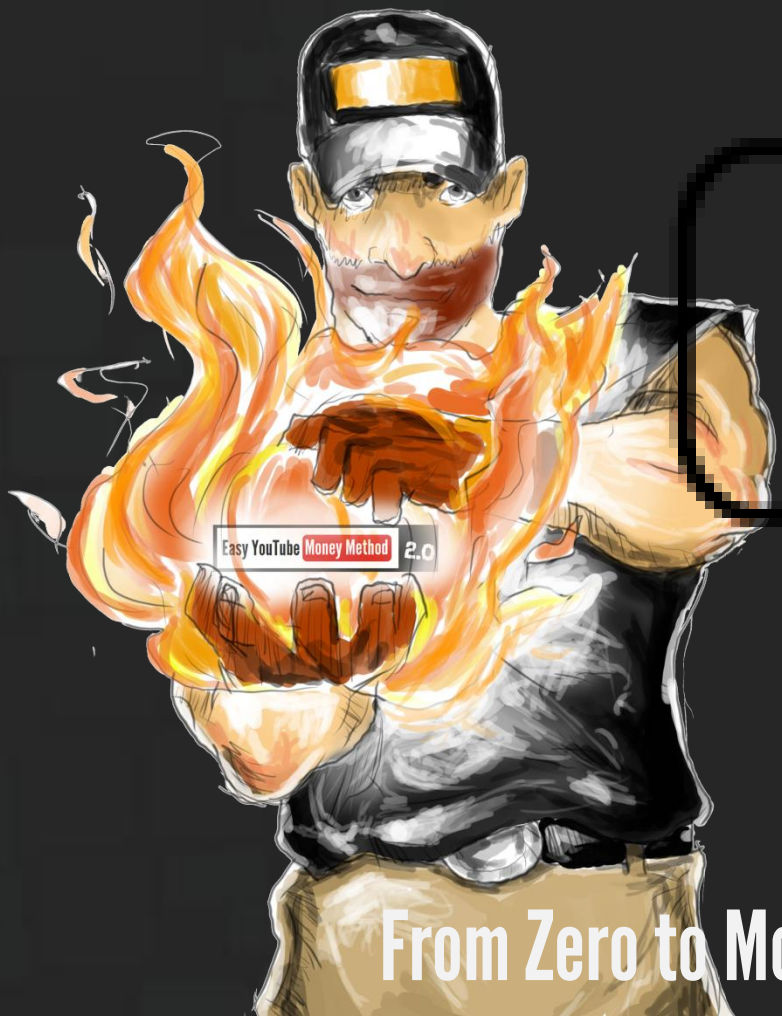
# Easy YouTube Money Method

2.0




From Zero to Money Making Asset in 30 Days



*“A dedicated thought process with an end followed by imperfect action is far greater than prolonged thought with no end in sight.”*

Easy YouTube Money Method



# Introduction

## Welcome to Easy YouTube Money Method 2.0!

- Why YouTube?
- Why 2.0
- What will this course do for me?

