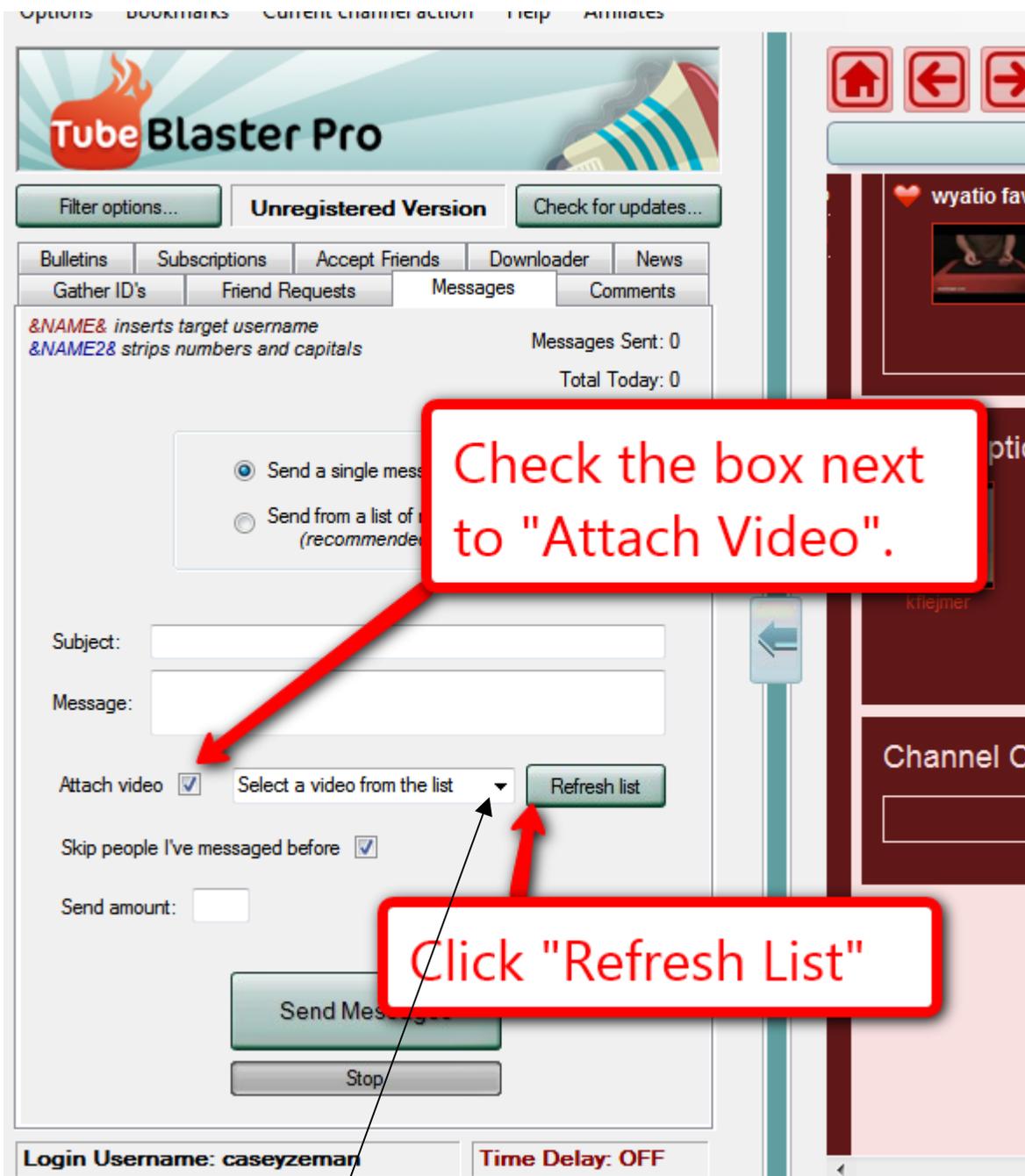
To use this software properly, I am going to show you how to create a list of several different messages.

In Fact, 10-15 messages pre-created messages is a good amount to start with.

So let's take a look at making a list of messages. But before we do, I want you to take a look at the feature "Attach Video".

This is a hugely powerful feature. It will send a video of your choice (that you've already created) to every person you are sending a message to.

This is how it works.



After you've checked the box "Attach Video" and clicked the "Refresh List" tab. Then click on the **arrow down button** to see your list of videos.

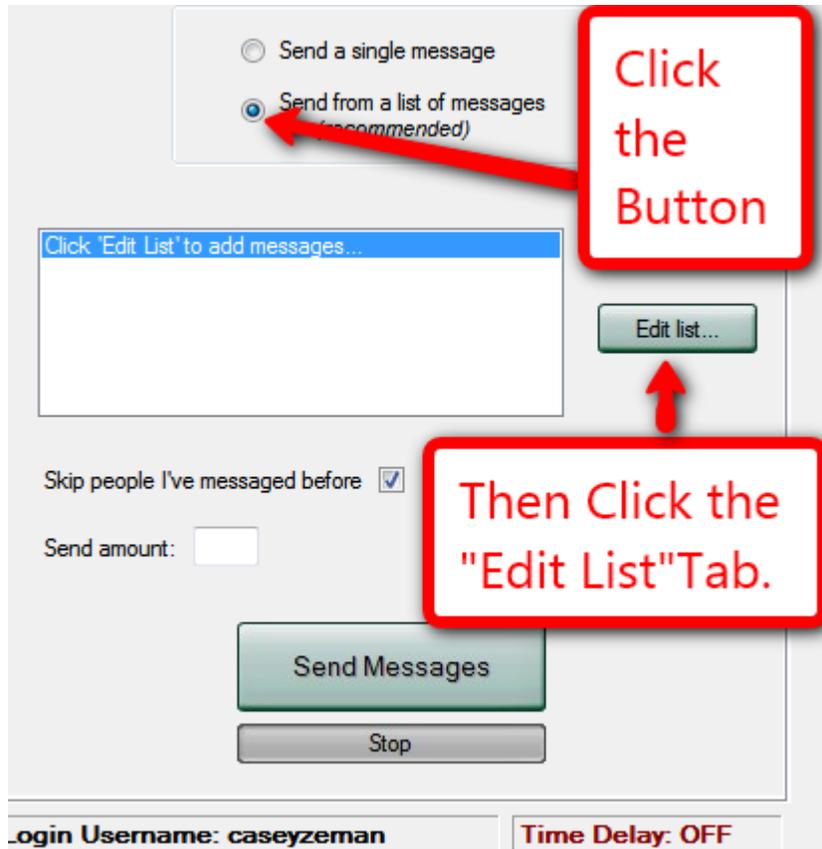
You will have to "Refresh List" to see any new videos that you may have made. So I always push the refresh list tab before when choosing a video.

Once you do just choose which video you want to attach and then you are done.

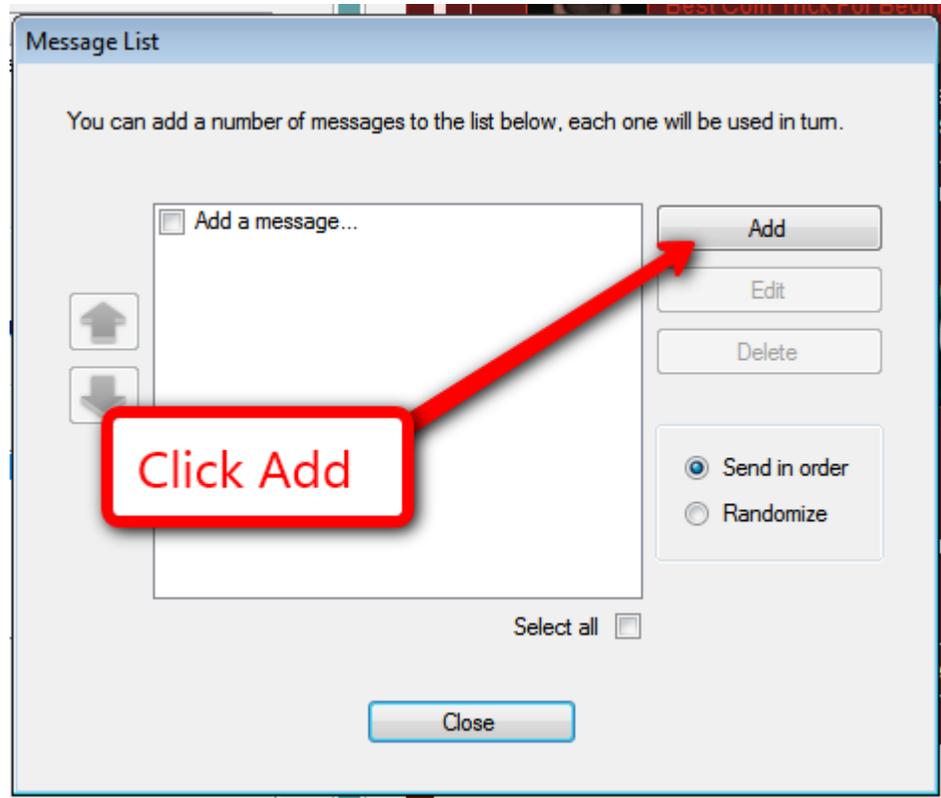
The image shows a screenshot of a YouTube messaging interface. At the top, there are two radio button options: "Send a single message" (selected) and "Send from a list of messages (recommended)". Below these are input fields for "Subject:" and "Message:". A red callout box with the text "My Video Selection" and a red arrow points to a dropdown menu in the "Attach video" section, which currently displays "How to Properly Tag a YouTu". To the right of the dropdown is a "Refresh list" button. Below the dropdown are two checked checkboxes: "Attach video" and "Skip people I've messaged before". There is also an empty "Send amount:" input field. At the bottom of the form are two buttons: "Send Messages" and "Stop".

Chapter 17- Creating a List of Messages (This is necessary)

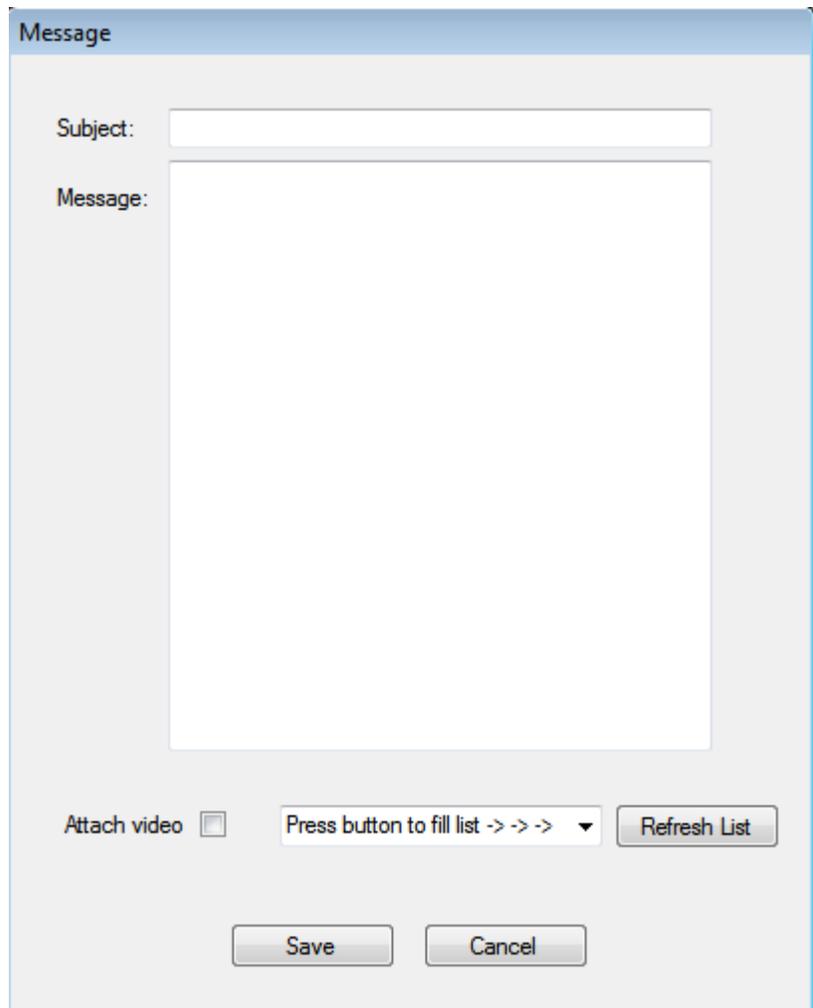
Ok so let us move back into creating a list of messages. What you are doing here is pretty much creating pre-generated emails that you will send out to whomever you choose to gather. This is what it looks like.



Click on the Add Button.



The subject box will open up.

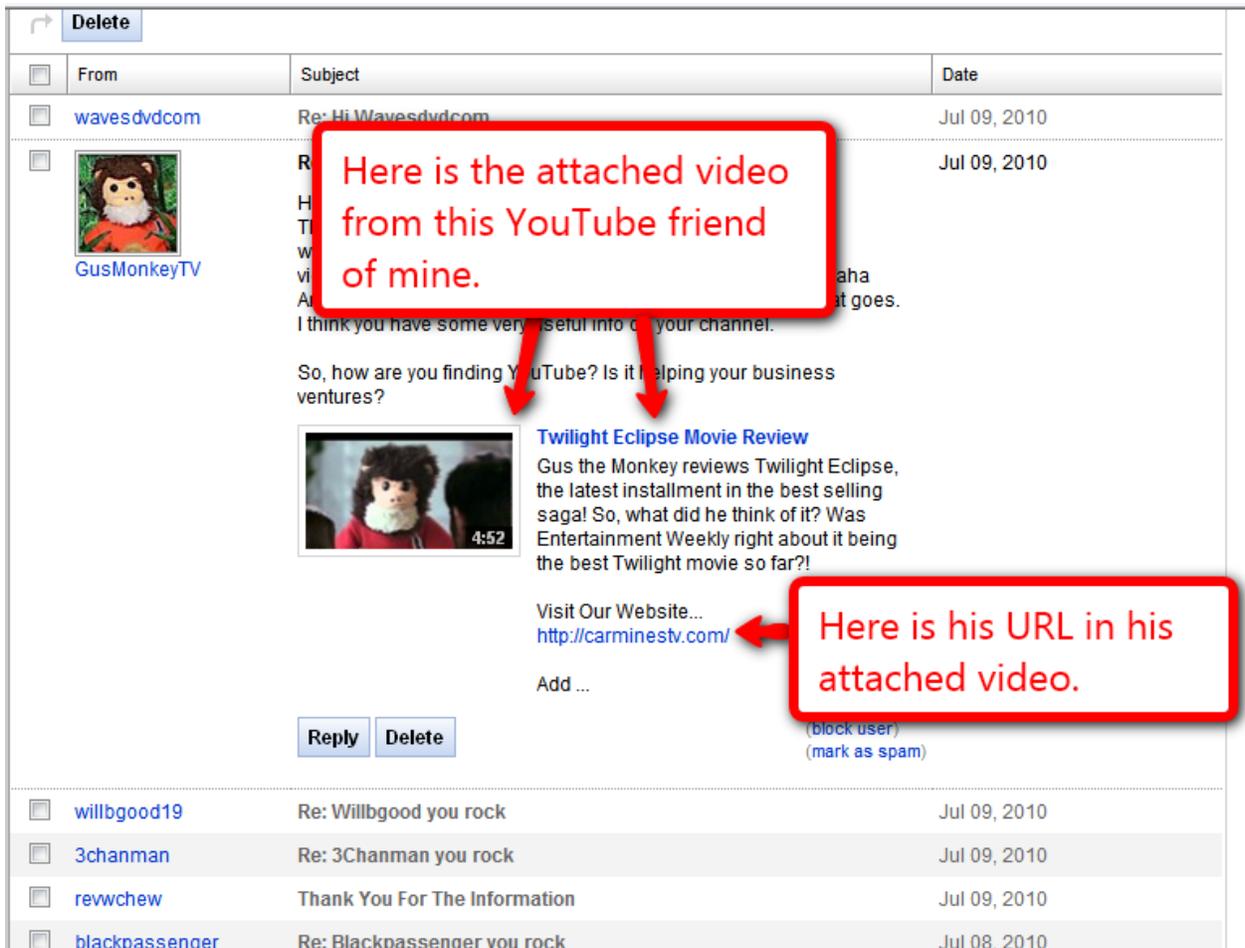


The image shows a software dialog box titled "Message". It contains a "Subject:" label followed by a text input field. Below that is a "Message:" label followed by a large, empty text area. At the bottom of the dialog, there is a checkbox labeled "Attach video", a dropdown menu with the text "Press button to fill list -> -> ->" and a downward arrow, and a button labeled "Refresh List". At the very bottom, there are two buttons: "Save" and "Cancel".

Once the subject box has opened up, start creating your message. You can create as many messages as you would like. Generally I would say have at least 10-15 that you can have going out. Make sure you choose the "Randomize" button so that the messages are not sent out in order.

As you can see, you can attach a video with each new message you create. In fact you should attach a video most of the time. The reason being is that, in the description of the video, your URL to your website can be seen when the message is sent out. Very powerful.

This is what I mean.



You can see that when you attach a video in a message, the description information shows up. That is why it is imperative that you have your URL in your description area.

Consider it almost like a signature box when you send out an email.

The Wonderful thing about it is that you can send out multiple videos with whatever URL you want to direct your viewers to. However don't send them to a purchase page or an affiliate page unless they ask for it. That is the kind of marketing that will get you banned from YouTube.

Speaking of that, let's talk about what kind of message you should be sending to optimize responses and ultimately get subscribers.

Chapter 18- Message Optimization

“Advertisers, keep off the Grass!”

How to avoid being considered spam.

This method of automation can save you months of tedious busy work when marketing yourself. However, if it is abused, it can send you straight to having your Channel removed from YouTube.

We all hate spam. And spam is pretty much unsolicited information.

With YouTube, you have access to everyone’s YouTube email. You of course have this, because they create a profile on YouTube to network themselves. Most people are on Social Networking sites to establish connections. If you are doing it right then you are building relationships with more than just your already existing group of friends. Some people stay simply in that world, which is fine.

However creating a brand for yourself as an authority in your niche requires networking. People on YouTube are more likely to accept your friendship with open arms, because when someone puts a video up, it is generally because they want it to be seen and in turn, they want to be known.

Facebook, Twitter and MySpace users bunker down with their own group of friends having the sole power to share their profile with people they accept. With YouTube, if you make a video and set it to Public (because you can set a video to private or public) you want that video to be out there for the world to see.

...Or you just weren’t thinking about it.

That is why I teach the “Advertisers, keep off the grass” technique.

If you are going to be sending message to people you must approach your message sending as if it was a “**request for someone’s friendship**”.

For instance, your message can read:

Hi (Firstname here), I really like your channel. I think we have some things in common. I would love to connect with you. I have attached a video for you to enjoy. Something silly I put together. Ok, have an awesome day.

Cheers,

Casey

In this message I am never mentioning anything about my business. I am more so extending friendship and including that person in the message. By personalizing it with complements about their channel, it makes it more about them then you.

Most people will be very appreciative that you extended friendship to them.

Some however may say: *“I don’t have anything on my Channel so why are you writing me?”*

When I am faced with these response emails, I simply send a return email saying, *“I am simply networking with Like-Minded people”*.

If he/she doesn’t want that, then I apologize and tell him that I will stop sending him messages. Where at that point I click “Block User”.

Although messages like that rarely happen. Most people are excited to make friends. And as long as you are not blatantly advertising, then you should be able to get them to check out your channel organically without having to say anything about it.

I would like to do a quick reminder. Remember to rotate your messages and creating more than one.

Attaching Videos

I like to mix it up a bit when I am creating my list of messages. I may have one message like the one above, and then another message about a video I created.

