

# Become A Blogger

Presents:



By: Leslie Samuel

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*[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]*

Hello, hello, hello and welcome to another episode of [Learning with Leslie](#), the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. (I know it sounds different today.) I am talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from [becomeablogger.com](http://becomeablogger.com) where we're changing the world one blog at a time. And, as usual, I have another exciting episode for you today. Today, I'm going to be giving you *Five YouTube Marketing Strategies that I am Implementing* right now. It's no secret that YouTube is huge especially when it comes to me, to my [Biology blog](#). I use YouTube to build it to where it's getting about 60,000 unique visitors per month.

I'm about to embark on a new YouTube marketing campaign and there are some things that I'm going to be doing and I want to share those things with you so that, if YouTube is something that you're thinking about using or you are using, you can use it and have maximum benefits. That's what we're going to be talking about today.

Now, you're probably wondering why this episode, I sound much different than many of the other episodes. I'm not only very excited and you can hear me just coming through the speakers because I'm loud and whatever I am but, it is two o'clock in the morning right now and Noah is sleeping. He's right next door. I don't want to wake him up. It would just be terrible if I were to wake him up.

If you don't know, Noah is my little son, and he's sleeping. That's a good thing. I don't want to wake him up so, I'm talking a little softer. I hope you still get value from it. I hope it still sends the enthusiasm. In fact, I said it's 2 o'clock in the morning. I have to wake up at 5:30 so, I'm getting about three hours, if not less, three hours of sleep and then, I go to the airport and I'm going to be flying to San Diego for Social Media Marketing World and I am extremely excited

about that. A lot of people that are going to be there that are doing awesome things especially when it comes to Social Media and of course, Social Media is a big part of blogging today. I want to learn more. I want to connect with people. I'm just really and truly excited.

Almost all the members of my Mastermind group are going to be there except for one and we get to hang out for a few days. It's just an exciting thing. I'm excited to be doing that.

But, it was getting late. I just finished, I recorded two videos for my classes because I'm not going to be here for the next few days. So, I'm actually just giving them videos to watch where I'm doing the lectures.

And then, I realize, "Wait a minute, I don't have a podcast episode for tomorrow. Everything's been going all crazy." So, here I am putting together some things that I think are going to be valuable for you.

Now, YouTube is huge for me. YouTube is what gave me a jumpstart when it came to starting my Biology blog. That's how I got my traffic in the beginning, just by providing valuable content by teaching specific and short Biology lessons, I was able to grow a significant audience over there to where now I have, I didn't even check to see how many I have right before this but, I have now 54,900 subscribers, 5.4 million video views. Obviously, YouTube is great.

Here's the thing though. In the last three years, I have hardly done anything there. But, it's continued to grow. Now, my thought is if I were to fully invest again and start back making more videos over there, it's going to grow even more. But, I wanted to do it in a very strategic way and I wanted to think through what are some of the things that I can do based on what I see other people are doing, based on what I have done in the past and yes, just attack this in a strategic and effective way. I want to share five things that I'm going to be doing and I'm starting to do actually right now. I just finished recording my first new video in the series that I'm going to be doing.

## **Tip #1: Make more videos.**

I know, sounds very simple. But, when I started my [Biology blog](#), I got to jumpstart from YouTube and a big part of the reason was because I was making three to five videos every single week. As I mentioned, I have not been doing much over there in the past three years since I became a University professor because my time has been extremely limited and I was not able to focus, at least it's not what I chose to focus my time on.

Now, I'm going to get back into the habit of making regular videos. I'm going to start once weekly just because I know realistically speaking, that is something that I can sustain but then, I'm going to work on increasing that so that, when I leave my job, which I'm planning on doing at the end of June, not I'm planning on doing, I am doing at the end of June, I can invest even more and maybe get back to three to five videos every week. So, make more videos.

Here's the concept. If everyone of your videos gets ten views per day, well, if you have ten videos, that gives you a hundred views per day. If you have a hundred videos, that gives you a thousand views per day. So, the more content you put out there, the more people are going to get exposed to your message, people are going to get exposed to your videos and as a result of that, hopefully, they're going to come back to your blog.

That's number one.

## **Tip #2: Plan out your video series.**

Notice I said the word, "series." The reason I'm saying that is because what I have done in the past is, I feel like making a video so, I made that video. If you don't plan it out so that the sequence is well thought out, it doesn't allow you to take full advantage of one of the things that I'm going to say next. So, it's a good idea to sit down and write down, "These are the videos I want to cover. This is the order that I want to cover it in."

That is extremely significant because number one, well, you know what you're going to cover. And, that takes stress off and you just know that, okay, when I'm finished with this video, I'll go to the next one in the sequence and so on, and so forth. So, plan out your video series. Do not look at them as individual videos. Look at them as part of a whole.

Right now, my series for my Biology blog is going to be on the cardiovascular system. I'm going through and I'm writing what are the things that I need to cover so that my audience can get a relatively full understanding and a good understanding of the cardiovascular system.

And now that I have that list, yesterday I recorded one and I'm going to continue recording more and continue recording more. That helps me in terms of framing the content. It helps me in terms of getting through the content, in terms of planning, structuring, and all that good stuff. So, that's tip number two.

## **Tip #3: Make more videos.**

Tip number three, and this is why tip number two, in my opinion, one of the reasons why it's so important, link between your videos strategically. My first video that I made yesterday was the

*Anatomy of the Human Heart*. The second video is going to be *How Blood Flows Through the Heart*. So, what I'm going to do now, I actually did it for the first one already, at the end of that video, since I'm doing a screencast where you're seeing my screen and I put together a presentation and I just walk through it and I'm drawing on the screen and all that kind of stuff, the last slide is a slide that invites you to subscribe, it invites you to check out my free study guide so that, I can get traffic coming back to my site but, it also has a picture of the next video in the sequence.

