



3 Steps To Making A Statement On YouTube



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1. Stake Your Claim

What's the best way to move forward? What's the easiest way? Will it work for me?

Some people view the idea of making videos with some trepidation. They look at those who are making a success of it and doubt their own ability. They fear being commonplace or boring.

With videos as with life, it's all about self belief. You want success? Approach life believing that it shall be, and announce to the world your intention. It won't be easy, not a lot of people can do it. But when you attack things in that manner, it's exciting, and people want to be around that, to be part of it.

If you want to achieve something, you don't need permission. Stop waiting to be chosen. We can pick ourselves. Show up, do the thing you want to do, and be the best you can be at it.

Brian Johnson staked his claim by daring to make his first, low-tech videos and capitalizing on his quirkiness to produce material that was both engaging and educational.

2. Amplify Your Message

A lot of people believe very mistakenly that good video is about the equipment. What really matters is the value you're delivering. People want you to solve a problem, whether it's done with an iPhone or a Canon 70D. Brian Johnson has generated tens of thousands of dollars in affiliate sales using a \$2.99 app and an iPad. It's all about



conveying a coherent, timely message that inspires people to act. The right content, combined with the medium of video, can engage your audience and create a connection beyond what they might experience via audio or text.

Fancy text and expensive equipment are fine, and can make your videos look fantastic, but only if backed up with skills and experience.

Success with video marketing also depends on you being able to publish often. For this, you need to create a production system that's duplicatable. If you can afford it, a team is a valuable help. After you shoot your videos, they can take the tasks of editing and publishing off your hands.

Understand how platforms determine what content will do well and not. YouTube today makes readily available information on how to rank, and what currently matters to them is how long people watch your videos. One very helpful stat right now is relative audience retention, which tells you how engaging your video is compared to other videos in the same niche on YouTube. This helps you see clearly what's working and do more of what people respond to.

What happens in the first two minutes of your video is crucial. This is what can keep people watching and boost your rank. One thing you can do to sustain that interest is the "if-then", i.e., "If you want to increase your rank in Google, make sure to watch this video in its entirety." Another is showing them an end result, like a cool video effect you're demonstrating. And keep your language simple so that just about anyone who watches can relate.



3. Inspire Action

Everyone loves to buy, but nobody likes to be sold to. Is there any fun in watching a 20-second sales pitch? Inject some fun into your call to action. Rather than asking people to "Subscribe today," consider something like, "Subscribe today, and you'll feed a poodle." Brian has also been known to toss around a pillow with "Subscribe" emblazoned on it - no further words required. It's all about removing the stigma of selling and making things enjoyable.