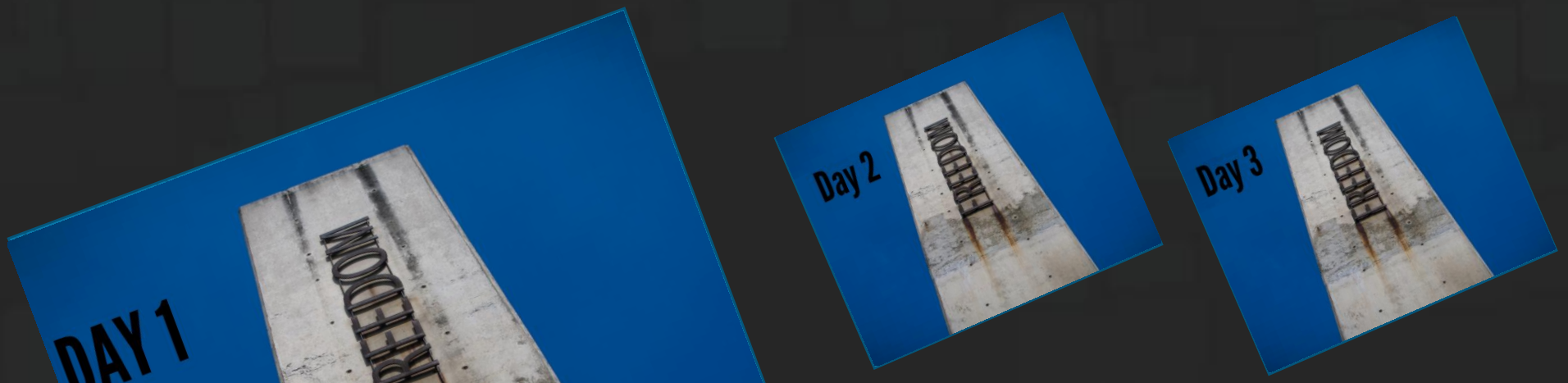
Easy YouTube Money Method



- Commit to This!
- Stand for Something!



# Overview




- How This Course is Set Up
- How to Go Through It
- How to Dominate

# Day 1: Preparing to Start

- Where is the Money?  What Can I expect?
- Simple Cheap Camera or Smart Phone
- Tripod is always helpful
- Lighting
- Editing software
- Keep It Simple and Cheap

- Make More Invest More
- When You Invest in Your Asset look for palpable differences so that you know the best way to invest your money



# Day 2: Decide on a Theme



- Concept of Tight Channel Theory
- Outgrowing Tight Channel Theory
- How to come up with something?
- Competitor Analysis

# Day 3: Fill Out Your Channel Template



- ✓Print out template / Write down Your Theme
- ✓20 initial video ideas
  - ○Google search
  - ○Youtube Search
  - ○Forum/discussion board search
  - ○Yahoo Answers Search
  - ○Facebook Groups Search
  - ○Things you feel are interesting and relevant to your theme (keep your ideas tight)
  - ○Questions for your viewers
- ✓Monetization Strategy
- ✓Contest Ideas (3 viable)
- ✓Newsletter Name and Concept

# Day 4: Create a Logo

- ✓Freeimage.com
- ✓Fiverr.com
- ✓Powerpoint
- ✓Picmonkey.com
- ✓Paint
- ✓Photoshop






# Day 5: Create Social Accounts




- ✓Facebook
- ✓Twitter
- ✓Google Plus
- ✓Blogger
- ✓Reddit
- ✓Tumblr
- ✓Pinterest
- ✓VK
- ✓LinkedIn
- ✓StumbleUpon
- ✓Odnoklassniki
- ✓LiveJournal
- ✓Digg

*Link back to YouTube on all of these accounts*

*Logo all of these*

# Day 6: Create Youtube Channel

- ✓About me section
- ✓All links to social platforms
- ✓Link to newsletter
- ✓Banner
- ✓Enable ad sense
- ✓Logo
- ✓Youtube gives you channel tips (use them)
- ✓Channel Description



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Day 7 – Ethical Bribe

# Why do you need this?

✓Build email list of your core audience

✓To create more revenue

✓To keep your videos engaged by your core audience

✓Ethical bribe will be a simple PDF branded for your channel and newsletter

- 10x5 method
- PLR Method
- Artist Method

✓Set Up a Free Google Docs account

✓Upload your Ethical Bribe to Google Docs



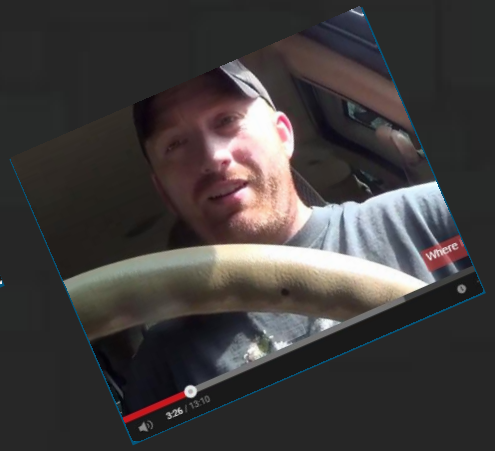
# Day 8 – Deploy The Mailman

- ✓Why Do I need This? To collect emails for a core audience
- ✓Set Up A MailChimp Account
- ✓Install Your Ethical Bribe into your Thank You Email
- ✓Customize Opt-In Form for Branding
- ✓Get Url for your Opt-In Form