You see a lot of YouTubers doing this. What that does is it makes it extremely easy for them to go from video number one to video number two. It's in a logical sequence because you planned out your video series according to tip number two. Because of that, now you can just guide them through from one video to the next video, to the next video.

What that does is it increases your video views. If you're on YouTube, I don't know if you're doing this but, I actually have ads on my YouTube videos. You've probably noticed that YouTube videos now have a lot of ads.

The reason people do that is because you get paid for the ads and the more views you get on your videos, the more money you make from the ads but, not just that. If at the end of your videos you have a clear call to action to go back to your website, either for a free resource or just to come and get more resources, that brings more traffic to your site because they are exposed to your videos even more.

So, you want to encourage that by planning out your series and linking between those videos strategically. That's tip number three.

## **Tip #4: Feature a video.**

Now, I just want to mention that I have done episodes in the past where I speak about YouTube marketing and I go into a lot of tips in some of these past episodes. I'm not going to go over any tips but, I guess, the "make more videos" is one that I've done before. But, I'm not going to try to rehash those previews tips.

In Episode 18, so, if you go to [becomeablogger.com/episode18](http://becomeablogger.com/episode18), I go into more tips on how you can get more traffic from YouTube. So, I'm not going to go into those here. You can go back to [becomeablogger.com/episode18](http://becomeablogger.com/episode18).

Okay so, tip number four, use what's called, "In video programming," to feature a video.

Now, how does this work?

So, you go to my YouTube channel. You're watching an Interactive Biology video and you're finding value in it. At the bottom left of the video, you can choose to feature another video. That other video can be something that helps to drive traffic back to your site. So, for example, for me, I'm going to be recording a video that talks about my free study guide that they can get if they come to the URL that I will provide them with.

What that does is someone is watching the first video, they're finding value in it. They see that there's another video that I am featuring. They click on that and then, that helps drive traffic back to their site.

All right, so use in video programming. Now, in terms of how to get there, you want to go to, when you're logged in to YouTube, you want to click on the YouTube settings and then, view additional features then, you want to go to the In Video Programming option. That will allow you to select one of your other videos to feature at the bottom of your video. You can do that on all the videos.

It's as if all of your videos now become marketing for that one particular video and that one particular video is marketing to get people back to your site. Hopefully, that makes sense.

### **Tip #5: Use Google+ to interact with your viewers.**

This is going to be a relatively short episode for obvious reasons. I got to go to sleep so that, I can wake up and all that good stuff. Okay, so tip number five, use Google+ to interact with your viewers.

Now, YouTube, of course, it's very well integrated with Google+ and they have a really neat feature. If you go to YouTube settings and then, you go to community, there's a link that's called, "Fans." What that does is it shows you the top people, or the people that are engaging most with your YouTube videos. What you can do there is you can add those individuals to a circle.

So, when I went to mine, and I did this a few weeks ago, it showed me my top 500 fans. So, I went and I added them to my circle and then, a significant amount of them, added me back to their circles and now, I can engage with them.

Every so often when you go back, it will show you your top fans that are not in your circles as yet. So, it's a good way for you to see, "Hey, who are the people that are really engaging? They are already engaging with what I do. If I can connect with those individuals and convert them into ever greater fans, that is going to be even better for my brand, even better for my

business, even better for what I'm trying to accomplish with my Biology blog. It's all about making Biology fun. The more people that I can help learn Biology, the better."

So, those are my five tips.

Number one, make more videos. Don't just make one today and then, one next month and one in three months like I have been doing over the last few years, last three years. Make regular videos. That might be once a week for you. It might be twice a week for you depending on what you are able to do. You just want to get into that habit of creating regular content.

Tip number two, plan out your video series. Don't just randomly create videos. Do it in a strategic way so that, when you get to tip number three, you can link between those videos strategically. Link between those videos strategically.

Number four, use In Video programming to feature a video. You can get that in your YouTube Settings and then, number five, use Google+ to interact with your viewers.

## **Bonus Tip: Make a squeeze page for people coming from your YouTube channel.**

I have one bonus tip for you. That bonus tip is going to be, make a squeeze page specifically for people that are coming from your YouTube channel. I use LeadPages to do this. When people click on the link on my description or they come to the link from the video, they'll come to a squeeze page that invites them to subscribe in YouTube and number two, it invites them to opt in to download the Study Guide.

That is much better than sending them to the main page of your blog because you send them to the main page of your blog, there are so many different options that they can do and then, they can just leave but, if you send them to opt in for your list, then, they are now on your list. And, if they are on your list, you can communicate with them and you can get them to come back to your site. You can build engagement. You can send them valuable content that really enhance what they are trying to do and that will really help to make them even more fans.

So, those are my tips. I even included a bonus there. That was, this is going to be like about 17 and a half minute episode. It's a short one but, I hope you got value from it. I hope you got value from it. YouTube is awesome and if you're not using it, it might be something that you want to consider using because it's a good source of traffic. It's the number two search engine in the world obviously owned by Google and you can get a significant amount of exposure over there.

That's it for this episode. If you're enjoying this podcast, I would appreciate it if you can leave a review in iTunes, [becomeablogger.com/itunes](http://becomeablogger.com/itunes) Really helps to get the message out there even more so that, more people can be exposed to this message of changing the world one blog at a time.

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That's [freebloggingvideos.com](http://freebloggingvideos.com). It's free. It's actionable. It's awesome. But yes, that's pretty much it for this episode. Until next time, this is Leslie Samuel from [becomeablogger.com](http://becomeablogger.com), changing the world one blog at a time. Until next time, take care and God bless!