Saying:

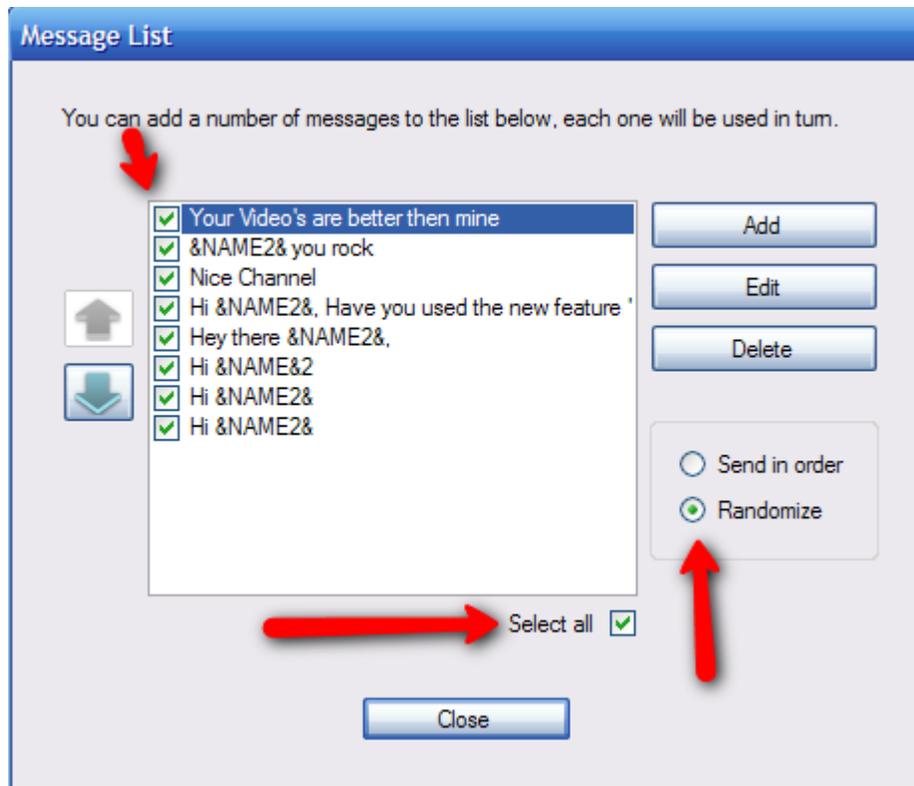
“Hi (Firstname), my wife and I made a video on a road trip back from Big Bear this weekend, I wanted you to check it out. It is kinda silly!”

Cheers, Casey

Sometimes I will attach a silly video and other times I will attach tutorial videos where I provide free tips.

Whatever you are sending out try and make it good content that can provide benefit.

Here is a cluster of my messages



All of these messages are never selling anything or advertising. They are all content based and personal. I want to make people know that I am looking to establish friendships.

- Another great way of helping to keep that “one on one” quality is the “&NAME& and &NAME2&” function.

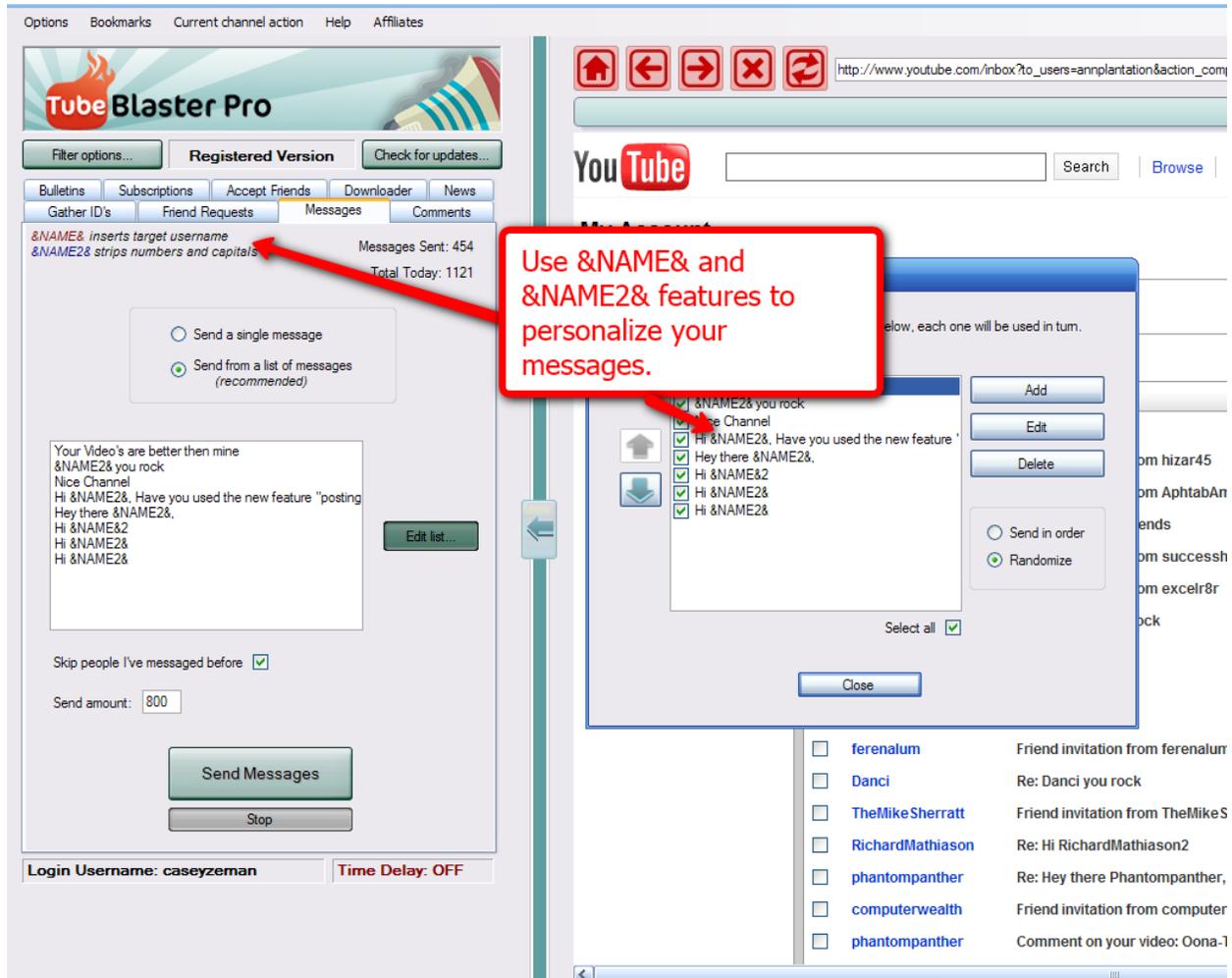
If you have ever used any email marketing system, then you would be familiar with what this function does.

It is a personalization function. What that means is that it will automatically take whatever name is in the ID and place it in the message.

It also gives you an option of using either “&NAME&” or “&NAME2&”.

&NAME& is the full name of the person’s Channel ID.

&NAME2& is the full name of the person's Channel ID without the numbers and capitals.



I use the “&NAME2&” more so then “&NAME&” because I want the numbers removed from it.

Here is an example → *“Hi &NAME2&, how are things with you today?”*

Chapter 19- Creating a Group

Tube Blaster Pro has many features. One of the most powerful features is the ability to create “Groups”. “Groups” are important because you can take a block of people that you have “Gathered” and save them in a tagged and categorized group. By doing that you can revert back to a list of ID’s that you may want to send out more messages to. You may want to create a sequence of emails to send them.

A story in your email.

This book is not about learning how to write off the hook email campaigns so we will not go into too much of this, However I will say that email marketing is how businesses make most of their money. They keep track of their clients or prospects with an email newsletter. You can do the same thing here by creating a group and managing that group. And catering a story in an email campaign to them based on who they are and what their interests are.

There is a saying. “Keep your email list warm”

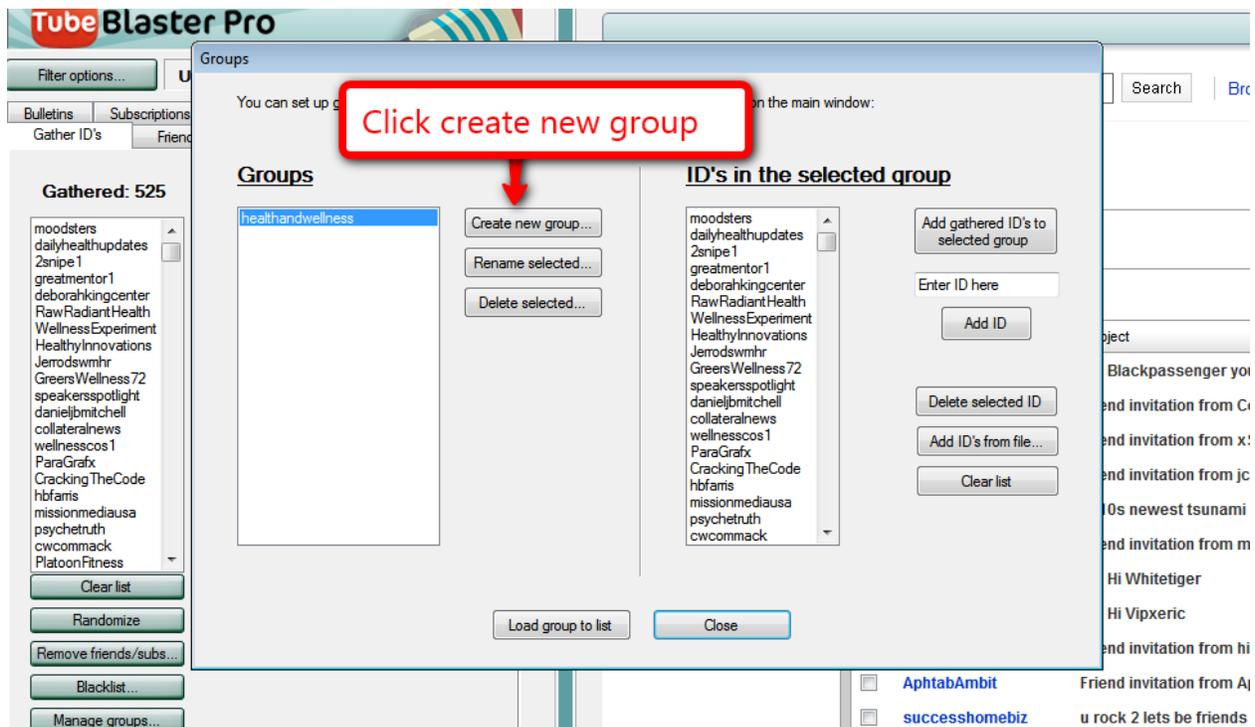
In this case the ID’s you gather is your email list.

So let’s go through the process of creating our first group.

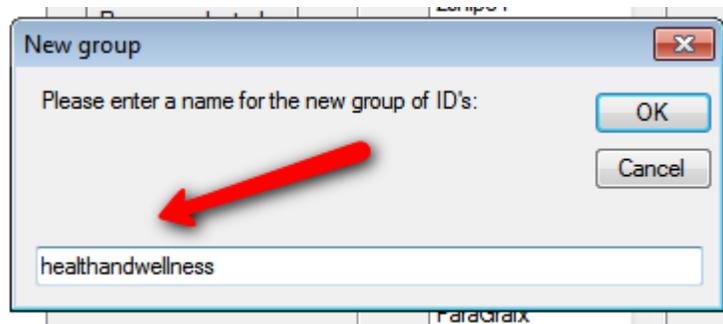
The Group we are going to create of course is based on who is in the “Gathered” area. In our case the gathered area is for Health and Wellness.

So we are going to name the group “Health and Wellness”.

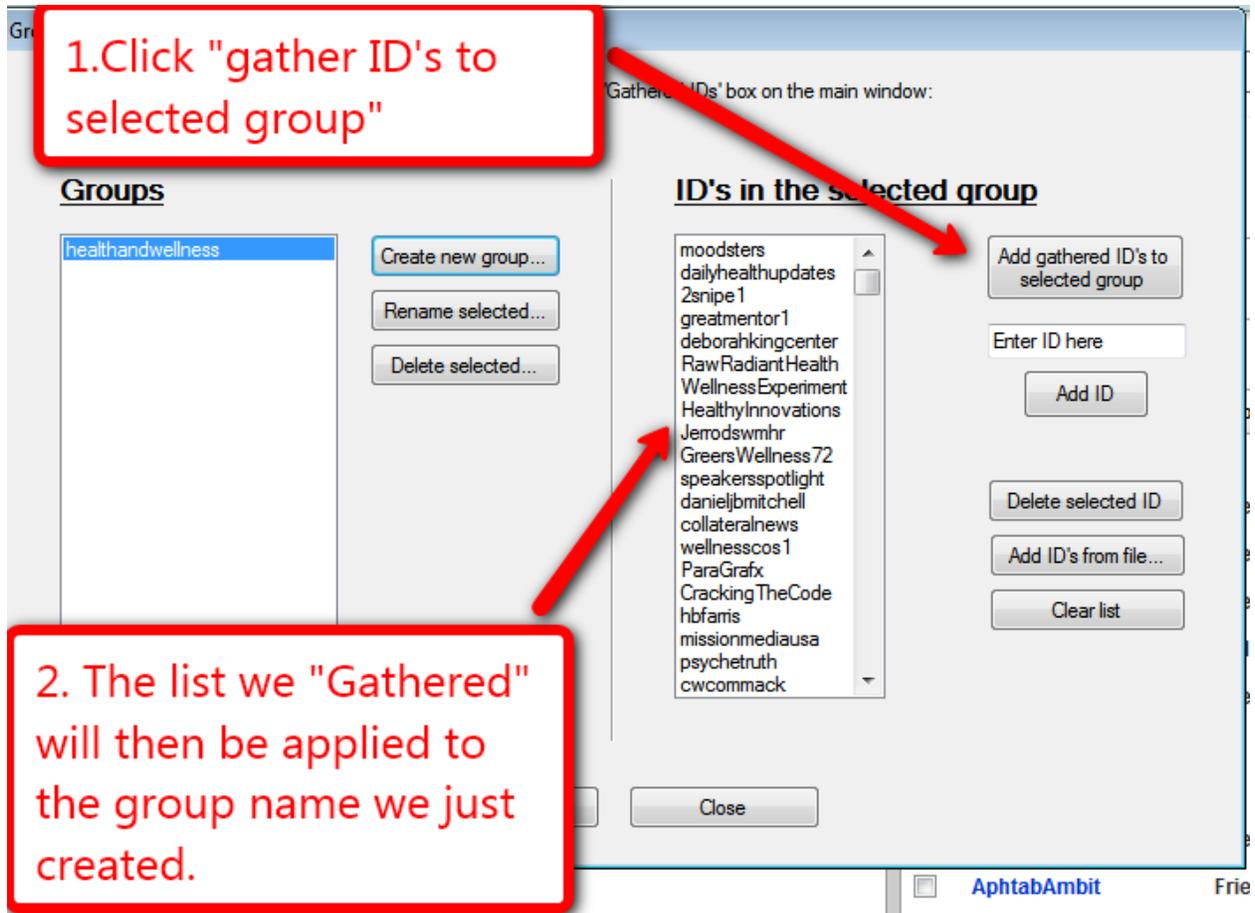
First off, click “Create Group”.



Then type in “Healthandwellness” as the group name.



Next, you will click the “Gather ID’s to Selected Group” Button. Suddenly, all of the ID’s will populate into the selected group area.



We then can go back to the “Gathered” section and clear that list of ID’s because we have saved them into a group.

Now we can Click "Clear List"

Filter op

Bulletins

Gather IDs | Friend Requests | Messages | Comments

Gathered: 525

- moodsters
- dailyhealthupdates
- 2snipe1
- greatmentor1
- deborahkingcenter
- RawRadiant Health
- WellnessExperiment
- HealthyInnovations
- Jerodswmhr
- GreersWellness72
- speakersspotlight
- danieljbmitchell
- collateralnews
- wellnesscos1
- ParaGrafx
- CrackingTheCode
- hbfamis
- missionmediausa
- psychetruth
- cwcommack
- PlatoonFitness

Remove from list after sent

Save on exit

Settings

Gather from current page only

Gather from all following pages

Gathered clicked profiles

Friends

Start Gathering

Stop

Clear list

Randomize

Remove friends/subs...

Blacklist...

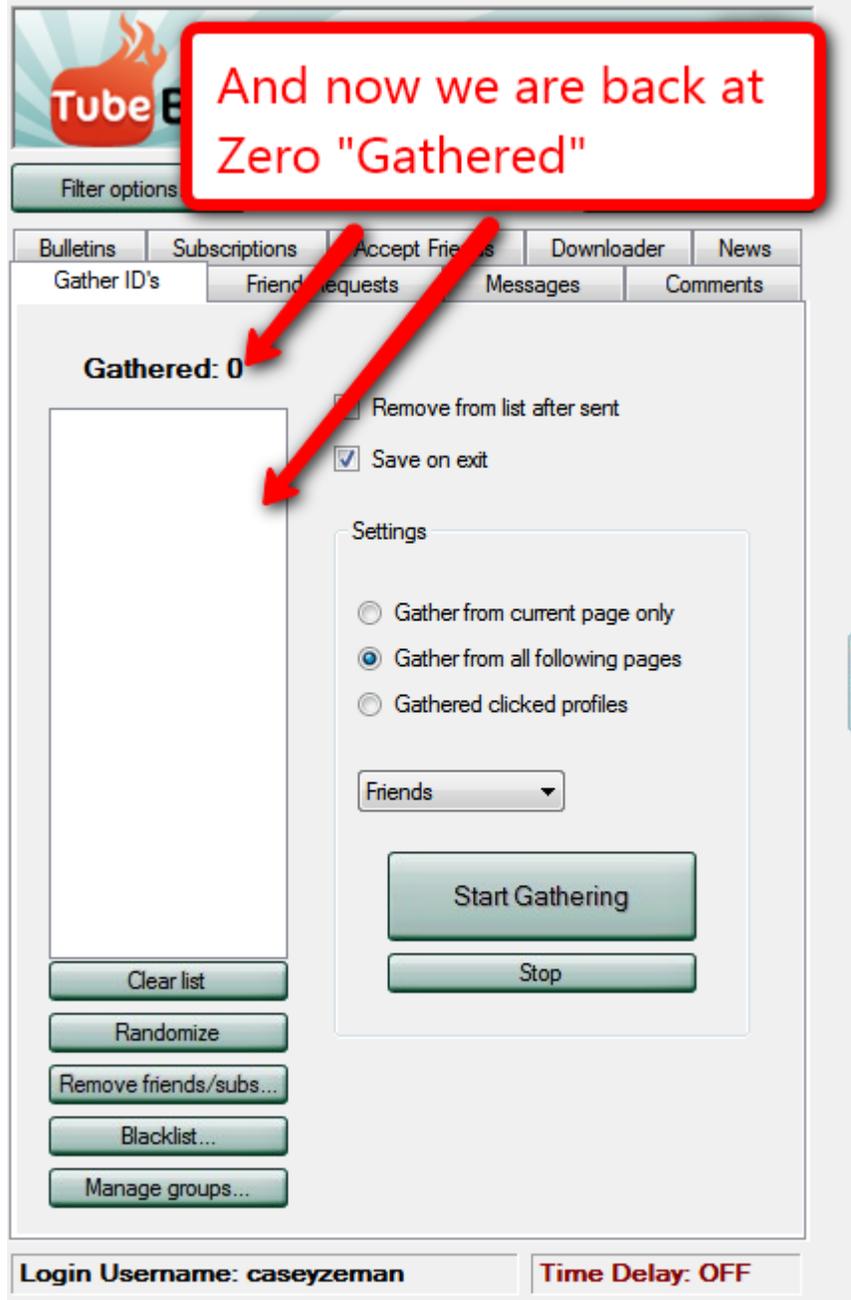
Manage groups...

