INTRODUCTION

For the past few years we have been making **serious** money online through numerous passive and active methods. This has allowed us to live the life that we always **wanted** and we feel blessed to have got here. We now have the opportunity to be able to work when **we want to**, travel the world, participate in memorable life experiences and spend time with and money on the people we **love**.

Making money online is **not** that difficult. Let's get the myth out of the way very early. It just seems that way at the start or if you get overwhelmed. Well here is the news and it's not new. You need to **focus and work hard**. This guide shows you in great depth how you can create a simple system to make money online that can easily be scaled up and replicated without any saturation to the market.

Unfortunately there will be **two** types of people that read this guide.

First there will be shiny object seekers. People who will glance at this book and either move on to something else as it presents itself or glance at this and think they know it all. Either way they **will not** take action. Sadly these people will perpetually be planning to do something or be critical of those who attain success.

Secondly there are the **action takers**. These people will read and digest the information we have provided and then put it into action. We love these people. Please be one of these guys.

It is important that you decide what sort of person you want to be, where you want get to and how you want to live your life. If the answers to those questions are **something better**, then you must take action. Better still take action now!!!!!!!

In this guide we have put together the system to allow you to create wealth online. Follow the steps in order. Re-read the sections over and

over as necessary. We have tried to get the photos as big as possible but remember that you can zoom in if you need to!

This book

In this book we have put together a way of making **serious** money. Not only that, it's one of our favourites, which we utilise almost daily, for many niches and verticals and therefore we are able to bank with ease.

The **first lesson** in internet marketing is this very simple funnel. If you combine a great offer with targeted traffic you will make sales and therefore make commissions for yourself. If you can understand that you will appreciate that one of the best ways to make that even more lucrative is to incorporate free targeted traffic.

Right now YouTube is blazing hot, more people regularly watch videos on YouTube than cable TV. So you've now seen the Y word. Before we go further I need to tell you that you are going to learn in this book much **much more** than just uploading a video and hoping the dollars make their way to your bank account. You are going to learn our three secret strategies that guarantee ranking high on YouTube, one of which can guarantee ranking before you even upload a video! Ranking high on YouTube guarantees views which in turn leads to sales.

So please take the time to go through this guide at your leisure carefully absorbing the knowledge we are providing for you in each chapter. Read each chapter in full, feel free to take notes to assist you as you read but

remember you can flick backwards and forwards as is necessary. Each chapter has been written as a stand alone lecture, where you will learn something new and in full. We have combined the background knowledge with accessible tutorials and provided you with the tools and resources necessary to make a success.

What I need to do

At the bottom of each of the chapters we have inserted a small section called '***What I Need To Do***'. This is small brief recap of what you need to do following reading the chapter. It is not an alternative for reading the contents of the chapter, just a friendly reminder of what to do next, so read the chapters fully.

Choosing an offer to promote is one of the most important things you will do in your business. Effectively deciding on a specific offer will determine a lot of the outcomes further down the road. I like to compare choosing an offer to choosing a car. When you choose a car you can find out in advance how well it accelerates, how economical it is and how reliable it is based on specifications and reviews. It is then not a surprise to you how the car performs. Choosing an offer has some similarities. Fortunately there are a number of variables we can check to assist us in making this decision.

What should I promote

There are two routes to go down initially. The first path is all about you. In an ideal world we all want to work in a business we love and enjoy. Therefore it makes sense to investigate a route that makes sense to this end goal. Therefore sit back and evaluate yourself. Is there something

that you love, have a passion for or have sound knowledge of? Everyone has hobbies, skills or interests that they are at least better than the next man at. The reason why this works is that if you have high interest in something you are less likely to lose interest in. Perseverance is half the battle in making money online. We then take the interest and match it to a range of offers.

Alternatively you can choose to promote offers in areas where there is already a high demand, even if it appears to be a crowded market. There are a range of tried and tested evergreen niches that have such a large demand that they will never be oversaturated or have any serious barriers to entry. We are talking about health (expanding daily with new research and the ever increasing life expectancy), wealth (also rapidly increasing due to volatile job security), fitness (we have become so lazy in the 21st century) and relationships (getting some, one and keeping them). Because these niches are in such demand there are plenty of amazing products that have been optimized to convert. We then just have to market them.