# Day 9 – Record Your First Video

✓Your videos are the true asset (never forget this. BACK THEM UP!)
✓Camera Weirdness
✓Content is the most important thing
✓How to Inspire and Captivate with Video
- •Two Parts to a Good Video (valuable actionable content and entertainment)
- •Video Lengths
- •Pattern Interrupt
- •Be Yourself (easier said than done but critical and comes with repeating process)





✓Anatomy of EVERY video you shoot
- •Sponsored message
- •Main Content
- •Pitch

# Day 9: Continued

- ✓Rule of Thumb: Keep it Simple and Cheap
- ✓Lighting is helpful but you don't need to have some kind of professional lighting kit, especially when you are just getting started (not required to build an asset and make money) Instead be aware of your surroundings and look for places that will give you light.
- ✓Types of Videos
  - •Video capture with you talking
  - •Video Capture without you talking but music and words on screen
  - •You on video
  - •Live video with your audio but not you
  - •Variations of these and more



# Day 9: Continued




- ✓Backgrounds
- ✓PPT Videos
  - •http://www.presentationmagazine.com

✓This is your first video for the channel. It's a big accomplishment. Pat yourself on the back for finishing Day 9. You have surpassed everyone who ever thought of making a YouTube channel and never took action.

# Momentum is a Fickle MISTRESS!

## Day 10 – Record Videos 2 through 4

Okay you did this yesterday so now you know how to do it.

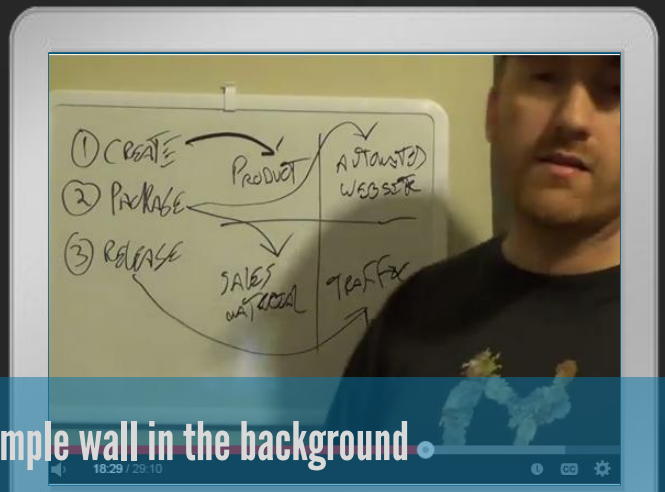
Today we are going to do three of them. It's not overwhelming.

Let's just snag three video ideas off your template and get them done.

# Day 10 - Continued

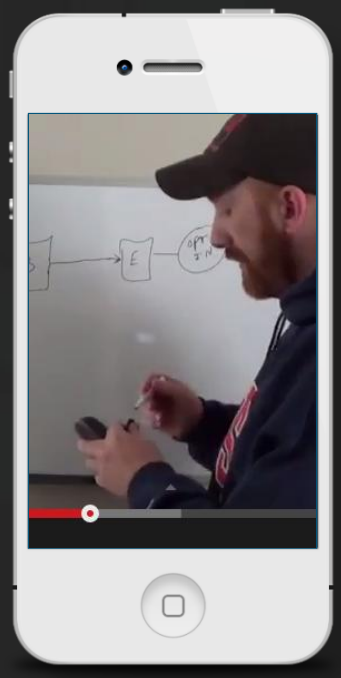
✓Primary Goal: Get them done with proper anatomy

✓Secondary Goal: Mix up backgrounds




- Suggestions: shoot one in your car, another with a simple wall in the background
- Suggestions: If doing all video capture videos: do a simple PP presentation for one (this could be a few slides, easy), another with something that your talking about pulled up on the internet

# Day 11 – Record Videos 5 through 7



✓Congratulations on Day 10. 4 video in two days. Truly inspiring to all Men and Women of ACTION! Same thing on Day 11! Let's take 3 more video ideas from our template and knock them out.