Login Username: caseyzeman

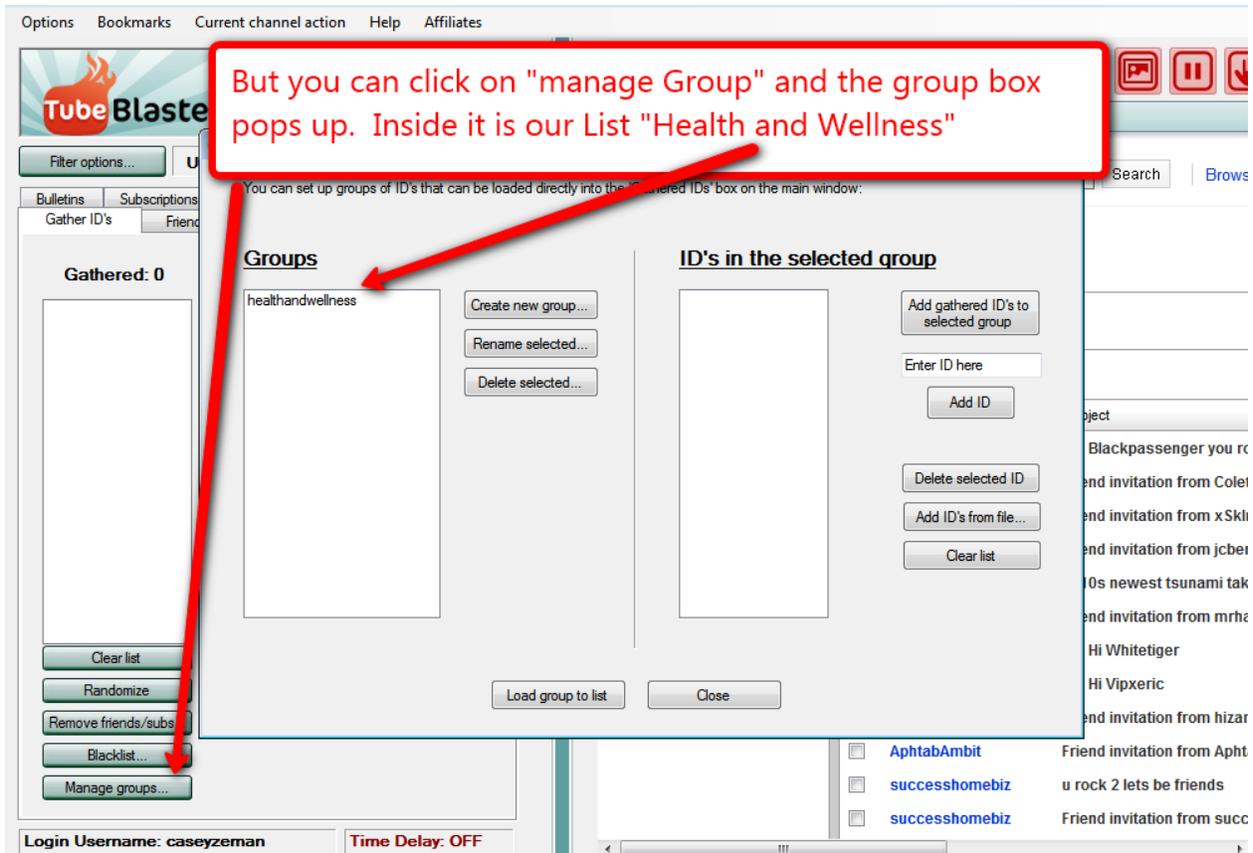
Time Delay: OFF

Done

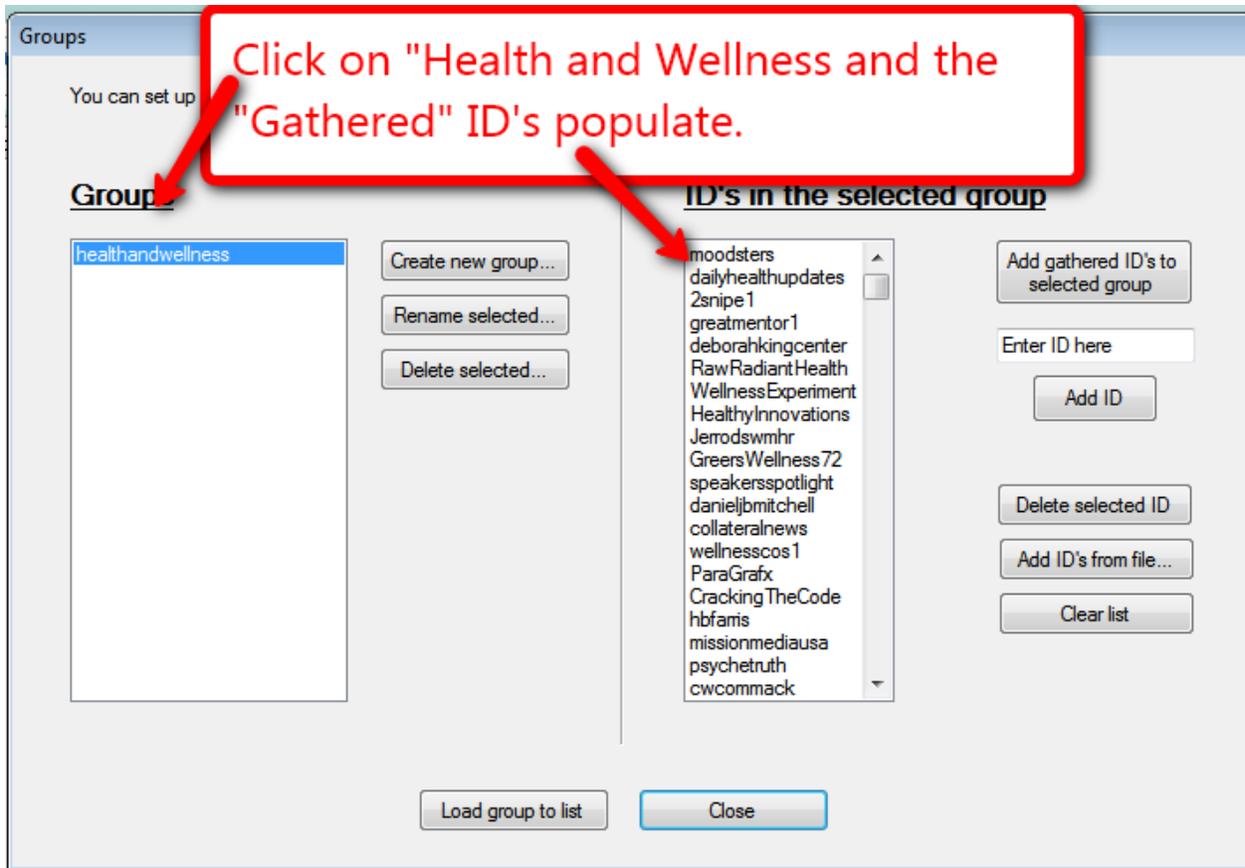
Click "Clear List"



I know that it now reads Zero...but you can click on the "Manage Groups" tab and the "Group Box" pops up. Inside it is our list "Health and Wellness"



So did it save the ID's?



Success! The ID's populated and our group has been sufficiently saved.

We can now go back into the "Gathering" area and learn about the next amazing feature that Tube Blaster Pro has available.

Chapter 20 -Video Comments

We are now going to go from "Friends" to "Videos" so click on the "arrowdown" and select "Videos"

Remove from list after sent

Save on exit

Settings

Gather from current page only
 Gather from all following pages
 Gathered clicked profiles

Videos

Start Gathering

Stop

Clear list
Randomize
Remove friends/subs...
Blacklist...
Manage groups...

Login Username: caseyzeman Time Delay: OFF

Sending Video Comments is such a wonderful networking tool. When commenting on someone's video, they feel like you are taking the time to stay and watch.

Let's go through it step by step.

First, choose what kind of videos you would like to comment on. Again, something pertaining to your Niche. Another choice you could make is finding videos in your "**Cross-Niche**".

What is a "Cross-Niche"?

When I say Cross-Niche, I am referring to a relationship akin to say a "wholesaler" and a "distributor". A wholesaler is in the Niche of obviously "Wholesale" while the distributor is in the Niche of what? Yes, "Distribution". However, they both can be valuable to each other. The wholesaler needs the contact of the distributor and the distributor needs a product to send to his/her contacts.

Because I am an Internet Marketer I am not just going to seek out other Internet Marketers or potential and new internet marketers who want to learn how to make money online, but small business owners as well. Lawyers, Physicians, Real Estate Companies, Store-Front Owners, Bike Shop Owners, Musicians, Artists, the list can go on and on. From small Business owners to Big Business owners. So many Cross-Niche's to choose from.

Let's use "Health Food Recipes" for Health and Wellness.

When “Gathering” Videos, the best strategy for gathering is to start right here at this page. You want to avoid collecting too many videos of just one person.

Type in something pertaining to your niche. I put in "Healthy Food Recipes".

healthy food recipes

Search

Search options

Family Dinner Ideas
Find out how surprisingly powerful dinner can be. Watch the drama!
by letsfxdinner | 3 months ago | 81,111 views

Meet the Raisinets
Sassy, delicious and ready for an adventure. See where they go!
by Raisinets | 3 months ago | 453,230 views

Healthy Breakfast Food Recipes - Nutrition by Nat
Be My Friend - www.myspace.com Healthy Breakfast Food
by Natalie Natalie tell you five different healthy breakfast item
by psychetruth | 2 years ago | 149,159 views

Healthy Raw Food Recipes : Assembling Vegan S
Learn how to prepare a raw vegan spring roll, a quick and eas
healthy cooking video hosted by Nili Nathan. Expert: Rachel K
by expertvillage | 2 years ago | 9,930 views

Stuffed Pepper Recipes * Samosa Recipe * Health
Free Raw Food Recipes * Raw Vegan Recipes * Stuffed Pe
Food Diet Menu * Raw Stuffed Red Peppers "Samosas"

Remove from list after sent

Save on exit

Settings

Gather from current page only
 Gather from all following pages
 Gathered clicked profiles

Videos

Start Gathering

Stop

name: caseyzean Time Delay: OFF

Click “Start Gathering”.

As you can see below that the gathered information is different than the channel ID’s we have seen already.

What gathers are unique video codes. If someone has 50 videos on their Channel, then all of those videos could get gathered.

TubeBlaster Pro

Filter options... **Unregistered Version** Check for updates...

Bulletins Subscriptions Accept Friends Downloader News
Gather ID's Friend Requests Messages Comments

Gathered: 40

- grhTGQbyMg
- s8VM_lo-B6KU
- rHQAveQ5yRo
- JINfQkCrAMA
- RcQjNFw-8GA
- Nl6vfcB_wYc
- iyNlyFWQoNM
- PIPrskGEhjE
- EeCjbcwylKw
- coYth77VLZA
- qmu6ULBIFI
- nkvf4q_BXUE
- 4ox3qxsGcSo
- 1bCyVwCGhG0
- v38LiwKvZVc
- QWWPr6HYz-U
- JhtwS_-L2Nk
- RWgFPnAh1bE
- E0KSHL4pBpc
- Ucyfw9qnf_U
- Vr2L12lG2E

Remove from list after...
 Save on exit

Settings

- Gather from current page only
- Gather from all following pages
- Gathered clicked profiles

Videos

Start Gathering

Stop

Clear list
Randomize
Remove friends/subs...
Blacklist...
Manage groups...

Login Username: caseyzeman Time Delay: OFF

http://www.youtube

YouTube healthy food recipes

Search options

Family Dinner Ideas
Find out how surprisingly powerful dinner can be. Watch the drama!
by letsfixdinner | 3 months ago | 81,111 view

Healthy Raw Food Recipes : Raw Foo
Learn the difference between raw food and raw instructional video on raw food cooking and rec
by expertvillage | 2 years ago | 3,600 views

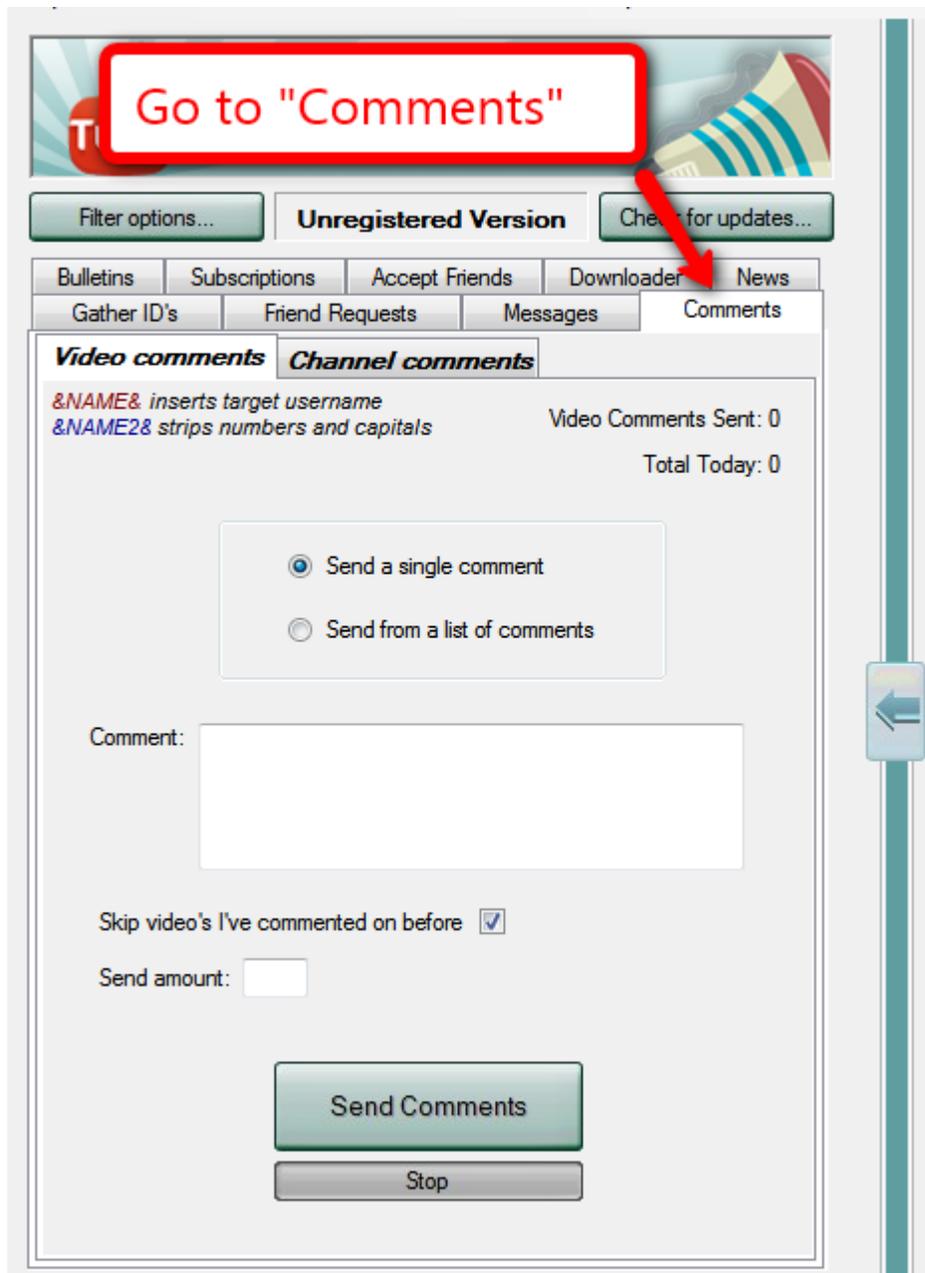
Super Food & Health Food, Sprouts, N
Friend me on MySpace www.myspace.com Sup Sprouts, Nutrition by Natalie Wiki Sprouts en.wik
by psychetruth | 2 years ago | 49,465 view

Healthy Raw Food Recipes : Ingredient
Learn the ingredients for a quick and easy raw this free instructional video on raw food cooking
by expertvillage | 2 years ago | 2,720 views

Sprouting, preparing sprouts and some
Healthy Breakfast Food Recipes - Nutritio

Once you are done “Gathering”, go to the comment area. You are going to click on “Comments”. You are then going to click onto “Video Comments”.

I would like to point out “Channel Comments” uses Channel ID’s, and not the video codes.



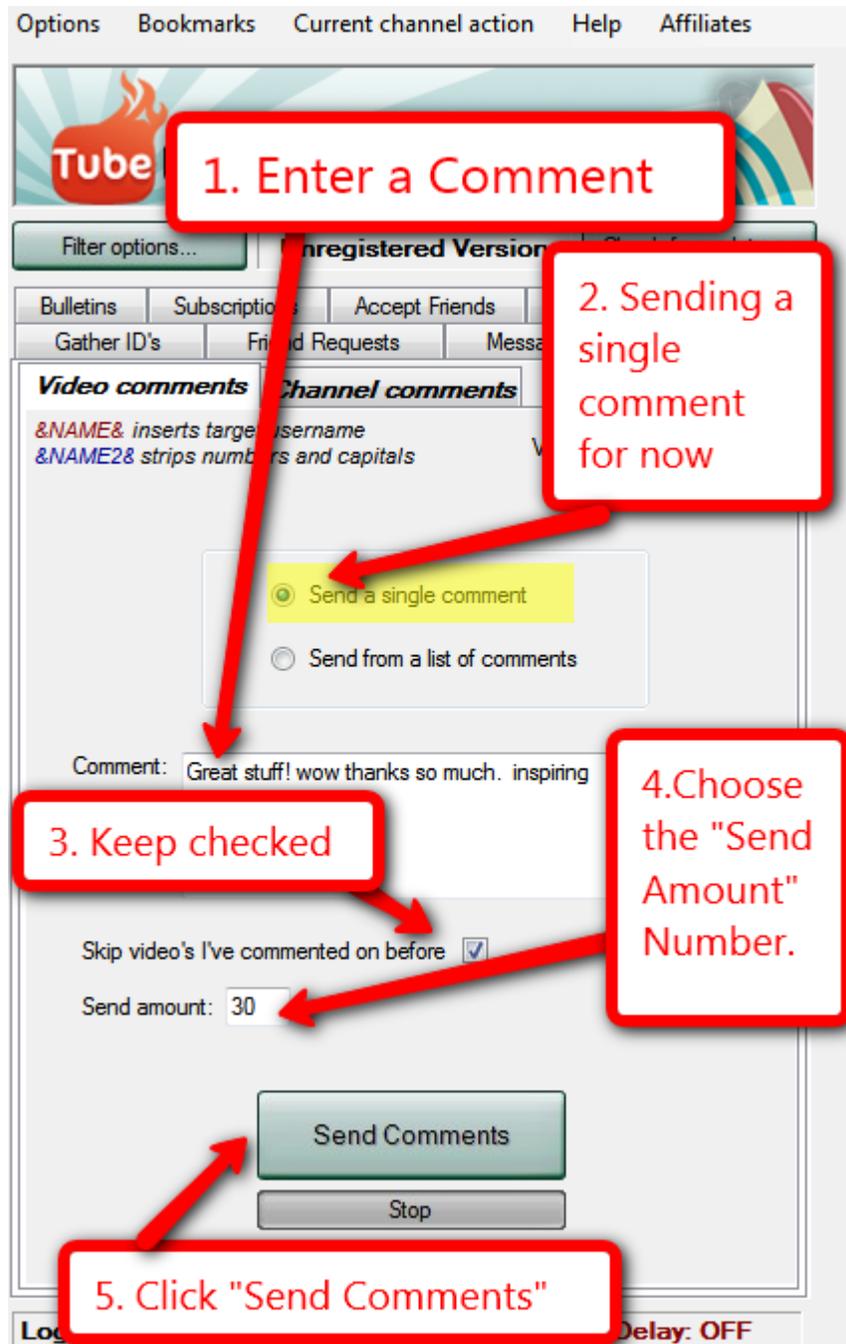
Now choose "Video Comments"

(To repeat, to use the Channel Comments section we need to gather Channel ID's and not the video codes)

It's time to enter in the group of comments or comment that you would like to send out. For now, let's focus on a single comment structure.