Understanding what your customer wants and needs

Once you have decided on what route you are going down and selected a niche. You then have to niche down. This is basically taking your niche then funneling the interest down to something specific. This is how you stand out from the rest. The best way to do this is to think about who your customers are and what their needs and wants are. There is no point in choosing health and thinking you are going to be super success.

But by possibly targeting diabetes in older women you are zeroing in on a area of heath affected by a large amount of people who require help and solutions. By doing this we have additional information for when we begin assessing the offers.

What type of offers are there?

On the face of it when promoting online there are four types of offers; physical products, digital products, CPA (CPL) offers and high ticket offers.

Physical product are products we receive the mail. So pretty much anything you can buy in a shop. Think beauty products, clothes, electronic and entertainment for example. Digital products are online courses, tutorials, guides and ebooks. CPA stands for cost per action, but in this instance we are referring to cost per lead (CPL), these are offers by advertiser who pay you commissions for sending leads their way. Finally we have high tickets offers, which can be pretty anything, but we are talking significantly more expensive items like vehicles, gold, coaching and memberships etc.

Choose great products

Seems simple and obvious, but some people gets this so wrong. Sure if you have an audience and an awesome sales ability you can sell ice to eskimos as they say. But this isn't always the case. Stack the odds in your favor. So select great offers. Here is what to look out for.

First of all choose offers that have been successful. You do this by simply seeing how well it has sold. Look at the amount of units sold and the earning per click (how many viewers it took to complete one sale on average) if the information is available. If something has sold well it is likely to sell well for you too. The vendor of the product will have optimized the sales page to make sure it converts.

Next look at who is selling the product. Are they a reputable vendor? Have they got a track record in creating successful products? Check out the reviews and give them some consideration. But remember negative reviews are not always genuine or fair. The best tip i have on checking reviews is to makes sure there is a balance, if all the reviews are 10/10 something probably stinks. If there are negative reviews, the foundation of the negatives can be borne from something stupid like someone's accent, the design etc.. Petty things. If there is balance it means the product is real and genuine.

Lastly look out for offers that are evergreen. This means that there is no expiry in its relevance or that it is linked to a specific date. Think the outcome of the 2016 American election or a guide to the 2016 Olympics. These things will have peaked back in 2016, whereas a guide to dealing with and reducing the symptoms of diabetes is an ongoing interest. Some products will also have a shelf life from the vendor. For instance they may have a product in 2016 and then a new completely separate one in 2017 and as such once the 2017 is launched and any support for the previous is null and void. Take the opportunity to contact the vendor and

ask then for some advice on promoting the offer, this way you will find out whether they have support or not and you never know you may get some exclusive advice to help you get to the next level as all vendors will want to maximize sales as it means more cash their pocket.

Sales pages

When choosing products there is nothing more important than the sales pages. This is what is going to persuade the customer to part with their hard earned cash. So it is vitally important that you look and assess the sales pages to see whether they are any good. How do you know if they are any good? Here are my tips.

Initially is it an attractive page with an attention grabbing headline? These are the things people will see first and if they do not grab your attention, it is likely that you are not the only one.

Next check out the content. There will either be or a combination of sale copy (text) or sale video. This is where they look to sell to you. Think back to when we told you to consider the customer and their issues. Does the page do a good job of conveying understanding and give the customer the opportunity to attain the answer.

It is also great to check out the sales page to see how they are selling the product to get tips and styles to use in your own marketing to ensure that there is consistency in the message.

Commissions

This is also very important in selecting an offer. Commissions are the monetary remuneration you will receive for promoting the offer. So this will vary depending on where you get your offer from. It may be a fixed value for each sale or a % of the revenue you bring in. This is important because it gives you the chance to consider the money you will be making. If you are getting 10% of a 10$ product then you will need to sell quite a lot, however if the item is $250 and you get 10% it starts to look quite good. Likewise a lot of digital product vendors will give 100% commissions on their products which sell for anywhere between $5 and $40.