✓Primary Goal: Get them done with proper anatomy

✓Secondary Goal: Mix up backgrounds

Primary Goal: Get them done with proper anatomy
Secondary Goal: Mix up backgrounds

## DAY 12 – Record Videos 8 through 10

Congratulations on Day 11. You now have 7 videos done from your template. That is awesome! Day 12 we are going to be recording 3 more videos from out template. It gets easier after this and I won't ask you to shoot multiple videos in a day anymore but let's do this one more time. Time waits for no one and you have to ask yourself, "how bad do I want this to work?" Let's push through it.

# Day 13 – Record Welcome Video for Channel Trailer




Ok you have now recorded the first 10 videos for your channel. Don't worry about uploading them or descriptions or any of that, we will get there. For now it's enough to have them sitting on your computer. Excellent job. You are halfway through your video ideas.




Today we are going to be recording just one video and this one is easy. Let's do the "welcome to my channel" video.




This is generally the thing people see when you have won them over with 1 or 2 of your videos and now they are following the trail back to your channel. Be nice and just talk about what your channel is about. Plug your Newsletter also.

# Day 14 – Launch Day

"There is no nice way to say it. Launch day is going to be a busy day for you. Let's just suck it up and get through it. When we are done...We will have a channel that's rolling."




- ✓We are going to take this 1 video at a time and then we'll finish up with the channel trailer.
- ✓Upload your first video
- ✓Title it
- ✓Do a description for it – first thing in the description ALWAYS a URL to your OPT-IN for ethical bribe and newsletter
- ✓Tag it
- ✓Don't forget that little comment you can do to plug your ethical bribe and newsletter and ask a question.
- ✓Monetize
- ✓Share video on ALL 13 social platforms
- ✓Repeat Process for the next 3 videos
- ✓Upload Welcome to My Channel video and assign it as Channel trailer

# Day 15 – Upload videos 5 through 10

Day 15 will be a repeat of Launch Day except you don't have to do the channel trailer. You are going to upload, tag, title and describe your other 6 videos that you have recorded and then you are going to share them on ALL 13 social platforms that you have signed up for.

Don't get overwhelmed. You've done this before. Just take it one video at a time. You'll be done before you know it.

# BREAK




Easy YouTube **Money Method** 2.0

## The Videos Compendium

# Day 16 – Contest Announcement Video

✓Ok so you have had a couple of really busy days. Pat yourself on the back for getting through them. You now have a full on YouTube channel with 10 videos and a channel trailer on it. You are rolling.

✓Today is going to be easy. Remember those Contest Ideas that I had you write down on your Channel Template? I want you to pick one of those prizes.

✓Today you are going to do a quick video announcing that you will be having a contest and giving away (the prize you choose) when you reach 1,000 subscribers. All you have to do to get in on this contest is make sure your subscribed to the channel and your free newsletter and you will be updating more the closer you get to 1,000.

✓Tag/title/describe this video/ monetize/ share to all 13 social platforms



# Day 17 – Networking Day 1



✓A brief message on people commenting on your videos here.

- Stay positive
- Do not let people saying negative things instigate you.
- Your best move on a negative person is not saying anything and just blocking them.
- Respond to ALL positive comments and questions
- Questions will not JUST be answered BUT ALSO they will go on your video ideas board. Every single question that you answer for someone is worthy of a video.

# Day 17 – Networking Day 1 (Continued)



✓A Find someone else doing Youtube videos in the same grain as you.
✓Subscribe to their Youtube channel.
✓Leave a comment on at least 5 of their videos
✓Reach out to them through facebook, google plus, email, whatever you can find for contact info.
✓Let them know that you also do youtube videos about (blah blah blah) and you respect the hell out of their work and that you have subscribed to their channel.