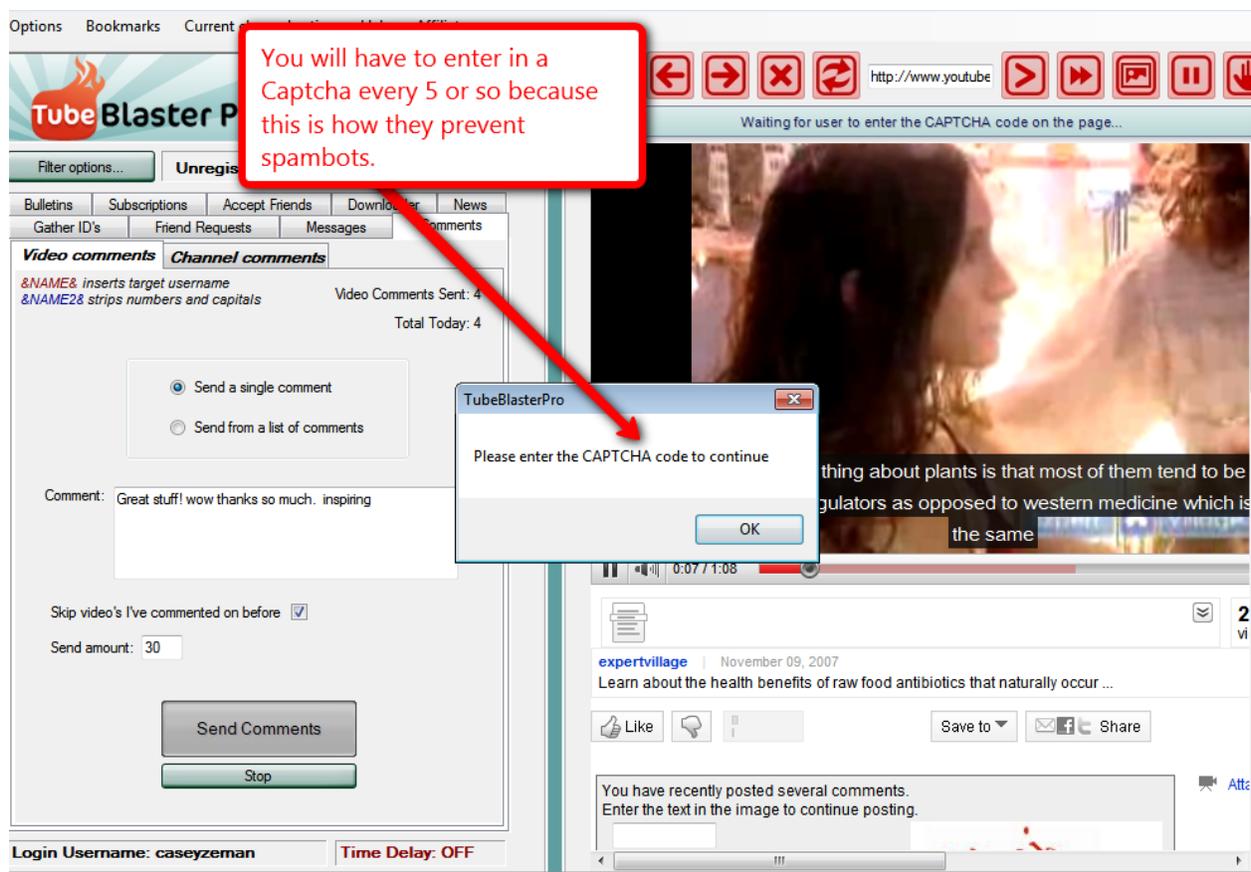
(Remember that you want to avoid collecting more than one video from any one person's channel.)

Keep the "Skip videos I've commented on before" checked at all times.



You can also send out as many video comments as you can handle. However you have to know that there is a major flaw in this function. Unlike sending out messages, where you can just sit back and have the messages sent, there will be a "Captcha Code" window that pops up.

For those of you who do not know what a Captcha Code is, it is the way the Internet secures itself against spam. You may have run into this code when you are signing up for an email account, or registering for a product. It provides a somewhat challenging text illusion that you are required to input to get through to the following page or sequence. It is security clearance.



You will have to enter in the code every 5 comments you leave. So it definitely needs someone at the computer to do this.

The image shows a screenshot of a YouTube channel page. On the left is a sidebar for 'Master Pro' with an 'Unregistered Version' and 'Check for updates...' button. Below are tabs for 'Subscriptions', 'Accept Friends', 'Downloader', and 'News'. A 'Channel comments' section shows 'Video Comments Sent: 4' and 'Total Today: 4'. There are radio buttons for 'Send a single comment' and 'Send from a list of comments'. A text box contains 'at stuff! wow thanks so much. inspiring'. Below is a checkbox 'I have commented on before' which is checked, and a '30' character limit. A 'Send Comments' button and a 'Stop' button are at the bottom. The main content area shows a video player with a progress bar at 1:08 / 1:08. Below the video is a comment from 'expertvillage' dated November 09, 2007, with the text 'Learn about the health benefits of raw food antibiotics that naturally occur ...'. There are 'Like' and 'Dislike' buttons. A red box highlights the text 'Enter in the Captcha here.' with an arrow pointing to a captcha image showing the word 'nonsense' in red cursive. Below the captcha is a text input field and a 'Can't read?' link. A '457 characters remaining' indicator and 'Cancel' or 'Post' buttons are also visible. Below the comment is a section for 'All Comments (14)' with two visible comments: one from 'seygra20' (3 months ago) saying 'the guy in d background looks like Jesus lol' and one from 'therawfooddiet' (5 months ago) saying 'I love to watch this video time to time! Because you learn something!!!'. At the bottom left of the sidebar, it says 'User: caseyzeman' and 'Time Delay: OFF'.

I feel that the power of the function outweighs the tedious aspect of Captcha inputting. You could get through about 100-200 comments in an hour, and then for days after that, reap the benefits of more subscribers and traffic from it.

Chapter 21 - A Quick Mention about Outsourcing

The wonderful thing about Tube Blaster Pro is that you can set most all of the functions to automate on their own. For instance, I can set up a campaign in the morning and click start and by the end of the day when I come home it will have sent out about 350 messages and requested about 500 friends. Usually I have about 40 to 50 new messages in my inbox and about 30-40 more subscribers.

This is pretty amazing, why would I need to Outsource when it can do all of this for me?

Well, once you get to a point where you have thousands of unread messages in your inbox and hundreds of videos to comment on, you quickly begin to rethink it.

I firmly believe that we should focus on the high leverage actions in our business. Now that is not to say you do not talk to every person who sends you a message. I believe you should get back to everyone. But why should you spend all of your time siphoning through the slew of messages to find the right Joint Venture partners or Link Building Partners?

I have an outsourcing company who does most the work of comments back to keep up that relationship, while also filtering through those who are serious from those who are not.

I spend less than \$5 dollars an hour to hire someone. For one month at 20 hours a week it is \$400 dollars for the entire month.

There are plenty of outsourcing companies out there. You can find them on elance.com, warriorforum.com, or simply Google outsourcing for an online business.

Chapter 22- Channel Comments

Ok so this chapter is going to be a breeze because by now you should be getting the hang of Tube Blaster Pro. Click on the Channel Comments once you are the Comment section.

The screenshot displays the Tube Blaster Pro software interface. At the top left, the logo for Tube Blaster Pro is visible. Below it, there are buttons for 'Filter options...', 'Unregistered Version', and 'Check for updates...'. A navigation menu includes 'Bulletins', 'Subscriptions', 'Accept Friends', 'Downloader', 'News', 'Gather ID's', 'Friend Requests', 'Messages', and 'Comments'. The 'Channel comments' tab is selected and highlighted with a red arrow. Below the tabs, there are instructions: '&NAME& inserts target username' and '&NAME2& strips numbers and capitals'. A 'Channel Comments Sent' counter shows 'Total Today: 0'. Two radio buttons are present: 'Send a single comment' (selected) and 'Send from a list of comments'. A text input field contains the comment: 'Great stuff! wow thanks so much. inspiring'. Below the input field, there is a checkbox for 'Skip channels I've commented on before' which is checked, and a 'Send amount' field set to '30'. At the bottom of the comment section are 'Send Comments' and 'Stop' buttons. The bottom of the interface shows 'Login Username: caseyzeman' and 'Time Delay: OFF'. On the right side of the screenshot, a browser window is visible with navigation buttons and a 'Login st...' button. Below the browser, there are several promotional banners: 'Find your friends on YouTube!', 'Find your friends from additional networks' (with Gmail and Yahoo! icons), and 'Earn Money From Your Video'.

This time lets toy with sending out more than one message. Let's create a list of messages.

Click to send from a list of comments

Registered Version

Bulletins Subscriptions Accept Friends Downloader News

Gatherings Friend Requests Messages Comments

Video comments Channel comments

&NAME& inserts target username
&NAME2& strips numbers and capitals

Channel Comments Sent: 0
Total Today: 3

Send a single comment
 Send from a list of comments

Hi there, thanks for really providing some good
Wow, love it thanks!
&NAME2&, you got it going on, so I subbed you

Edit list...

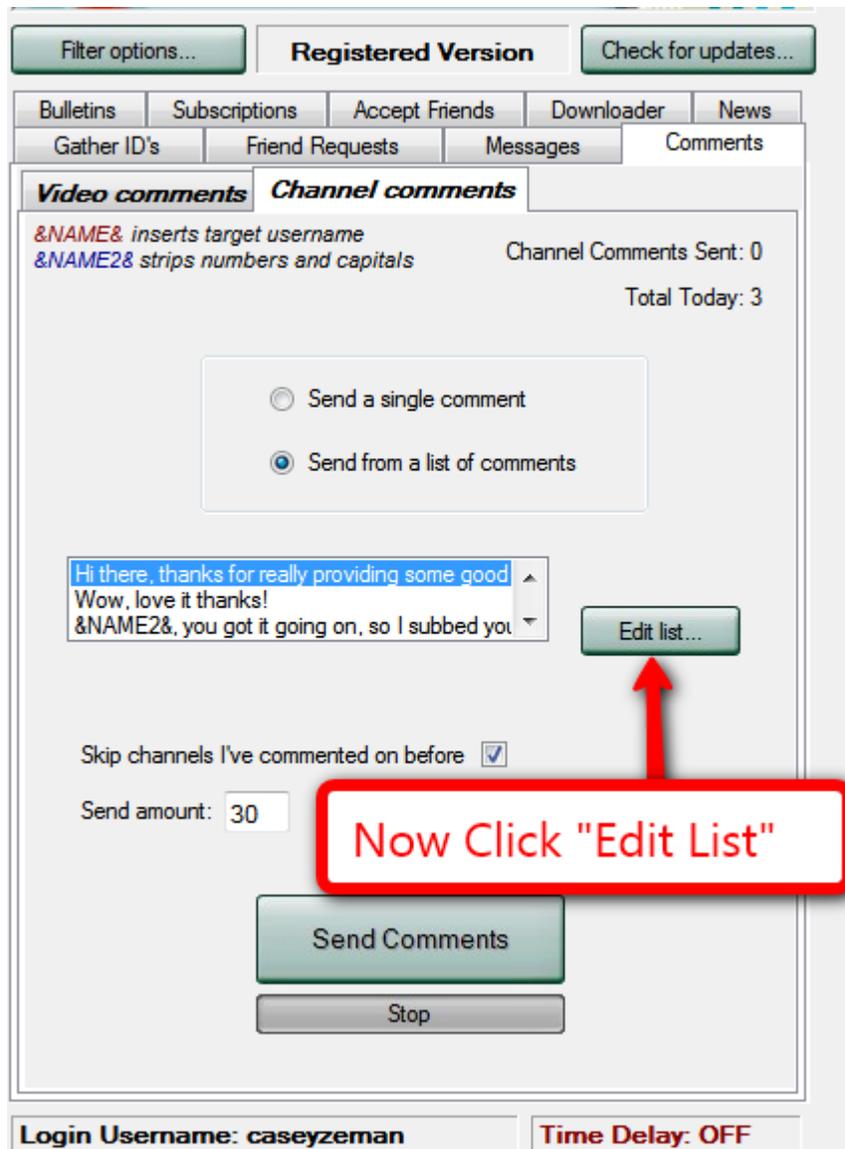
Skip channels I've commented on before

Send amount: 30

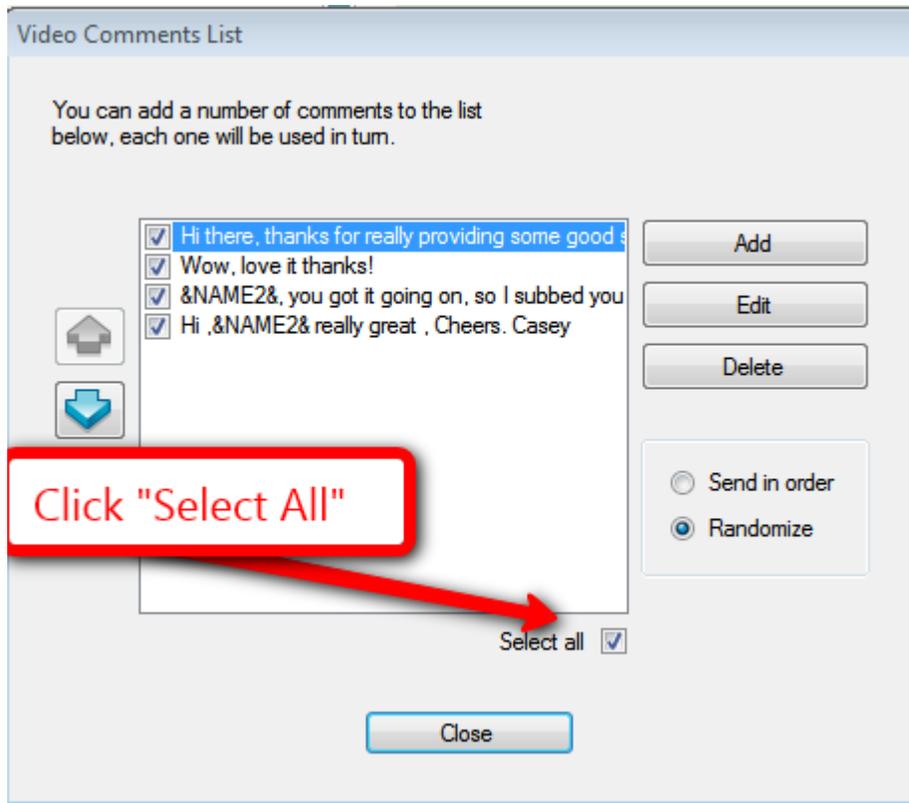
Send Comments

Stop

Login Username: caseyzeman Time Delay: OFF



The list of comments will appear if you have already created them. When you are done creating a list of comments you should also click the “Select All” button so that they will all be used in circulation. In fact clicking “Randomize” is also a good tactic to choose from so that they are not sent in a specific order.



If you have not yet created a list of comments you can begin by simply by clicking the button “Add”. The comment box will appear for you to start creating your first comment.

Message

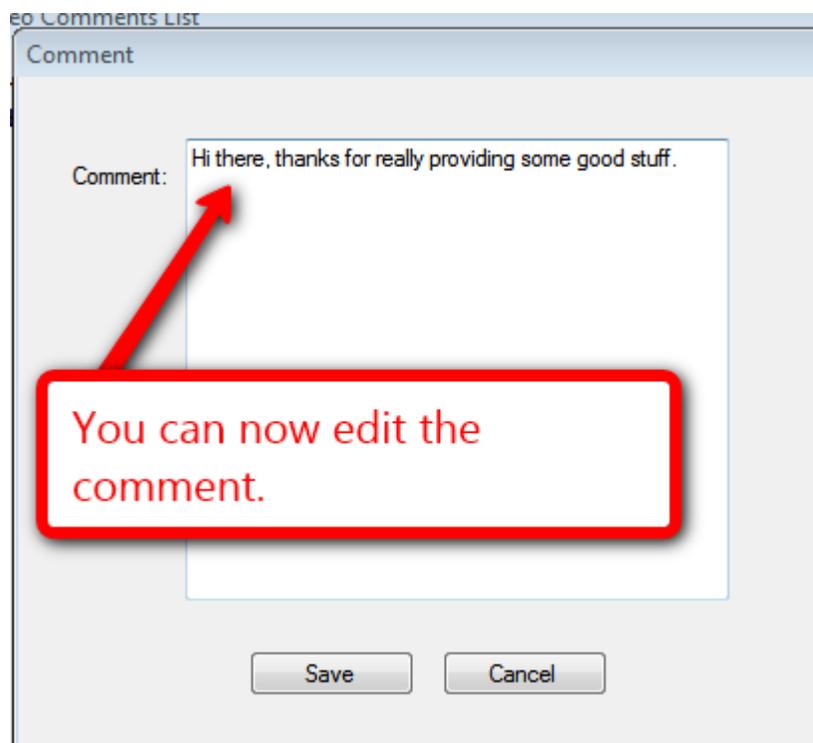
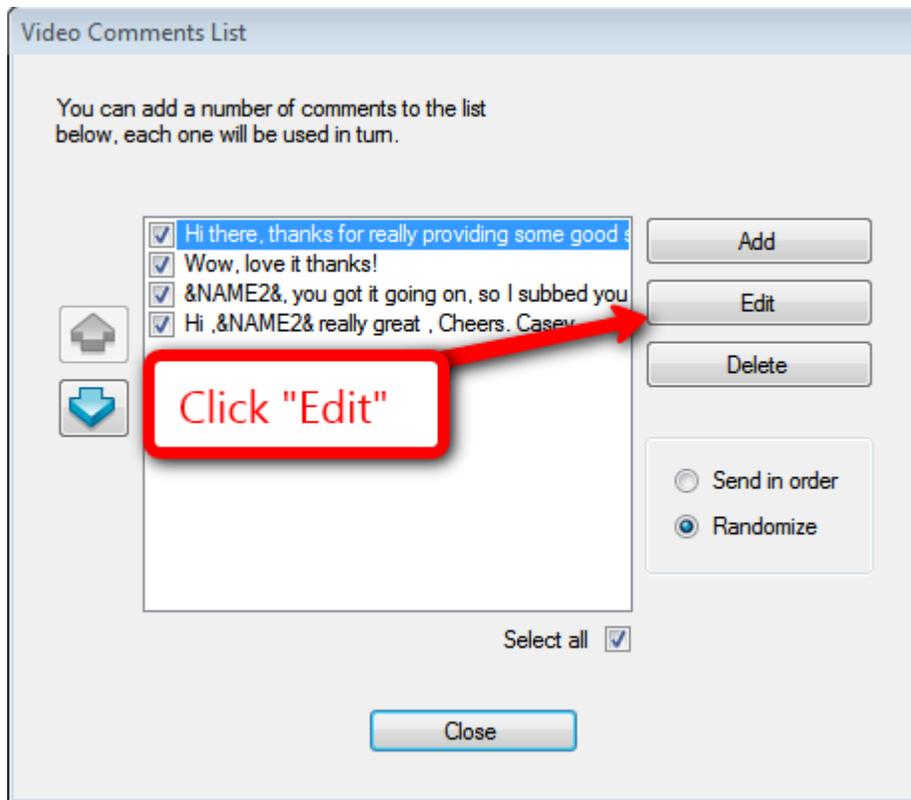
Subject:

Message:

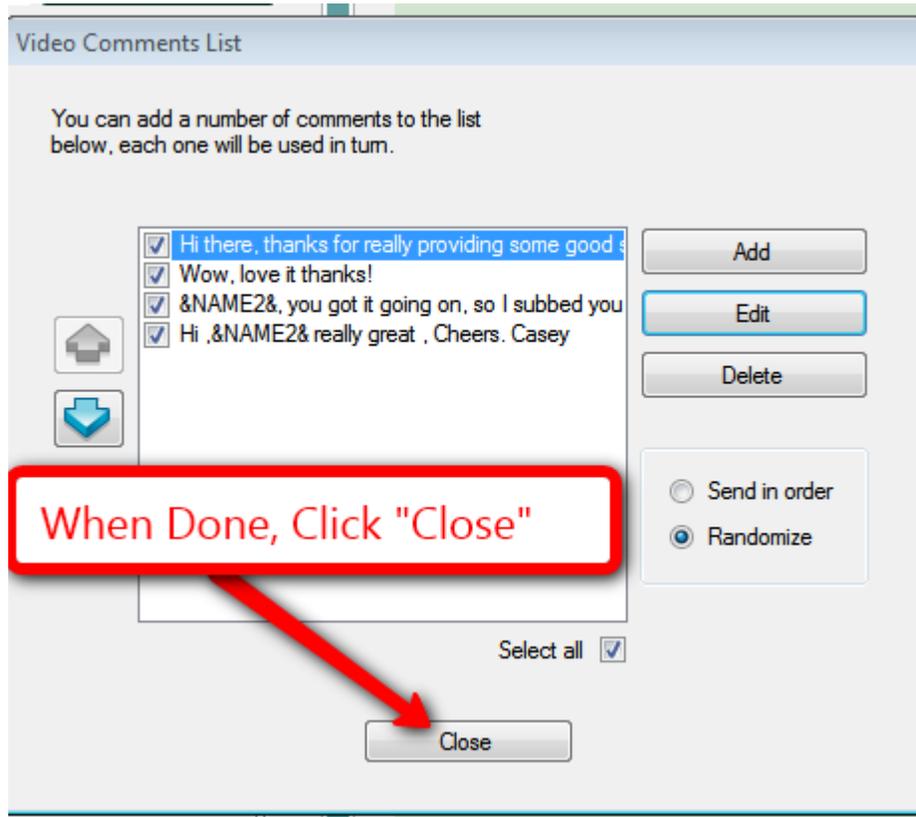
Attach video Refresh List

Save Cancel

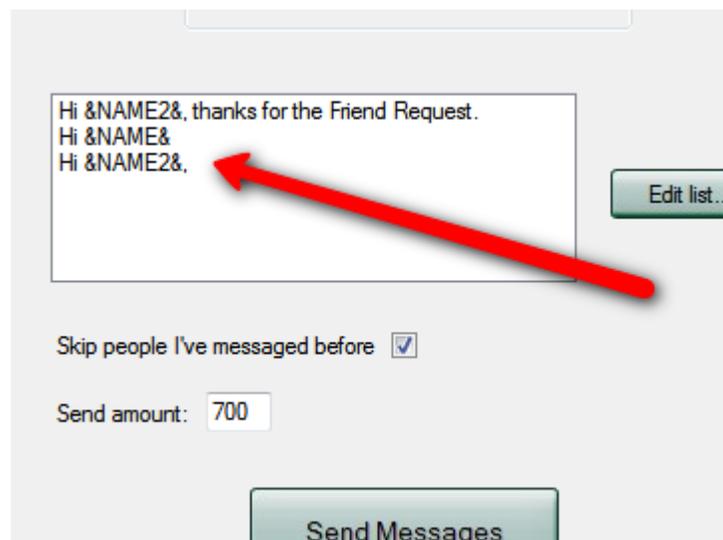
Once you have done that if you ever need to edit your comments, you can click the “Edit” button.



When you are done you can close the comment/message section.



As you can see, the comments have been populated. You then decide how many comments you will send, and click the “Skip People I’ve messaged before” to avoid sending more than one Channel Comment to the same person.



You then click on “Send Messages”, and away it goes. Just so you know. **This is not where you can walk out of the room and to get a cup of coffee.** You see, similarly to Video Commenting, Channel Commenting also has the security feature of the **Captcha**.



Captcha-on! Captcha-off! Captcha-on Captcha-off, THE CAPTCHA!

Get it. Just like the Clapper. (crickets)

Ok, sorry 1990's American infomercial reference.

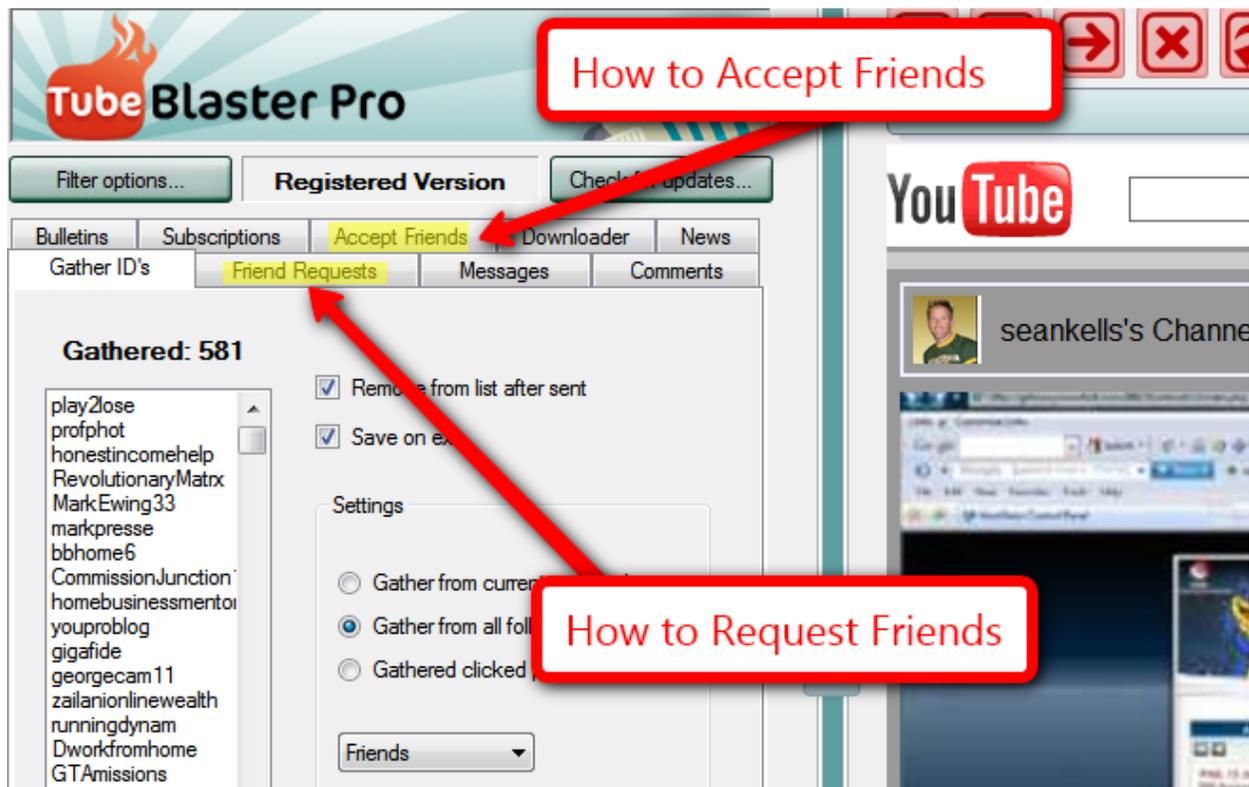
I was just checking to see if you were still hanging in there.

Cheers to you for still pushing forward.

I would love to point out that most people don't even have, or know how to upload a video to YouTube. So, I want to congratulate you for making it this far and learning leaps and bounds beyond that. Once you have completed this entire book, you'll have to ability to connect with thousands of people on a daily basis. Turning those relationships, into a living and breathing successful, money making online business.

Chapter 23- Friend Function (Accepting and Requesting)

We are now going to focus on these 2 functions.



First, let's look at how to "Accept a Friend".

Once you start really pushing forward with YouTube marketing, you are going to get to a point where people are going to start requesting you as their friend. To accept them it is quite easy. Of course, in earlier Chapters we should you how to simply go into your inbox and click the "Accept Friends". Well here, it is not different at all except you have three options with Tube Blaster Pro. You can just

simply choose to “Accept the invites”, you can send a pre-generated message out after you have accepted them as your Friend, or you can send a pre-generated Channel Comment to them after you accept them.

Here is what the screen looks like.

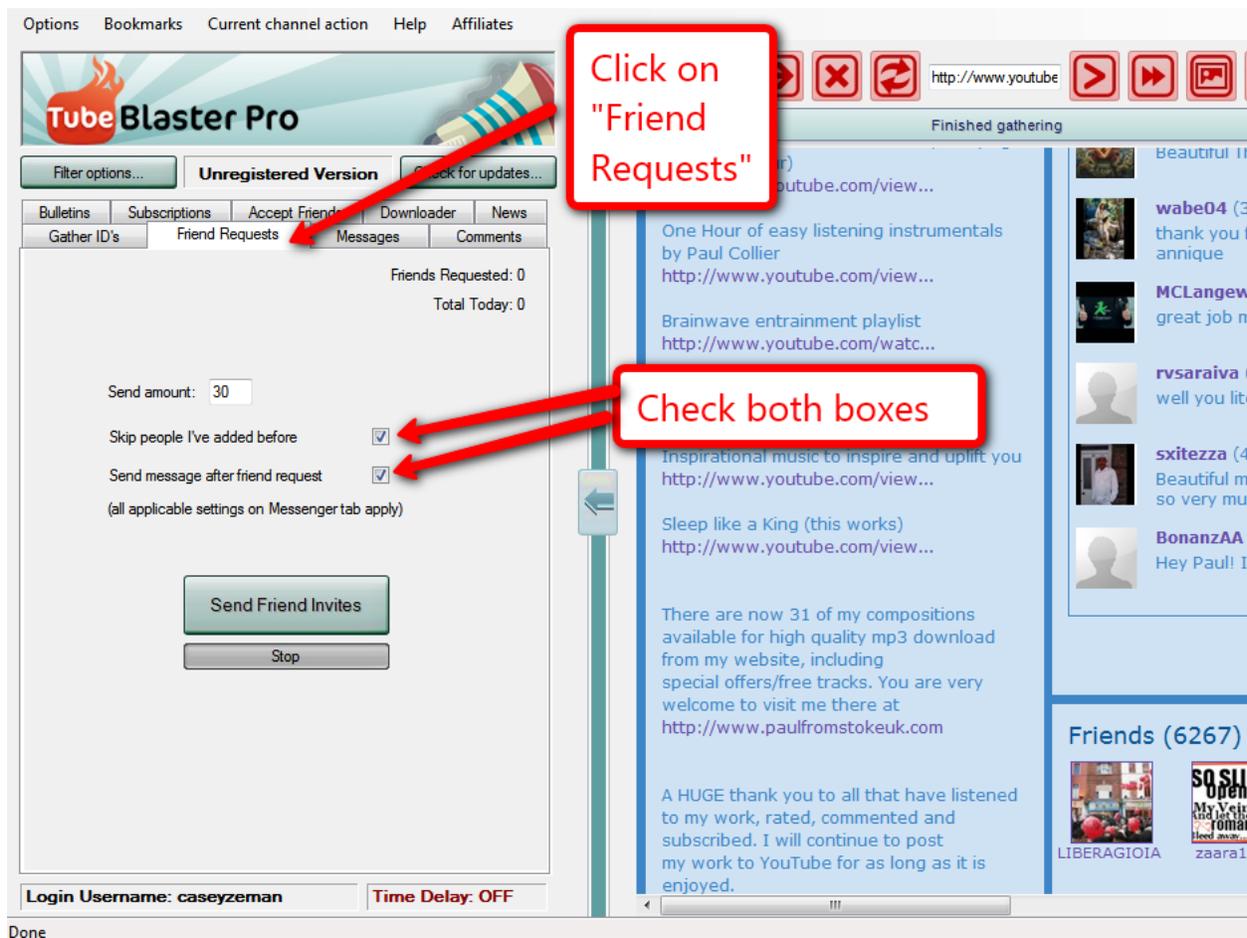


Clicking on “Accept Invites only” will just approve them as friends. However if you want to send out something a bit more personal, a message or even a Channel Comment might create a closer bond with that person.

The Friend request feature is pretty self-explanatory. You can gather people in your niche and start friend requesting them. It is that simple. You have the option of sending out just a friend request, which is a “Click” that Tube Blaster Pro does for you. Or you can set up the feature that sends out an automated message to the new friend that you have requested.

If you choose to send out a message afterwards, then you have the option to send out many messages, or just one. Does this seem like De Jevu to you?

YES, we have done this with every other messaging type. Whether it is inbox messages, or channel comments or video comments, this is the pattern we will always see because this is how the system works.



I AM NOW GOING TO SHOW YOU HOW TO MAKE THIS PROCESS VERY SIMPLE.

If you will notice that in the above screen shot it says, (All applicable settings on Messenger Tab apply).

That means that if you click back over to messages you will see this:

The screenshot displays the TubeBlaster Pro software interface. At the top, there is a navigation menu with 'Options', 'Bookmarks', 'Current channel action', 'Help', and 'Affiliates'. Below this is a banner for 'TubeBlaster Pro' with a 'Registered Version' label and a 'Check for updates...' button. A secondary menu includes 'Bulletins', 'Subscriptions', 'Accept Friends', 'Downloader', 'News', 'Gather ID's', 'Friend Requests', 'Messages', and 'Comments'. The 'Messages' tab is active, showing a list of messages with placeholders like '&NAME&' and '&NAME2&'. A 'Send a single message' or 'Send from a list of messages (recommended)' option is available. A 'Send Messages' button is prominent, along with a 'Stop' button. At the bottom, the 'Login Username: caseyzeman' and 'Time Delay: 00:42' are displayed.

Options Bookmarks Current channel action Help Affiliates

TubeBlaster Pro

Filter options... **Registered Version** Check for updates...

Bulletins Subscriptions Accept Friends Downloader News
Gather ID's Friend Requests Messages Comments

&NAME& inserts target username
&NAME2& strips numbers and capitals

Messages Sent: 0
Total Today: 0

Send a single message
 Send from a list of messages
(recommended)

Hi &NAME2&, thanks for the Friend Request.
Hi &NAME&
Hi &NAME2&.

Edit list...

Skip people I've messaged before

Send amount: 700

Send Messages

Stop

Login Username: caseyzeman Time Delay: 00:42

Done

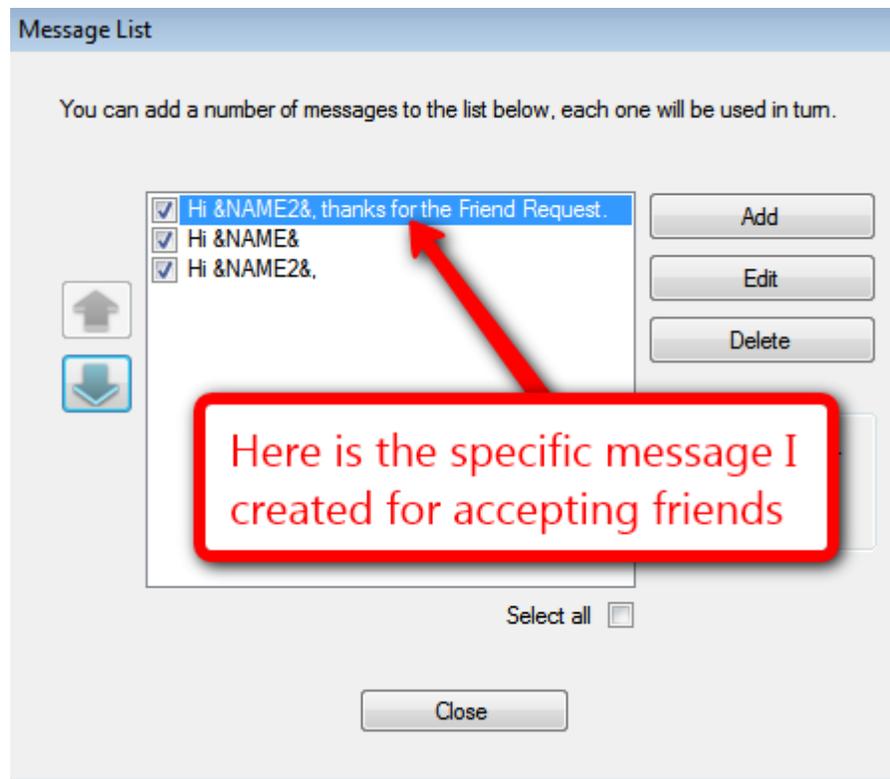
Now, we have discussed this page before. Here we see the options, once again, of “Send from list of messages” or “Send a single message”. If we choose a single message, we just have to make sure we are entering the message we want that relates to the action. Such as, if we are sending a friend request then the message should be in relation to that.

You can enter in a new message in the single message section, but you will have to change it every time you use one of the different functions.

A nice way to avoid having to rewrite a new message for whichever action you are focused on is to create a pre-generated message in the list, and title it something that you can reference as that specific action you wish to do.

For instance, in the screen shot above, we see that the message “**Hello &NAME2&, thanks for the Friend Request.**”

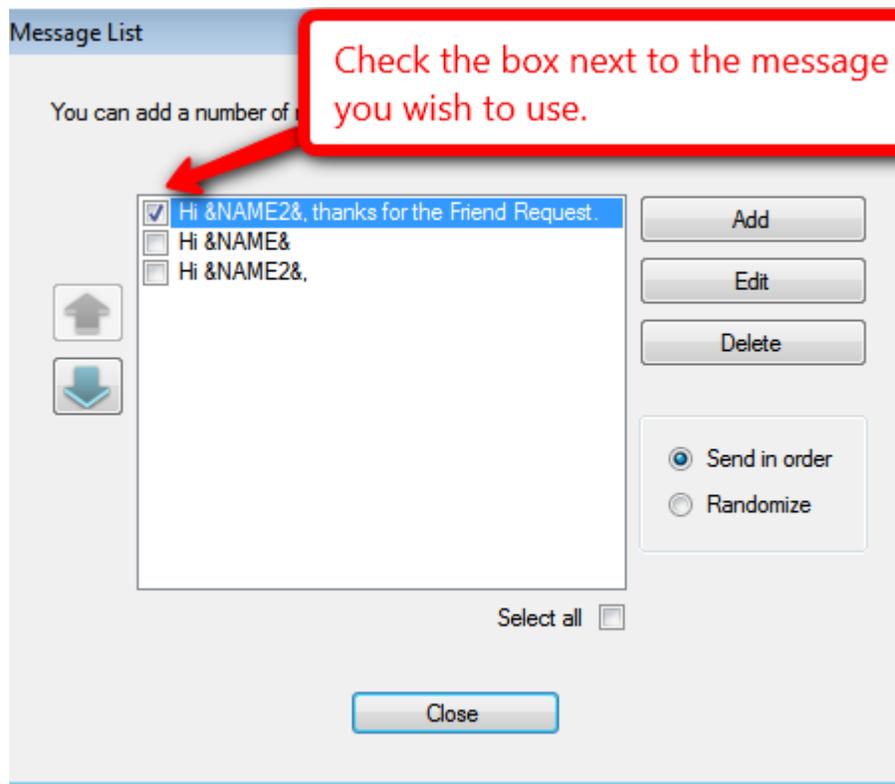
If we click on that message in the edit section it will show the following:



Now what you need to do is make a few pre-created messages that you will send out for a specific action. Such as a Friend Requests, or Friend Acceptance-Video Comments, or Channel Comments.