What truly makes systems like this work on auto pilot is when you get recurring commission. This may be for an on going service or subscription. Think of this you make one sale but continue to earn a
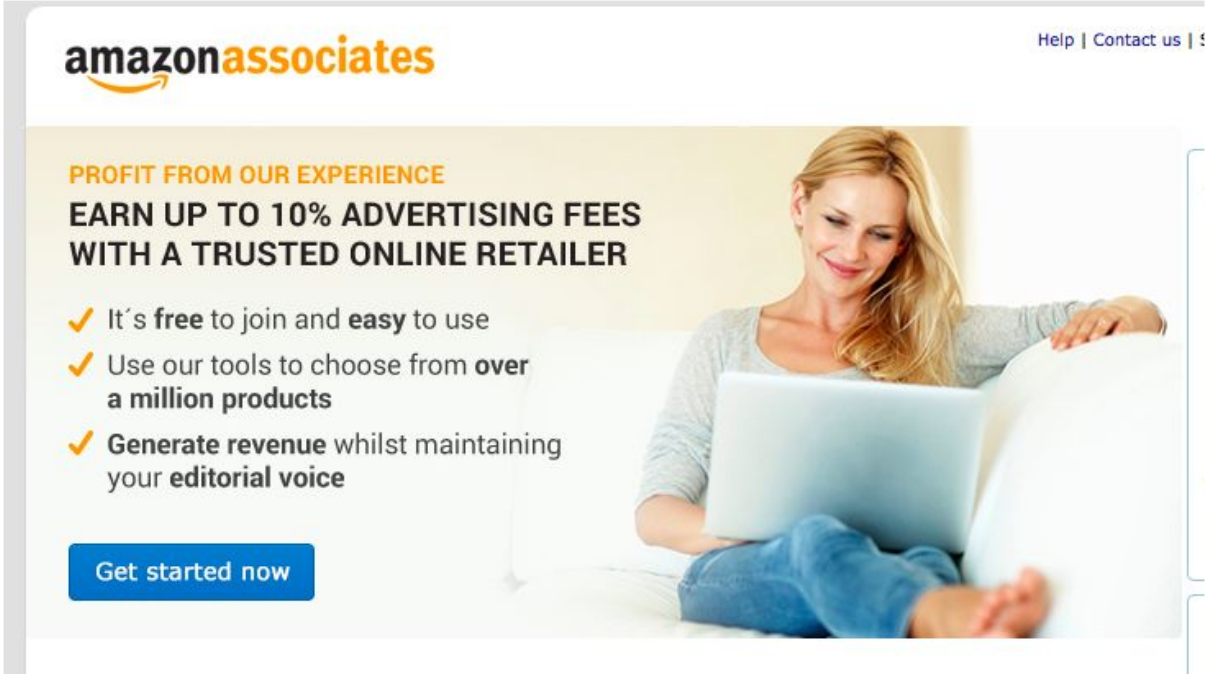
commission for each time the subscription is activated, this could be every month.

Where to get offers

This can depend on your strategy and the route you decide to take. Whilst realistically the options are endless, just google your subject and the word affiliate and you will find different options, there are many affiliate networks out there to help you make it so much easier. Below are a list of the best options to get started.

Physical Products

Amazon, Ebay and Rakuten. These three companies cover pretty much every physical item available. Plus they are trusted places that people buy from every day. Who hasn't heard of Amazon!