# Day 17 – Networking Day 1 (Continued)

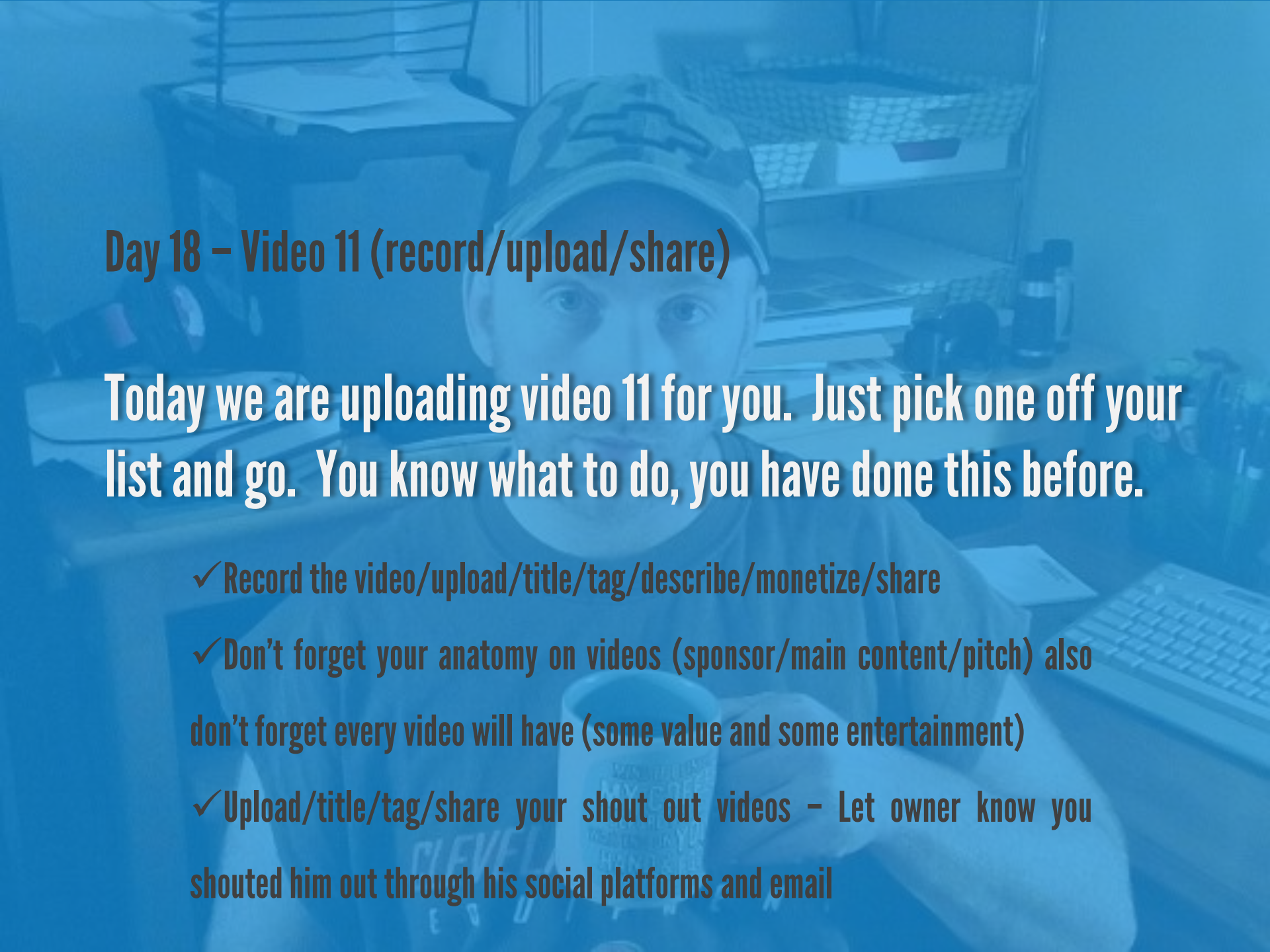


✓Repeat this process for at least 4 more youtubers (you can do more if you feel energetic, the more you do the better for you obviously BUT at LEAST 5 in ALL).