Once you do, label that message in the subject line something that will remind you of the action it applies to.

Then here is the important part: Check only the box that you wish to use in the message list. All the other boxes you should uncheck.



Then close. You should then see that the checked message will be in the message has been imported into the message cue to be sent out.

Bulletins	Subscriptions	Accept Friends	Downloader	News
Gather ID's	Friend Requests	Messages	Comments	

&NAME& inserts target username
&NAME2& strips numbers and capitals

Messages Sent: 0
Total Today: 0

Send a single message
 Send from a list of messages
(recommended)

Hi &NAME2&, thanks for the Friend Request.

Skip people I've messaged before

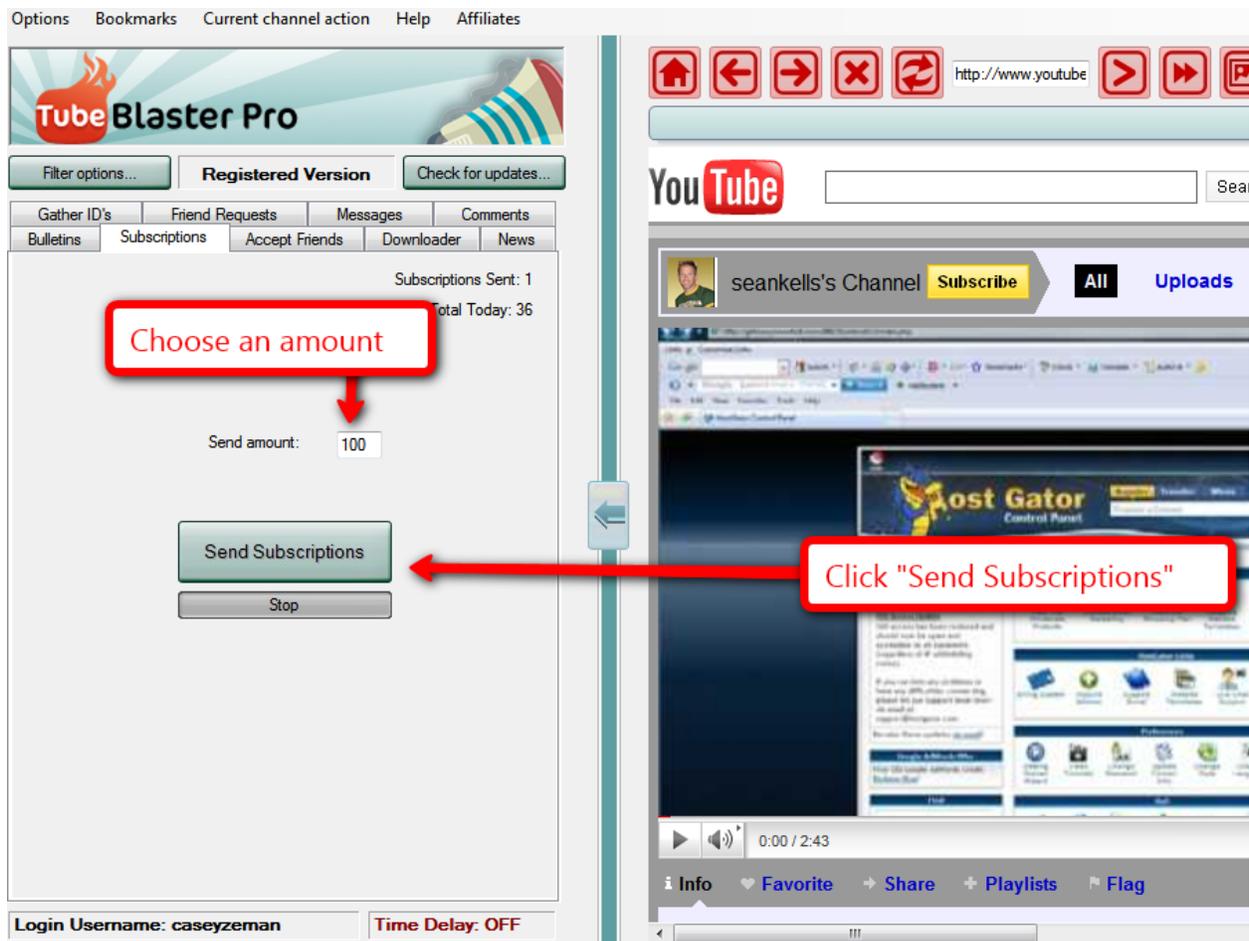
Send amount:

Login Username: casezeman Time Delay: OFF

Then of course, Click "Send Message" and you are on your way to requesting friends within your niche!

Chapter 24- Subscriptions

This is going to be by far the easiest section. You are simply going to click on the “Subscriptions” section and then push “Send Subscriptions”. Let’s be clear. This means that you are subscribing to someone else’s Channel. It is not as though you are a paperboy throwing the Sunday Gazette everywhere.



I feel as though you have free reign to subscribe to as many or as few channels as you like. This is to your own tastes. However I would suggest that you stay in

these particular parameters: **Don't send more than 500 friend or subscriber requests a day.**

In fact now is the perfect time to put a little bit of fear in you to make sure that you do not abuse this software.

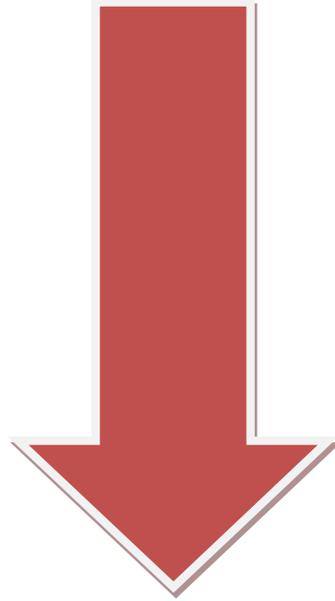
Because you will GET BANNED IF YOU OVER USE IT.

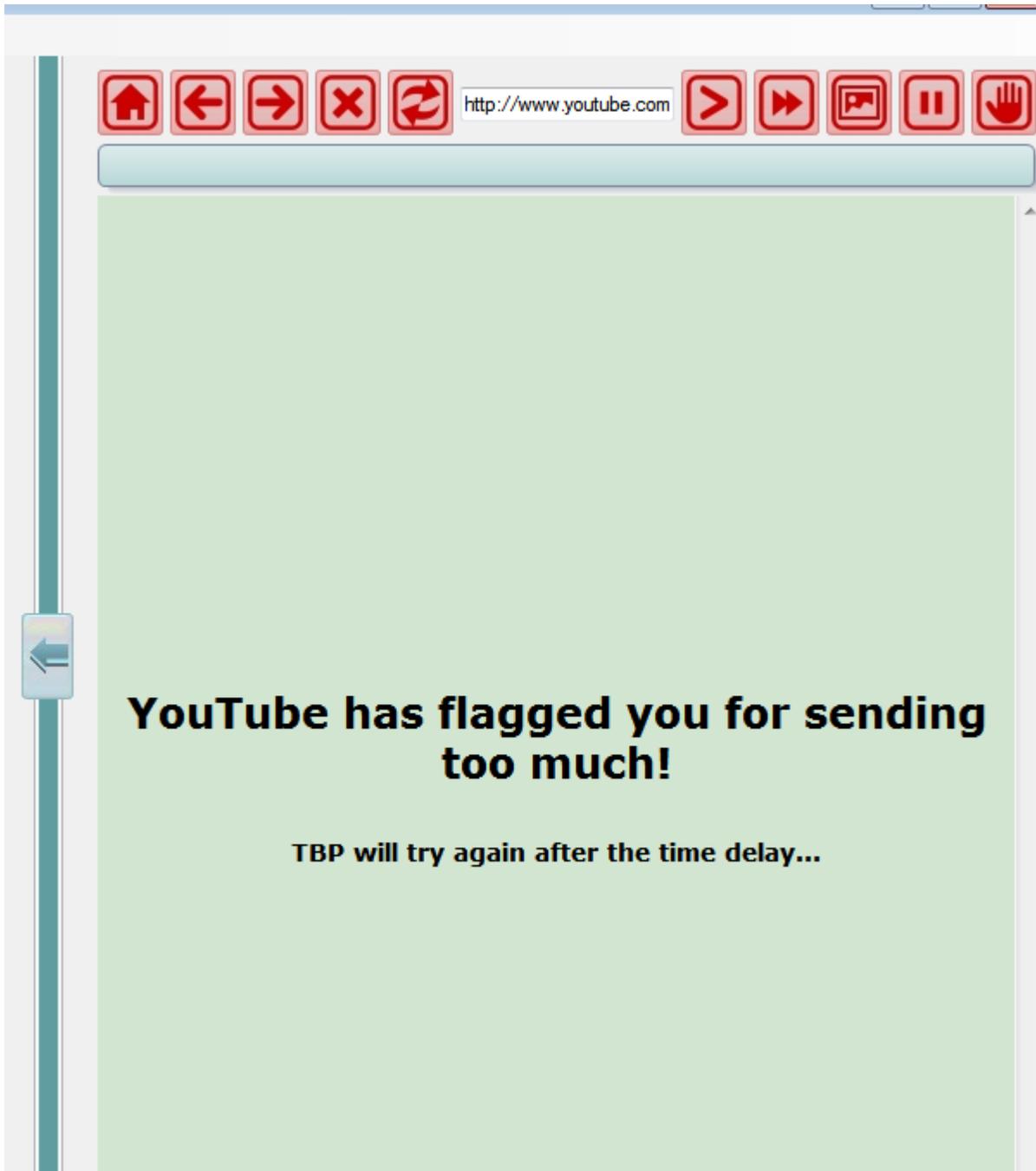
The Chapter coming up is probably the most important chapter in this entire book. It focuses on the things to avoid and the rules that will keep your channel in good standing while using Tube Blaster Pro. Please take heed.

*****Chapter 25-YouTube Flagging and what Tube Blaster Pro does to avoid it.**

As I have just said, requesting 500 or less subscribers and friends a day is a sure fire way to avoid getting flagged, however, if you send out over 200-300 messages in a row, YouTube will send out a message saying:

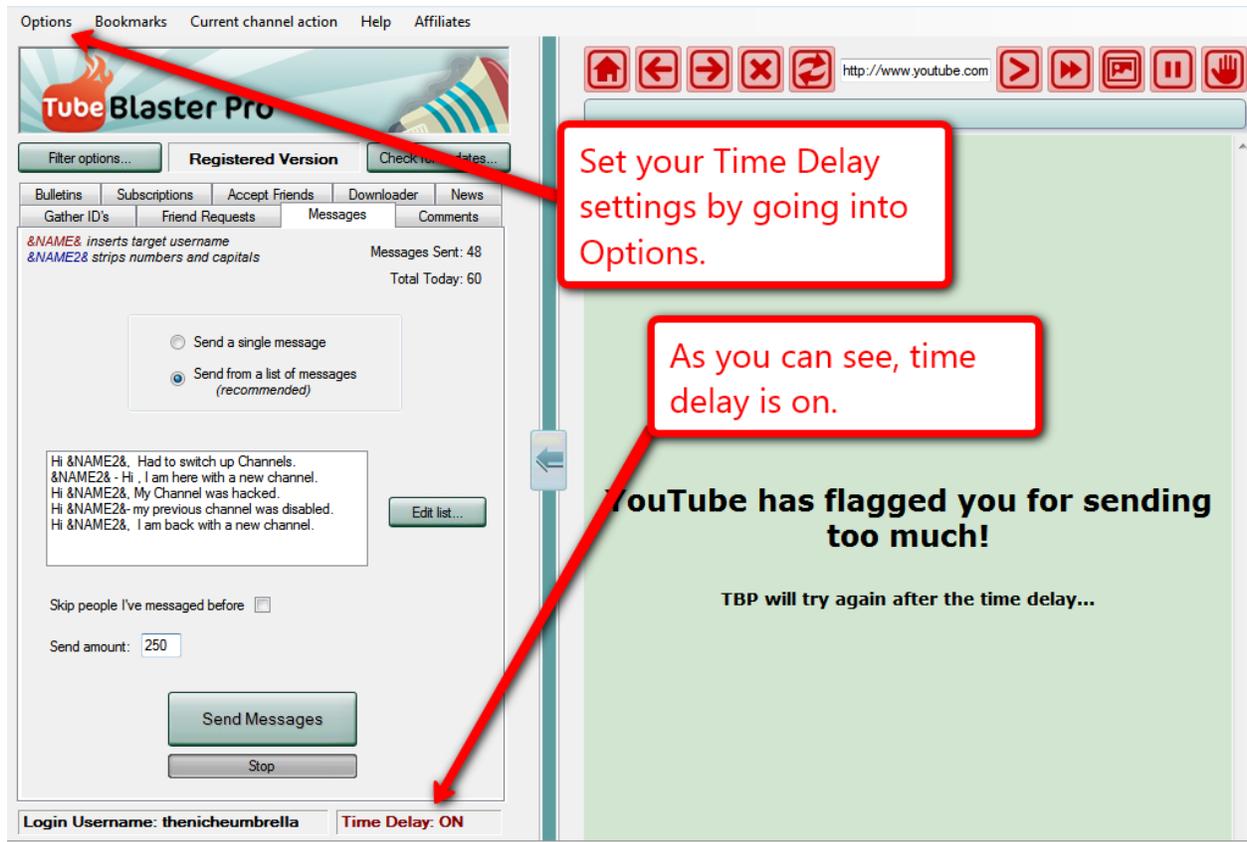
“YouTube has flagged you for sending too many messages, please allow for some time before sending more messages.”





Tube Blaster Pro has created a feature that helps with this issue. It is called “auto delay”.

The auto delay feature will start up automatically once YouTube sees that you are sending out a large number of messages in a row.



When YouTube throws up that flag for sending too much it is because of the following.

First:

The speed of your messages

- YouTube will flag you if the speed at which you are sending out each message is very fast.

It then stops sending the messages and waits for however many minutes you choose. The default setting is 5 minutes to allow YouTube to reset itself. Then after 5 minutes it will start sending again if the YouTube flag has been removed.

Too many messages

- To avoid getting the proverbial BOOT from YouTube, make sure that you are only sending about 300-350 messages a day. More than that and you run the risk of getting on YouTube's radar for getting suspended.

In fact, I have put together a decent template to shoot for when sending out messages, requesting friends and subscribers and commenting on videos and channels.

Here is what the time delay looks like.

Time Delay

Regular Delay

Here you can specify the amount of time that must pass inbetween sending each friend request, message, comment or subscription you send:

 1 minute 39 seconds delay
TO
1 minute 50 seconds delay

This is the duration between messages. The longer the duration, the more you avoid getting flagged as spam.

Flagged Delay

YouTube prevents you from sending too much in a short space of time and will prompt you to take a break when this happens. You can specify the amount of time to wait before automatically resuming. You can also optionally send a bulletin first and then resume with the delay.

Send a bulletin before proceeding with the time delay

 5 minutes 0 seconds delay

Keep this time at 5 minutes or more.

OK

Cancel

To avoid the terror of getting your Channel and Video's removed, I have gone through and given you my suggestion for setting your time delay. I have gone through each action, and assigned a time suggestion for you to follow.

Friend Requests- minimum of 1 min 30 seconds and a max of 2 minute and 30 seconds.

Sending Messages- about 3 minutes and 15 seconds to 3 minutes and 45 seconds.

Subscribing to Channels- minimum of 2 minute and 25 seconds and a max of 2 minute and 50 seconds.

Sharing Videos - 3 minute and 45 seconds and 4 minutes and 15 seconds.

Posting Comments- on channels minimum of 4 minutes and 15 seconds and to 4 minutes and 45 seconds. (This one can be pretty tedious to wait for, however just let Tube Blaster Pro run in the background all day and you will be fine.)

If you follow these particular rules then you can remain in good standing with YouTube, while still finding more people within your niche to meet and build relationships with.

Chapter 26- The Option Bar and its Function

The option bar amongst having the auto delay has a few other features that I'd like to talk about now.

- ✚ **Switching Logins**- As you know, you can have more than one channel added into Tube Blaster Pro. The switch Login feature allows you to switch over to the other account.
- ✚ **Account Chaining**- With this function, you can go from one account to the next at the same time. So if you have 2 accounts or more you can decide what action you would like to Chain from one account to the next. For instance you can do a friend request, switching back and forth from 2 accounts. The rationale behind doing this is so that while one account is in time delay, the other account can have messages sent. Then they switch back and forth.
- ✚ **Global Settings**- What I mentioned above really works the best when the global functions are separate for each account. What this setting does is, that it can either keep all accounts having the same gathered lists, remembering who was sent out, etc. Or you can decide to make each account different. By doing this all the settings per account are separated out. This works especially well if you have say a few different accounts and each one is in a different Niche.
- ✚ **Clear Logs**- Tube Blaster Pro keeps a log of all the Channel/Videos you've sent friend requests, messages or comments to, which allows you to skip those that you have already sent to previously. You can clear logs on all accounts or specific accounts. (You will rarely use this setting because you want Tube Blaster Pro to remember whom you sent to so you don't have to send to them again.)

- ✚ **Statistics**- Tells what your actions have been from the beginning of your account set up. It tells you how many messages sent, friend requests, etc.
- ✚ **Autostart**- This function is handy for setting up a particular action ahead of time. If you are going out of town or can't get to your computer, you can set up the Automatic friend request or messaging at a specific time.
- ✚ **Time Delay**- We covered time delay in the previous chapter. This function will allow you to set your action time appropriately to avoid getting flagged or removed from YouTube.
- ✚ **Import and Export**- This is pretty self-explanatory. You can import and export your gathered id's. The benefit of this is that if you have more than one computer and you have Tube Blaster Pro on that computer as well, then you can take that exported list and import it to your other computer. Tube Blaster Pro works for only one IP address at a time. Therefore there may be a time when you will need to export your lists and contacts out.

**CONGRATULATIONS, YOU HAVE JUST GONE
THROUGH ONE OF THE MOST EXTENSIVE TUBE
BLASTER PRO TUTORIALS OUT THERE.**

Chapter 27-“The Used Car Salesman Approach to YouTube Marketing.”

The Reason being is because there are many “Sneaky” methods of making money with YouTube, and although I preface this part of the book with “Do at your own Risk”, who am I to deprive you of at least knowing about these methods. You can then determine at your own volition what you will do with this knowledge.

These shall be a combination of Black Hat and White Hat methods for generating serious short-term money on YouTube.

However, I advocate keeping your business transparent, organic, and long term. The best way to do this is to build relationships within YouTube with like-minded people to help each other out.