Digital Products
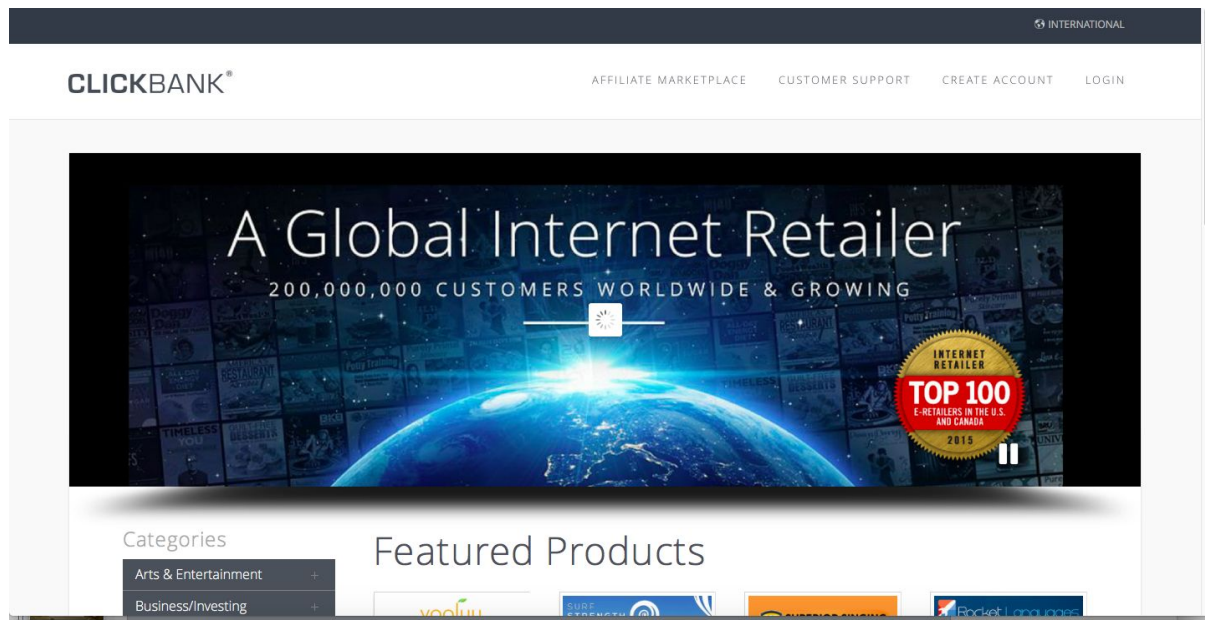
Clickbank, Clicksure and JVzoo. These guys sell courses, guides and softwares. Whilst it is fairly easy to sign up to the networks, some offers will require approval from the vendors as they want to know about the quality of the traffic. Clickbank has many offer that require no approval so it's a great starting place.

CPA
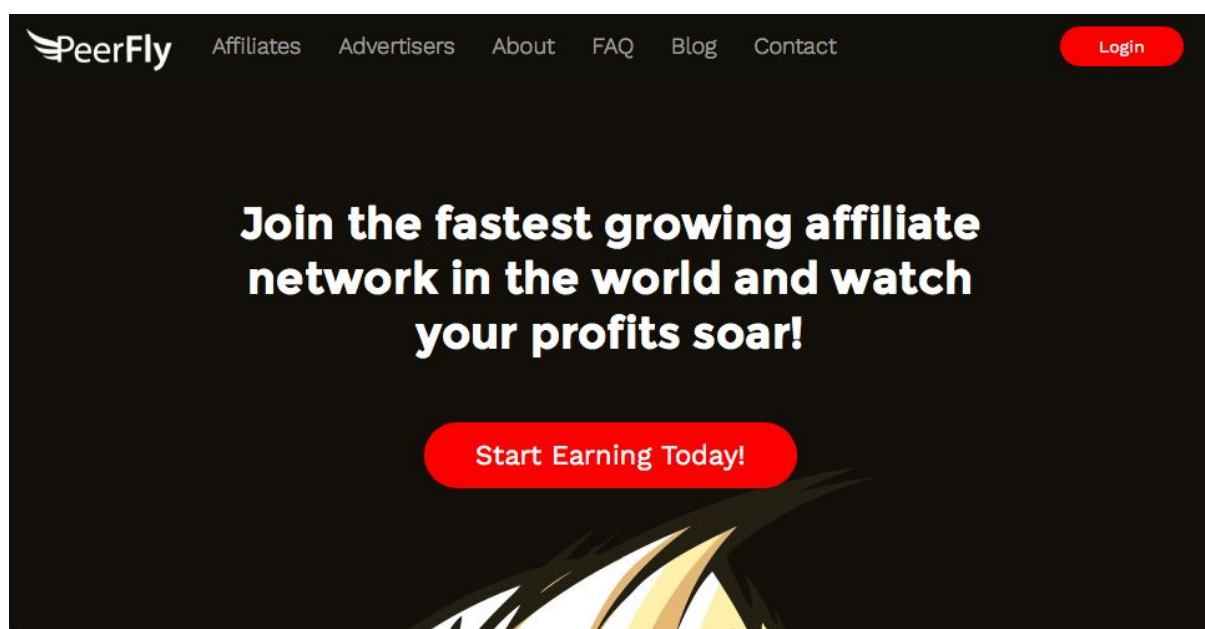
Peerfly, CPA Lead and Max Bounty. This is not an exhaustive list by any means. Most CPA network have a copious array of offers to choose from that will convert very well, however gaining acceptance into the network can be more tricky than the above options, but more than worth a try.