✓Save all 5 on a list. We are going to come back to these people.

✓Don't ask them for anything!

✓Record 5 shout out videos for these youtubers. These videos can be very simple. "hey this is Joe Smith speaking to you on behalf of JoeSmithsVideos and I'd like to send a quick shout out to DonsVideos. I put a link in the description and I just want to say this is a great channel. If you like what I am doing you will love his channel also." Something simple like that.



## Day 18 – Video 11 (record/upload/share)

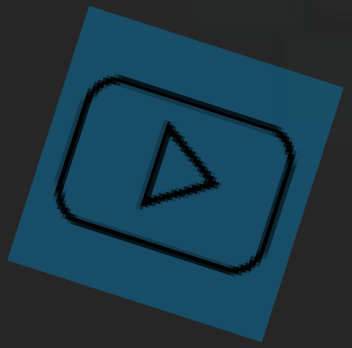
Today we are uploading video 11 for you. Just pick one off your list and go. You know what to do, you have done this before.

- ✓Record the video/upload/title/tag/describe/monetize/share
- ✓Don't forget your anatomy on videos (sponsor/main content/pitch) also don't forget every video will have (some value and some entertainment)
- ✓Upload/title/tag/share your shout out videos – Let owner know you shouted him out through his social platforms and email

# Day 19 – Video 12 (record/upload/share)








Tip: I have recorded over 400 videos online and in most of them I am wearing a black ball cap that says "Do Not Disturb." When you repeat a phrase or wear the same article over and over people begin to associate you with it. It adds to your legend. It adds to Your story and myth. This will help you build celebrity.

# Day 20 – Video 13 (record/upload/share)




*Tip:*



*Use creative ways to present your content like mindmaps with your video capture videos!*

***Free Resource: bubbl.us***

# Day 21 – Networking Day 2



- ✓Facebook groups networking
- ✓Friendship Spike
- ✓Segment Friends list
- ✓Facebook Fanpage
- ✓Invite friends to like Fanpage



# Day 22 – Video 14 (record/upload/share)

## Tip: There is no greater way to build trust and bonding with someone than going on a journey with them.

It has been very effective for me to start my video and a story in one place and then transition to a second place, tell a little more of the story, then a third place, tell a little more of my story, and then finish up the video in the original place I started. It makes it feel like you and your viewer have went on a journey together, not only with the story you told them but also literally you were going to different places with them.

# Day 23 – Video 15 (record/upload/share)

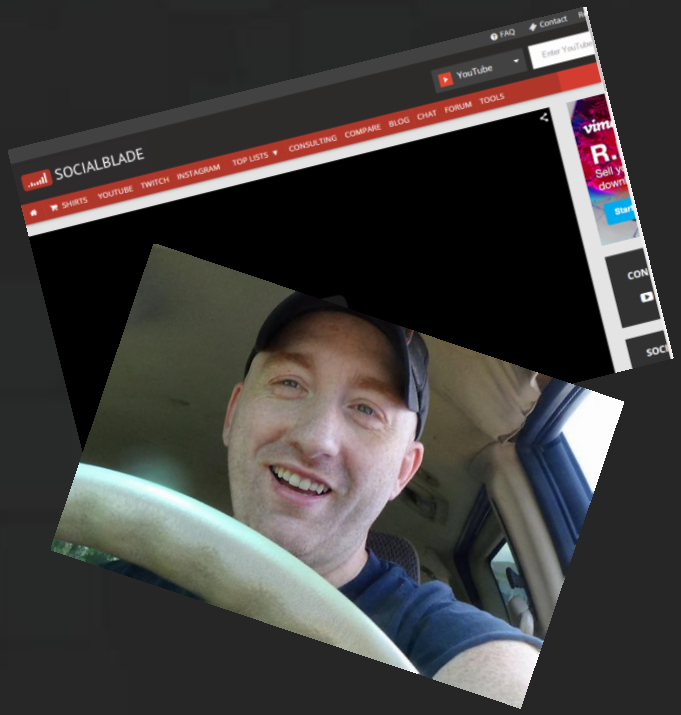



Tip:

*If you have no software yet to record your video capture videos, camstudio is a something I have used for a long time. It's free. You have to be very careful when installing though because it tries to install a bunch of extra stuff. You just need to unclick things as you go through the install process.*

***Free Resource: Camstudio.org***

# Day 24 – Video 16 (record/upload/share)




Tip:

*If you are trying to estimate how much a channel can make with ad revenue you can use socialblade.com. This site will tell you a window of earnings for any site that you enter in. It will also give you a bunch of other cool analytics about the channel. This is great for competitor analysis.*

***Free Resource: SocialBlade.com***

# Day 25 – Networking Day 3




## ✓Blog Recon

- Do a search for your main theme in google and put blog after it
- You are looking for a blogger that is in the same wheelhouse as you and your YouTube channel

•Leave a couple of comments on blog. This is good will.

- Find contact info for blogger (i.e contact)
- Reach out to the blog owner and let them know you do a Youtube channel on similar content and send a link to a video that you think might benefit their readers. Let them know you would love to contribute to their efforts.

•Repeat this process for 4 more bloggers.

•Start a list of these bloggers. This is part of your network.

# Day 26 – Video 17 (record/upload/share)



Tip:

*Use sites like Digg.com and magazines that you yourself enjoy reading (for me that's Bloomberg Business Week, for you it could be anything) to find inspiration for your video titles. Look for articles with high view counts!*

*"How Your Favorite Baseball Team Blows Its Money"*

*could become...*

*"How Your Favorite Internet Marketer Blows His Money"*

**Free Resource: Digg.com**

# Day 27 – Video 18 (record/upload/share)




Tip:

*Stories have been a form of entertainment for thousands of years and it is hardwired into our DNA to like them. Tell a story to your viewers. It doesn't even have to be your own personal experience. It can be something that you read, or saw, or heard from a friend. The story is the entertainment here not that you personally experienced it. If it has a message that relates to your point it is golden. Fable like stories are great as well as current events.*



*Free Resource: read.gov*

# Day 28 – Video 19 (record/upload/share)



Tip:

*Unusual camera angles produce pattern interrupts. Don't abuse it because then it's not unusual anymore but if you really need to grab attention, start the video with an unusual camera angle or shot.*

***Free Resource: nlp-secrets.com***

# Day 29 – Networking Day 4

✓Find at least 1 forum that is in the same niche as your channel that has regular traffic
✓Make an account there
✓Make sure you have a signature that points back to your channel
✓Make sure that you have URL to channel and Newsletter in about me section
✓Commit to posting or answering a couple questions or asking a couple questions at least once a day in this forum. 10 minute a day job. Easy. Will drive traffic to your channel.



# Day 30 – Video 20 (record/upload/share)

✓Consistent publishing is your most valuable weapon when it comes to building an audience. Whether that is once a week, once every 2 weeks, or once a day, keep it consistent. This will build your audience and built authority and trust.
✓I would try to upload at least one video a week. That's what I do and it has worked for me.
✓I have seen lots of proof though that the more frequent you publish the better your favored in the search engines (google as well as Youtube) So ideally if you could publish 2 times a week you are going to double your reach and exposure to the world.
✓This is not difficult because of Youtube's scheduling system



# Day 31 – Email First Newsletter

✓This is easy. It's going to be a recap of all your videos for the month. We do this to keep out subscribers engaged with our videos as well as promote offers to them for revenue.

PARTS OF THE NEWSLETTER

1. Intro
2. Main newsletter is links to your videos for the month with their descriptions in the newsletter for easy reading.
3. Conclusion and any promo material you want to put in the newsletter. This is a great place to promote affiliate products, advertise upcoming contests, talk about next month. Keep it simple. Don't waste tons of time on this.
4. There should always be a promotional offer in your newsletter!



Easy YouTube Money Method 2.0

# The Video Compendium

Don't Forget to Pick up The Video Compendium
For the complete in depth
Easy YouTube Money Method 2.0 Experience
with over 30 plus videos!

Easy YouTube Money Method 2.0



# THANKS FOR WACHING !

# TAKE ACTION!

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