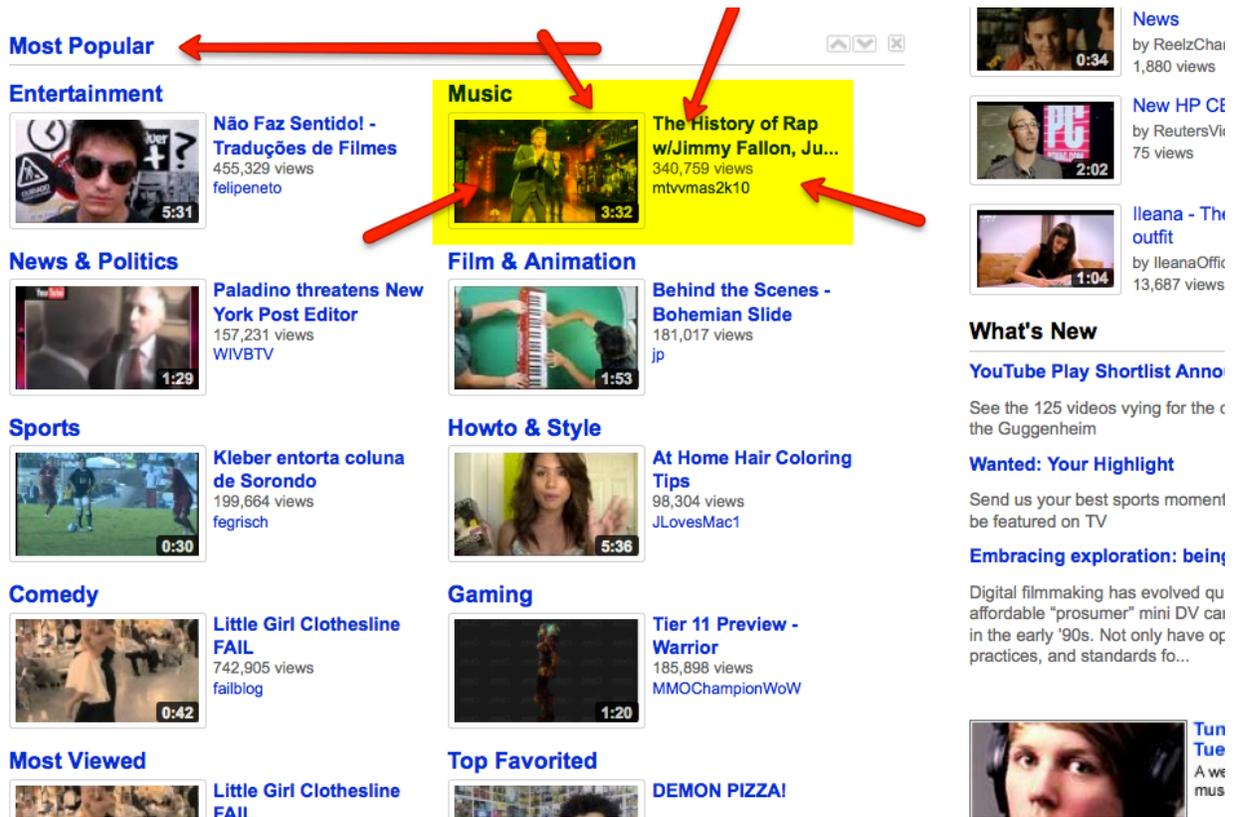
Black Hat Methods Found on YouTube:

“Leeching” Method

This technique as it is properly named is iffy by YouTube standards, however it is highly effective for making money. Now I must remind you that I don’t recommend you doing this without having sufficient channel backups.

First you must find a popular video in the niche you are targeting. For instance, if your niche is promoting ring tones, you would target popular videos of songs, music and games. (Suggestion: consider ring tones, apps, and video games.)

To do this, you would go to the “popular tab” on YouTube homepage.



The screenshot shows the YouTube homepage with the 'Most Popular' tab selected. Red arrows point to the 'Music' category and the video 'The History of Rap w/Jimmy Fallon, Ju...'. The page is organized into several sections:

- Most Popular**: A horizontal bar at the top with a red arrow pointing to the 'Music' category.
- Entertainment**:
 - Video: **Não Faz Sentido! - Traduções de Filmes** (455,329 views, felipeneto, 5:31)
- Music** (highlighted in yellow):
 - Video: **The History of Rap w/Jimmy Fallon, Ju...** (340,759 views, mtvmas2k10, 3:32)
- News & Politics**:
 - Video: **Paladino threatens New York Post Editor** (157,231 views, WIVBTV, 1:29)
- Film & Animation**:
 - Video: **Behind the Scenes - Bohemian Slide** (181,017 views, jp, 1:53)
- Sports**:
 - Video: **Kleber entorta coluna de Sorondo** (199,664 views, fegrisch, 0:30)
- Howto & Style**:
 - Video: **At Home Hair Coloring Tips** (98,304 views, JLovesMac1, 5:36)
- Comedy**:
 - Video: **Little Girl Clothesline FAIL** (742,905 views, failblog, 0:42)
- Gaming**:
 - Video: **Tier 11 Preview - Warrior** (185,898 views, MMOChampionWoW, 1:20)
- Most Viewed**:
 - Video: **Little Girl Clothesline FAIL**
- Top Favored**:
 - Video: **DEMON PIZZA!**
- Right Side Content**:
 - News**: by ReelzChai, 1,880 views (0:34)
 - New HP CE**: by ReutersVir, 75 views (2:02)
 - Ileana - Th outfit**: by IleanaOffic, 13,687 views (1:04)
 - What's New**: YouTube Play Shortlist Anno (See the 125 videos vying for the crown at the Guggenheim)
 - Wanted: Your Highlight Tips**: Send us your best sports moment to be featured on TV
 - Embracing exploration: being a prosumer**: Digital filmmaking has evolved from affordable "prosumer" mini DV cameras in the early '90s. Not only have our practices, and standards for...
 - Tun Tue**: A we mus

On the page above, videos are listed according to their popularity. Click on the “Most Popular” Link. Once you do you will go into this page.

The image shows the YouTube Charts interface. At the top, there are navigation tabs for Videos, Music, Shows, Movies, Trailers, and Store. Below this is the 'YouTube Charts' section. It features three main filter tabs: 'Most Viewed', 'Today', and 'All categories'. A dropdown menu is open under 'All categories', listing various content categories such as 'Entertainment', 'Film & Animation', 'Gaming', 'Howto & Style', 'Music', 'News & Politics', 'Nonprofits & Activism', 'People & Blogs', 'Pets & Animals', 'Science & Technology', 'Sports', and 'Travel & Events'. The 'Entertainment' category is highlighted in yellow. On the left side, there are four video thumbnails with their respective titles and durations. Red arrows point to the 'Most Viewed' tab, the 'Today' dropdown, the 'Entertainment' category in the dropdown menu, and the 'Most Liked' option in the 'Most Viewed' dropdown.

You will notice that the drop down tabs read a variety of categories. “Most Liked” or “Most Viewed”. These are going to be the most popular videos. You can go into a category and find videos that have the largest number of views and that are ranked the most popular.

Now, create a spreadsheet and take down the Title, Number of Views, and the URL of Videos you see. You should aim to make a list of say 50 videos according to Category, Theme, and Keywords.

You will now begin downloading the Videos from YouTube to your Desktop.

One free Downloader Plugin is located at <http://Downloadhelper.net>

The screenshot shows the homepage of Video DownloadHelper. At the top, there is a yellow banner with the logo (three colored spheres) and the text "Video DownloadHelper™ MEDIA DOWNLOAD & CONVERT FIREFOX EXTENSION". Below the banner is a search bar with "Google Custom Search" and a "Login here" button. A navigation menu includes "Home", "Video sites", "Documentation", "Install", "Tools", "Partnership", and "Donate". The main content area features a large "Welcome to DownloadHelper" heading. To the left is a sidebar with a yellow background containing links for "FAQ", "Manual", "Video tutorials", "Installation", and "Video sites". The main text describes the software as a way to discover sites showing web videos and as a free Firefox extension for downloading and converting videos with minimum effort. It also mentions that users can save videos from popular sites and capture images from galleries. A note states that the software does not break real protection on sites. On the right, there is a "User comments" section with three testimonials: "Simply Brilliant" by Porcupinepie, "Love it. Get it." by Squishyfishy, and "Extremely Good" by Milmot. At the bottom left, there is a filmstrip graphic with the text "DOWNLOADHELPER CAN NOW DOWNLOAD VIDEOS".

You are going to download as we mentioned about 50-100 videos. Once you have done this process, find a related CPA (Cost Per Action) Offer. If you are uploading videos related to popular songs then ringtone offers would work the best.

Likewise, if you are uploading videos related to gaming or video games, then an offer related to an initial free game console would work the best.

If you are uploading videos related to certain celebrities then Polls and Surveys are a terrific way to bring in your audience. If your video is related to making

money, then “Business opportunities or Survey Jobs” offers will make perfect sense.

Just use your common sense when choosing your CPA offers and how they relate to the videos you are choosing.

Once you have downloaded the videos, your next step is to watermark the videos with your website URL or affiliate link. You can use a site like www.videowatermarkfactory.com.

Remember, you should create multiple accounts. I would say 10 accounts, housing 10 videos a-piece. That secures you against one of those accounts being removed or cancelled.

It is always better to use a domain re-direct rather than using your affiliate link. One strategy of accomplishing this would be to buy 99-cent info domains at www.godaddy.com. If you would rather not pay to cloak your link, then you could use the very easy link cloaking site <https://tinyurl.com>. You can cloak your affiliate links either with the “custom alias” they allow you to set up or a “random alias”. For instance, if you are promoting a free Iphone, then this is what your Custom alias would look like – <https://tinyurl.com/GetFreeIphone>

I would recommend using one of these custom aliases because they have been proven to convert much better than the random links.

Chapter 28-Ok we are back from the Used Car Lot-

Continuing on with...

How to get featured in your category?

Once you find yourself featured in your category on YouTube, that's when tremendous amounts of traffic come filtering in.

Of course the question is how??

Using the methods that we have already shown you in this book is a good place to start. However, I am going to give you one more Trick that will get you there at a much faster rate.

Purchasing Views...

Now many people don't know about doing this. But I will tell you, if you have the income, sometimes purchasing "Live" views can really help with getting your video to move up the rankings.

For instance, let me give you an example.

Recent to writing this book, I launched a Video Campaign. My goal for the video was to obtain 20k views in 2 weeks on the video.

In this campaign I used Social Video Marketing to get the video out there. Once I created the video, I quickly uploaded it to YouTube. Aside from doing some very specific Facebook marketing, which started the ball rolling on getting the video up to about 200 views in the first hour, I also promoted the video on YouTube and created a web page for the video to be hosted on.

Things began to take a turn for the video when I decided to purchase 5000 real life views. It cost me 60 dollars to do. When I purchased the views, it wasn't an overnight thing. It took about 5 days to go into effect.

All the while as I waited for the 5000 views to show up, the video kept increasing in views, gaining about 200-300 views a day.

Suddenly the 4th day the major increase occurred. It went from a steady increase to 3000 views, then jumping for the next 2 days or so to 8000 views. Now, what this jolt did was it increased the exposure and proof of the videos potential. Currently that video is at 23,578 after 14 days. I only purchased that initial 5000 views. The other 18k views were all organic views. Consider views on YouTube like an avalanche, once you get a large number, more and more will naturally start watching. Eventually with enough views your video can get featured. Generally speaking, you have to have a pretty swift movement of video to get featured. Here is another hint and clue.

Some Featured Categories are more popular than others. Often times I will choose a less competitive category and select that one to try and get my video featured in.

Chapter 29-Promoting your Video

Google costs for advertisement is through the roof. However, YouTube advertising, otherwise know as video promotions is terrific for so much more exposure with very little cost.

First go into one of your videos.

Then you will the list of back office options that you always get with each video.

Edit Video Edit Video Annotations AudioSwap Captions and Subtitles Insight **Promote**

A Message to Director Ridley Scott

dianafnewton 1 videos

When you click on your video you are given the Option of Promoting your Video



3:31 / 3:42 360p CC

This video is public.

18,584

Click on the Promote button.

This screen will pop up.

New Promotion > Choose Video

Choose a Video to Promote

		Search your videos			Uplc
	Title		Time	Date added	Views
<input type="radio"/>	 caseyscliptojeffpasserofinal		2:26	November 01, 2010	6
<input type="radio"/>	 Message to Ridley Scott		3:37	October 30, 2010	206
<input type="radio"/>	 Casey Singing clip 2 shorter		2:59	October 29, 2010	16
<input checked="" type="radio"/>	 SEOpessor Review Video 1 GOOD AND BAD		11:50	October 27, 2010	659
<input type="radio"/>	 caseyshorterclip		3:02	October 25, 2010	7
<input type="radio"/>	 Casey's Singing Clip		4:54	October 07, 2010	51
<input type="radio"/>	 How to Upload a YouTube Video onto Wordpress, Video 1 of 2		13:37	October 02, 2010	285
<input type="radio"/>	 How to Upload a Video into a Wordpress Blog, Video 2 of 2		9:57	October 02, 2010	46
<input type="radio"/>	 How to Create your Own Product		9:04	September 18, 2010	19
<input type="radio"/>	 Here is Video 2 of How to Create your own Product		9:54	September 18, 2010	7
<input type="radio"/>	 Testing		0:09	September 17, 2010	6

Choose a video

Your first decision is deciding on a video that you would like to promote.

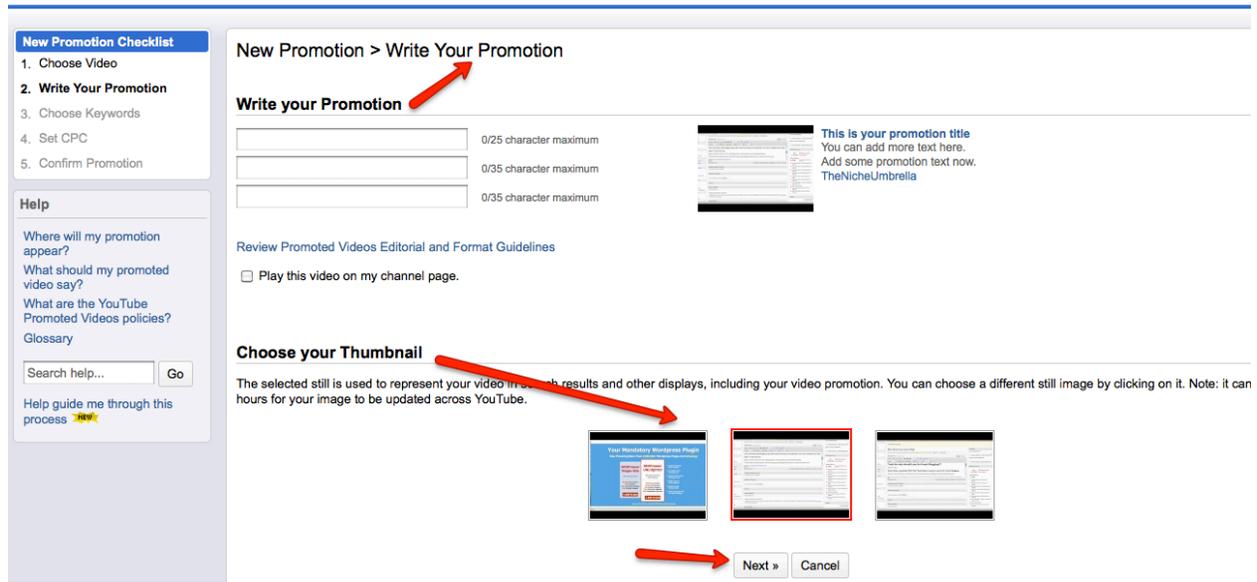
Then, click next, I agree.

<input type="radio"/>	 A WEb Business Overview Video 2	9:54	August 16, 2010	19
<input type="radio"/>	 A Web Business Overview- Video 1	9:46	August 16, 2010	34
<input type="radio"/>	 How to Embed a Paypal Buy now Button Video 2	6:37	August 13, 2010	54
<input type="radio"/>	 How to embed a Paypal Buy now Button to your website	7:48	August 13, 2010	72

You may not use YouTube or Promoted Videos to violate someone else's rights.
By clicking "I Agree" you are representing that you own all copyrights in the selected content or that you have obtained authorization to use and promote it.

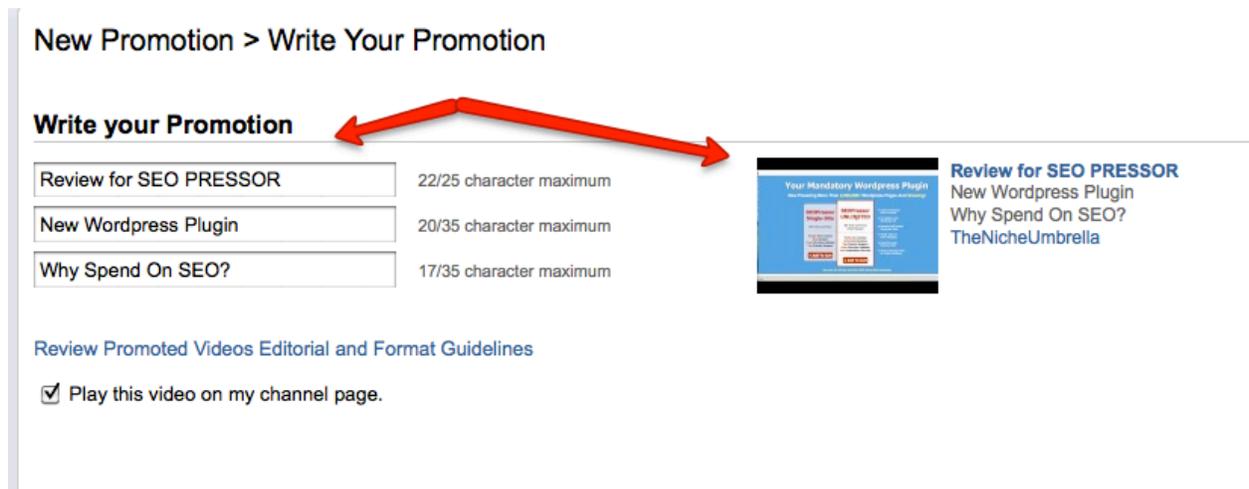
© 2010 Google Inc. - [Terms and Conditions](#) - [Editorial Guidelines](#) - [Privacy Policy](#) - [Contact Us](#)

You are now going to write a promotion for the video.



While on this page, you will write your promotion as well as choose your thumbnail image.

Now when writing a promotion, you will want to write something catchy because you only have 25 characters for the first line, 35 for the second and third.



Check the “Play this video on my channel page.”

Because, you will want to have this video on your channel.

Once you finish writing the promotion, you will be sent to the keyword page. You will be entering in the keywords.

YouTube Promoted Videos

New Promotion Checklist

1. Choose Video
2. Write Your Promotion
3. **Choose Keywords**
4. Set CPC
5. Confirm Promotion

Help

[Help guide me through this process.](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

New Promotion > Choose Keywords

About Keywords

A "keyword" is a word or a phrase. When people search for the keywords you choose here, your promotion may show. Keywords must be directly related to your promotion — don't enter 'cars' when you're promoting a video about puppies.

Enter as many specific words or phrases as you like, one per line without commas or punctuation.

Choose Your Keywords

Enter your own keywords:

Enter your own keywords
(e.g. blueberry pancakes)

Or generate keywords using the tools below:

- Descriptive words or phrases
(e.g. green tea)
- YouTube video id or url
(e.g. youtube.com/watch?v=JgT4aS5_Zrw)
- Demographic BETA
(e.g. male or female)

Enter one keyword or phrase per line

Selected Keywords:

No keywords added yet

Type in the keywords and the keyword phrases. Once you do, click the “Add to List” at the bottom.

Choose Your Keywords

Enter your own keywords:

Enter your own keywords
(e.g. blueberry pancakes)

Or generate keywords using the tools below:

Descriptive words or phrases
(e.g. green tea)

YouTube video id or url
(e.g. youtube.com/watch?v=JgT4aS5_Zrw)

Demographic ^{BETA}
(e.g. male or female)

Enter one keyword or phrase per line:

Add to List

Selected Keywords:

Next » Cancel

seo pressor	« Remove
SEOPRESSOR	« Remove
wordpress seo optimizer	« Remove
wordpress seo	« Remove
optimize your wordpress posts	« Remove
seo expert	« Remove
« Remove All	

As you can see, the list is created on the right hand side. This list is going to be our keyword list for the promoted videos.