What I Need To Do

Choosing the right product to promote is essential and can be the difference between lots of commissions and none. Simple as that. So remember do you research and choose a niche. Choose an offer that targets something specific, that is successful, sells itself, is current and pays you fairly.

1. Brainstorm ideas for a potential niche.
2. Research the marketplaces that provide offers.
3. Select a great offer.

References

- https://www.amazon.com
- http://www.ebay.com
- http://www.rakuten.com
- http://www.clickbank.com
- https://www.clicksure.com
- https://www.jvzoo.com
- https://peerfly.com
- https://www.maxbounty.com

So we want to upload our video to YouTube and get views. It is not that simple. Unfortunately, many people create videos, upload them and then wonder why they get no views. Next they try certain things to get more views. This is not the way to do it. Whilst there are many ways to help you rank videos, the best way is to put out a video that people actually want. How do we know what people want? We do keyword research.

Stay with me, keyword research is easy.

A keyword is a **phrase or group of words that people search for**. Once we have our keyword we optimise our video so that when people search for the keyword we are found. Many issues people have with keywords is that that choose keywords that are just far too broad or competitive. How optimistic would you be that you could create and rank a video for terms such as 'Justin Bieber' 'Lose weight' 'Manchester

United' 'diabetes' etc.. The reason why is because 1) they are so specific, b) there will be too much competition and c) it's far too popular.

This is why we need to search for **long tail keywords**. These are phrases that have more words within them such as 'diabetes in older women'. The beauty of these are that whilst fewer people are searching for this phrase, there will be fewer videos optimized for this keyword plus it has the added bonus that people are **specifically searching** for the full term. In that example they are searching for advice regarding diabetes but specifically in older women.

By finding long tail keywords we can specifically create content for certain keyword. So it is a fantastic way of generating ideas for new content.

Over the years there has been many ways to do successful keyword research. As times passes things changes, google and youtube change their algorithm. They do this to benefit themselves obviously to maximize their own ad revenue on these platforms. This means we have to stay up to date and utilize methods that work now. Fortunately youtube keyword research is **very easy** with the use of a number of free tools.

Ideas

The first thing we need to do is get inspiration. We will have chosen our niche and what we want to promote, we then need ideas for content and

keywords that we have the opportunity to rank for. To generate ideas we use the following free tools.

YouTube - http://youtube.com
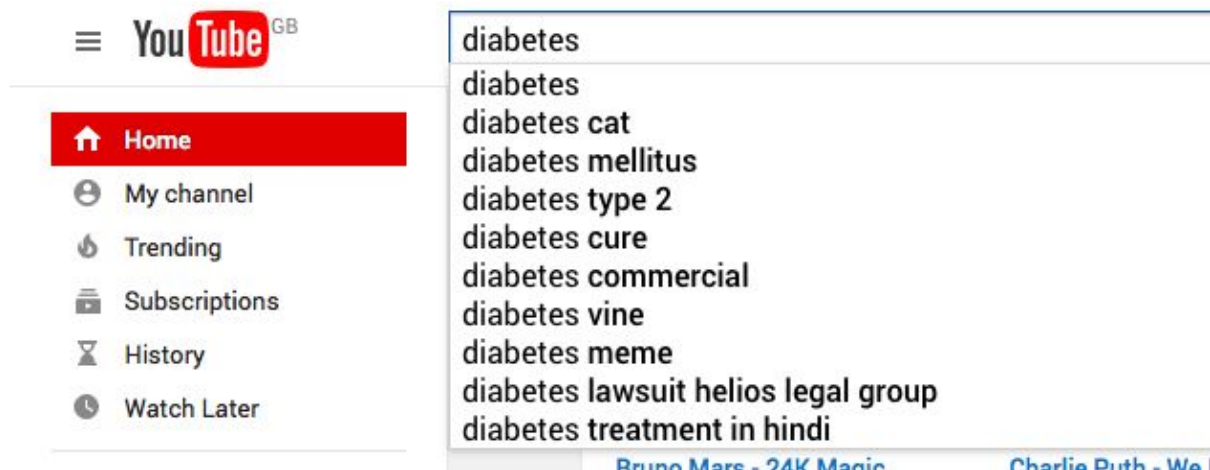
Yes. YouTube. This is the most basic version of keyword research and is the very least you should do. Go to YouTube and put in your seed word (seed word is the niche, interest or idea you are looking for keywords). Do no press enter. YouTube will atomically provide you with a drop down list of possible phrases linked to the word you inputted. This list are phrases people are actually searching for.