YouTube has graced us with a few other features to help along in the “keyword choosing” department. So let’s take a look at the features found on the left side column.

Click on the “Descriptive Words or Phrases” radio button. Enter in your keyword phrase and then click “Get Keyword Ideas” and what YouTube will do is find similar keywords that either have or do not have a search result.

Choose Your Keywords

Results are tailored to the languages and countries you choose below:

English	Tuvalu
Chinese (Simplified)	Uganda
Chinese (Traditional)	Ukraine
Danish	United Arab Emirates
Dutch	United Kingdom
Finnish	United States

Now you can click this radio button and get suggestions for keywords

Enter your own keywords:

Enter your own keywords
(e.g. blueberry pancake)

Or generate keywords using the tools below:

Descriptive words or phrases
(e.g. green tea)

YouTube video id or url
(e.g. youtube.com/watch?v=JgT4aS5_Zrw)

Demographic ^{BETA}
(e.g. male or female)

Enter one keyword or phrase per line:
seo pressor

Don't show ideas for new keywords. I only want to see data about the keywords I entered.

Selected Keywords:

Next » Cancel

- Seo pressor « Remove
- SEOPRESSOR « Remove
- wordpress seo optimizer « Remove
- wordpress seo « Remove
- optimize your wordpress posts « Remove
- seo expert « Remove
- seo « Remove
- ronald jenkees « Remove
- greg johnson « Remove
- « Remove

Keywords	Monthly Search Volume
Keywords related to term(s) entered - sorted by relevance	
wordpressor	Not Enough Data Add
seo pressor	Not Enough Data Add
Add All 2 »	

Then you can click the ones that you would like to add to your keyword list found on the right side.

Another great tool is using another videos keywords as we have mentioned in previous chapters.

By clicking the “YouTube Video ID or URL” you are then prompted to insert a video ID or the entire URL. Just so you are aware, the Video ID is that last bit of numbers and digits at the end of a video URL.

Here is an example:

<http://www.youtube.com/watch?v=jsM39tobgww>

The highlighted portion is the Video ID, however you can also enter in the entire URL into the field if you wish and it will still find the video for you.

Results are tailored to the languages and countries you choose below:

English	Tuvalu
Chinese (Simplified)	Uganda
Chinese (Traditional)	Ukraine
Danish	United Arab Emirates
Dutch	United Kingdom
Finnish	United States

Enter your own keywords:

Enter your own keywords
(e.g. blueberry pancakes)

Or generate keywords using the tools below:

Descriptive words or phrases
(e.g. green tea)

YouTube video id or url
(e.g. youtube.com/watch?v=JgT4aS5_Zrw)

Demographic ^{BETA}
(e.g. male or female)

Enter a YouTube video id or YouTube watch page url to find keywords related to the video.

Get keyword ideas

Get keywords from other videos

Selected Keywords:

[Next »](#) [Cancel](#)

- Seo pressor
- SEOPRESSOR
- wordpress seo optimizer
- wordpress seo
- optimize your wordpress posts
- seo expert
- seo
- ronald jenkees
- greg johnson

Keywords	Monthly Search Volume
Keywords related to term(s) entered - sorted by relevance	

Once you do this, that video's keywords will populate below and you can add the appropriate keywords to your own list.

The last feature shown above is Demographic. This feature provides even another level of narrowing down and pinpointing your search, which can then translate to more specific keywords or keyword phrases.

Descriptive words or phrases
 (e.g. green tea)

YouTube video id or url
 (e.g. youtube.com/watch?v=JgT4aS5_Zrw)

Demographic BETA
 (e.g. male or female)

You can get keyword ideas from narrowing the interests and Demographics, then click Get Keyword ideas

NOTE: These countries are only used to find the demographic you want to target and are separate from the language and country selected at the top of the page for tailoring keyword and search volume results.

Americas
 United States
 Canada
 Brazil
 Mexico

Asia-Pacific
 Australia
 Japan
 EMEA
 France

Germany
 Italy
 Israel
 Poland
 Spain

Sweden
 Netherlands
 United Kingdom

Select the interests of your demographic.

All interests	Selected interests
<ul style="list-style-type: none"> ▶ Animals Add » ▶ Arts & Humanities Add » ▶ Automotive Add » ▶ Beauty & Personal Care Add » ▼ Business Add » Advertising & Marketing Add » Office & Printing Services Add » ▶ Computers & Electronics Add » ▶ Entertainment Add » ▶ Food & Drink Add » ▶ Games Add » ▶ Home & Garden Add » ▶ Industries Add » 	<ul style="list-style-type: none"> Business « Remove Computers & Electronics « Remove Internet « Remove

wordpress seo optimizer [« Remove](#)
 wordpress seo [« Remove](#)
 optimize your wordpress posts [« Remove](#)
 seo expert [« Remove](#)
 seo [« Remove](#)
 ronald jenkees [« Remove](#)
 greg johnson [« Remove](#)
 kanye run away [« Remove](#)
 love and devotion [« Remove](#)
 gumball 2010 [« Remove](#)
 black ops hack [« Remove](#)
 sony vegas effect [« Remove](#)
 apps for iphone 4 [« Remove](#)
 justin bieber fail [« Remove](#)

Keywords **Monthly Search Volume**

As you can see, you can narrow your search down by Country or Interests. As well as by the sex that you want to target, whether that be male or female. Also if there is a specific age you are hoping to target, this feature gives you the option of choosing a specific age range.

Choose Your Keywords

Results are tailored to the languages and countries you choose below:

English	United States Virgin Islands
Chinese (Simplified)	Wallis and Futuna
Chinese (Traditional)	Western Sahara
Danish	Yemen
Dutch	Zambia
Finnish	Zimbabwe

Enter your own keywords
 (e.g. blueberry pancakes)

Or generate keywords using the tools below:
 Descriptive words or phrases
 (e.g. green tea)
 YouTube video id or url
 (e.g. youtube.com/watch?v=JgT4aS5_Zrw)
 Demographic BETA
 (e.g. male or female)

Choose the demographic you wish to target.

Male Female
 Min Age Max Age

Select all applicable countries; leave all boxes unchecked for the whole world.

NOTE: These countries are only used to find the demographic you want to target and are separate from the language and country selected at the top of the page for tailoring keyword and search volume results.

Americas
 United States
 Canada
 Brazil
 Mexico

Asia-Pacific
 Australia
 Japan
 EMEA
 France

Germany
 Italy
 Israel
 Poland
 Spain

Sweden
 Netherlands
 United Kingdom

Select the interests of your demographic.

All interests	Selected interests
<ul style="list-style-type: none"> ▶ Animals Add » ▶ Arts & Humanities Add » 	<ul style="list-style-type: none"> Business « Remove Computers & Electronics « Remove

Selected Keywords:

Seo pressor [« Remove](#)
 SEOPRESSOR [« Remove](#)
 wordpress seo optimizer [« Remove](#)
 wordpress seo [« Remove](#)
 optimize your wordpress posts [« Remove](#)
 seo expert [« Remove](#)
 seo [« Remove](#)
 ronald jenkees [« Remove](#)
 greg johnson [« Remove](#)
 kanye run away [« Remove](#)
 love and devotion [« Remove](#)
 gumball 2010 [« Remove](#)
 black ops hack [« Remove](#)
 sony vegas effect [« Remove](#)

Once you have made your final clicks using the Demographic feature you should now have all the keywords and keyword phrases you are interested in using.

Click “Next” on the right side.

You will then be asked to set the CPC or “Cost per Click”.

Now the science to this for YouTube is not too complex. Luckily you can bid low for each CPC and still get your promoted video seen. If there is a lot of competition you will have to bid higher. Start low, I would say , .01 or .05 CPC to start. Then move up from there. You will find that many people actually click through to the videos more so then with say Google or other search engines.

You are also going to set your daily budget.

To start, go with a ratio that makes sense for your budget. You may also want to check to see how much visibility your video is getting at the set CPC and daily budget. You can always change those around once you test and tweak.

I would suggest to start a daily budget of say 10 dollars.

Chances are with that low of a CPC rate you wont max out your daily budget.

YouTube Promoted Videos

New Promotion Checklist

1. Choose Video
2. Write Your Promotion
3. Choose Keywords
4. Set CPC
5. Confirm Promotion

Help

Help guide me through this process [?/help](#)

New Promotion > Set CPC

About CPC

The max CPC is the highest price you're willing to pay each time a user clicks on your promotion. The CPC influences the position of your promotion compared to other promotions. It must be less than your maximum daily budget of \$10.00.

Set your CPC

\$ per click

Next > Cancel

Finally, you are going to confirm your promotion. Read it carefully and make sure there are no spelling errors in your promotion. Make sure your CPC is set to where you want it as well as the daily budget. Once you give it a thorough look over, click “Okay, run my promotion!”

The screenshot shows the YouTube Promoted Videos interface. On the left, there is a 'New Promotion Checklist' with five steps: 1. Choose Video, 2. Write Your Promotion, 3. Choose Keywords, 4. Set CPC, and 5. Confirm Promotion. Below the checklist is a 'Help' section with a link to a guide. The main content area is titled 'New Promotion > Confirm Promotion' and contains a 'Preview your Promotion' section. This section features a video thumbnail for 'Optimize Wordpress Site' by TheNicheUmbrella. Below the video, the keywords are listed as 'SEOPRESSOR, Seo pressor, apps for iphone 4, black ops hack, greg johnson, gumball 2010, justin bieber fail, kanye run away, love and devotion, optimize your wv, jenkees, seo, seo expert, sony vegas effect, wordpress seo, wordpress seo optimizer'. The maximum CPC is set to \$0.10 and the maximum daily budget is \$10.00. At the bottom right, there are two buttons: 'Okay, run my promotion!' and 'Cancel'. A red box with the text 'Now confirm your Promotion' and an arrow points to the 'Okay, run my promotion!' button. The footer of the page includes '2010 Google Inc. - Terms and Conditions - Editorial Guidelines - Privacy Policy - Contact Us'.

You should now have a working promotion for your video.

YouTube

Search results for **ridley scott**
About 5,130 results

Search options

Sort by: Relevance

YouTube - Life In A Day
Over 80,000 Joined **Ridley Scott** To Film On 7/24. Explore the Gallery.
by [lifeinaday](#) | 5 months ago | 1,732,565 views

Promoted Videos

Ridley Scott on Life In A Day
Life In A Day is a historic global experiment to create the world's largest user-generated feature film: a documentary, shot in a single day, by ...
by [lifeinaday](#) | 5 months ago | 530,209 views

Ridley Scott talks about feuds with actors - BBC celebrity interview
Ridley Scott talks about his falling out with Harrison Ford and avoiding conflicts with actors. Great clip from BBC show Mark Lawson Talks To ...
by [BBCWorldwide](#) | 1 year ago | 46,562 views

Ridley Scott: Searchlab Lecture Part 1
Join Fox Searchlight for the first part of director **Ridley Scott's** Searchlab Lecture. Presented in four parts, Mr. **Scott** talks about his career ...
by [FoxSearchlight](#) | 2 years ago | 86,457 views

Show other parts from FoxSearchlight

Ridley Scott On Harrison Ford As Deckard In BLADE RUNNER

For Director **Ridley Scott**
Actress Diana Newton Considered for Allen Prequel
by [dianafnewton](#) | 1 month ago | 21,776 views

Advertisement

BENEFITS OF A PROMOTED VIDEO-

When a video is promoted it gets exposed for the keywords you are targeting. I have noticed many of my videos actually getting ranked for the first page of GOOGLE and not just YouTube in their niche.

Think about it. Pay almost nothing for YouTube promoting and advertising, yet get the same results as if you advertised with Google, without spending thousands of dollars. Plus it gets to the first page of Google organically.

Promote on YouTube and target properly to land on GOOGLE. That is the power of promoted videos.

The other benefit of promoting a video is that it can guarantee more eyeballs to your video. Often times 300 or more a day.

Chapter 30- What are considered the Most Compelling Types of Video? What gets the most views?

As I have mentioned before, certain videos are more popular than others. Also the attention span of an individual is so short that the video must hold that persons interests. That is why the following have been deemed the most watchable and interesting:

Kittens

Bunnies

Dogs

Sexy Girls

Parody

Conspiracy

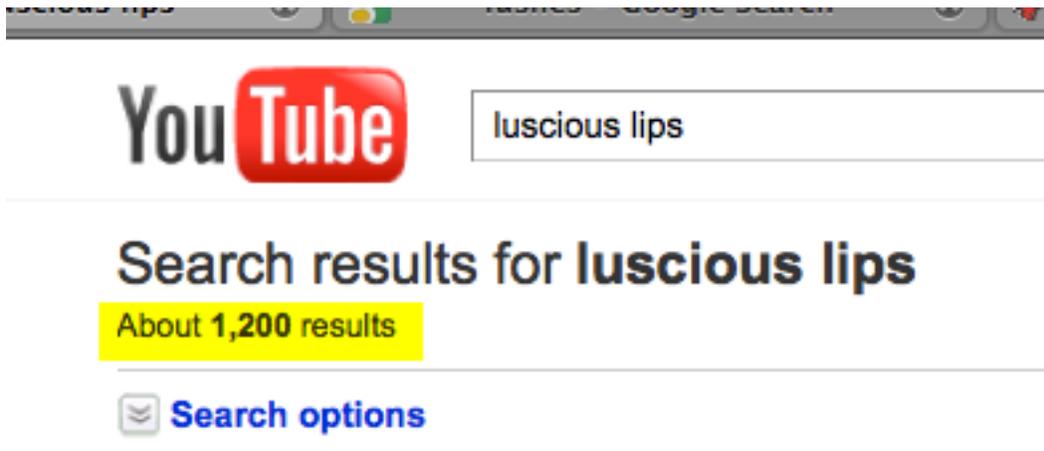
Popular News and Music Videos

Now this list is a small fraction of what is actually on YouTube. However these represent the most popular.

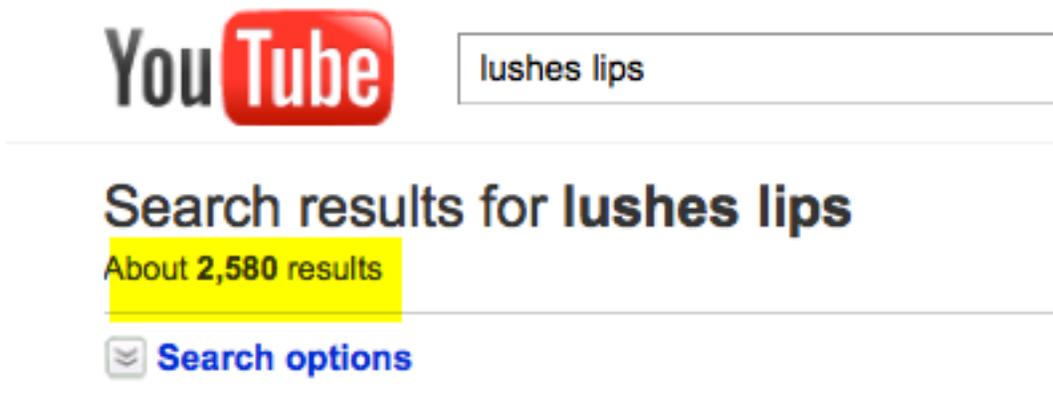
When I was first experimenting with YouTube I thought of making videos with kittens at first but before I did, I thought I would get a video up of a sexy girl applying lipstick and gloss. I wanted to check what would happen with this video.

I did a quick search for “lushes lips” on YouTube, quickly realizing that I was totally misspelling Luscious. So I then did a search for “Luscious Lips”. I discovered that there was a higher search for the misspelled Lushes, over Luscious.

Luscious Lips:



Lushes Lips:



So I titled and tagged the video to be “Lushes Lips”.

Sometimes an slang spelling or misspelling can have a greater search result than the actual spelling.

So I left the video alone, not marketing it at all.

I simply titled, described and tagged the video.

7 months later it was at 30k views.

Now, I've had success with getting that many views in 3 to 4 weeks on a video that I did market.

However, this video, I did nothing.

This shows that popular videos similar to the ones listed above are going to have a much better chance of getting views. I consider this organic YouTube user views, and not all of them are sexually driven teenagers.

For instance, I have had people ask if the video could be syndicated on various sites dealing with Lips, lipstick or beauty, as well as being asked to have the video featured in a music video.

The image shows a screenshot of a YouTube search results page for the query "lushes lips". The search bar at the top contains "lushes lips" and the search button is visible. Below the search bar, the results are sorted by "Relevance". A red callout box with a white border and red text says "As you can see that video is at the top of the list for that search result". Two red arrows point from this box to the top video result, "Hot girl sexy lips and luscious lips" by boomboombama, which has 33,113 views. Other visible results include "WSITN: New Lush Lip Scrubs" (28,331 views), "Hot girl lushes lips" (33,049 views), "TAG! Products I Regret Buying" (559,570 views), "Two Tone Lip" (1,585 views), and "Birthday Hauling & Tattoo!" (5 months ago).

Can you guess what I might do with this traffic coming in?

Well, maybe there was an Amazon product that I wanted to market. Maybe a lip gloss or lipstick? This would be a perfect place to put a link to an affiliate product in the body of the video. Or send them to your site that has more information on a particular product.

Imagine creating several of these videos. You create 15 videos at 30k views each all within different niches. That total would equal 450k views. Now what if half of those people visited your website and opted in to your subscriber list? That defines serious traffic results.

Chapter 31-How does Video Relate to The Landscape of Social Media?

Social Video Marketing

SOCIAL VIDEO MARKETING is a term that describes the act of teaching you how to use video as a social interactive medium across all Social media platforms.

Facebook, Twitter, YouTube, Ning and LinkedIn are examples of Social Media platforms.

Each and every one of these social media sites above has incorporated Video as a function of its platform.

Most all of them have created applications for sharing existing videos from YouTube or have delved into developing their own video hosting and upload.

Even Twitter has merged with certain applications to incorporate video. Twitter being know for short and limited text are allowing videos of say 30 seconds or so to be woven into ones profile as long as they align with their “short but sweet” mantra. www.twit-vid.com is an application that does this.

Facebook has direct uploading of videos available and many “Facebook Plugins” or applications have been developed to merge ones YouTube account.

LinkedIn has developed as an example of video upload a Google Document application as well as Power Point application. The Power Point application allows you to take an existing Power Point presentation and feature it on your profile. For those that do not use Google Docs, why not? You can share documents, images, and yes VIDEO to any and all, and now LinkedIn has a place for it.

I consider Video as the engine or fuel that drives the social media platforms. Social media functions as a way of developing and building relationships. In

business, the more visibility we are, the better. This visibility develops a sense of Transparency in our business. It reveals who we are and what we are about. That transparency is what builds trust. The component that charges that response with the absolute most effectiveness is VIDEO.

If you have any questions in regards to Video, Video SEO, Video Production, Social Media such as YouTube Channel Customization, Facebook Fan Page

Customization or LinkedIn Customization, Contact me by Clicking **HERE.**



Thank you! You are on your way to creating captivating Video and Implementing the power of Video Marketing into your life...

Cheers

Casey Zeman

youtuberevealed.com



Persons grouped around a fire or candle for warmth or light are less able to pursue independent thoughts, or even tasks, than people supplied with electric light. In the same way, the social and educational patterns latent in automation are those of self-employment and artistic autonomy.

Marshall McLuhan (1911-1980) Canadian communications theorist and educator.