Keyword Tool - http://keywordtool.io

This is a free tool that can be upgraded to a paid version. The free version is a simple site that allows us to input our seed word and be presented with a list of possible keywords. The premium version gives you a range of data regarding search volume etc..

LSI Graph - http://lsigraph.com
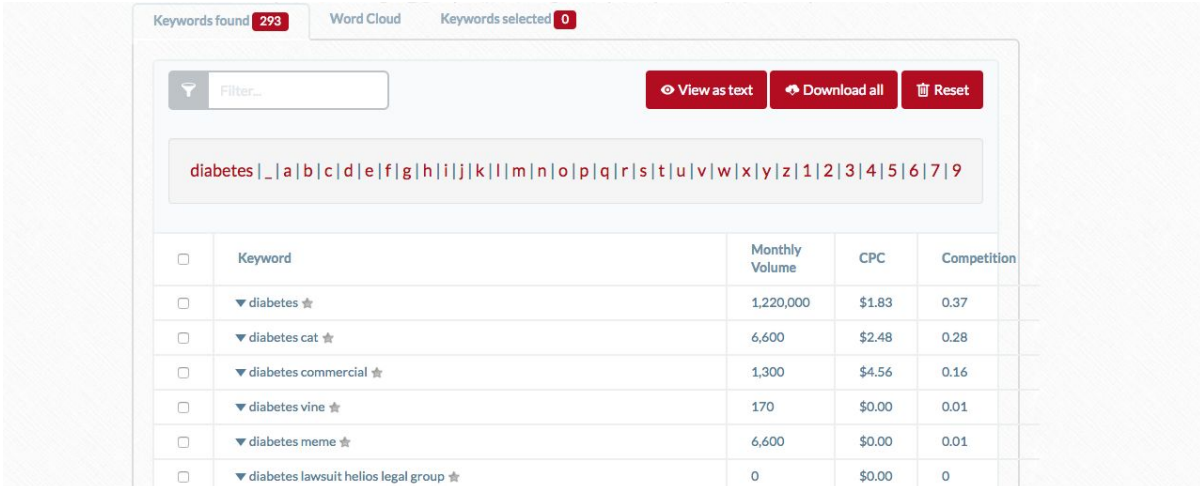
Another free tool. Similar to keywordtool.io Just input your seed word and get numerous ideas.

Keyword Keg and Ubersuggest - https://keywordkeg.com + https://ubersuggest.io

This a combination of a website and plugin that when used in conjunction gives us some serious data.

Popularity

Once we have our ideas we need to see how popular certain keywords are. Again we use a free tool that makes this super simple.

VidIQ Vision - http://vidiq.com/apps/vision/

VidIQ is a plugin for the Chrome browser. The chrome browser is an alternative internet browser made by Google. It is very popular and is

known for being rather fast. If you do not have it install it first from -
https://www.google.com/chrome/ then install the plugin above.

What this plugin does is put a simple overlay to videos within YouTube.
This overlay is provides us with unique information regarding every
single video on YouTube as well as some insights into the search bar.
The insights to the search is what we want for now.
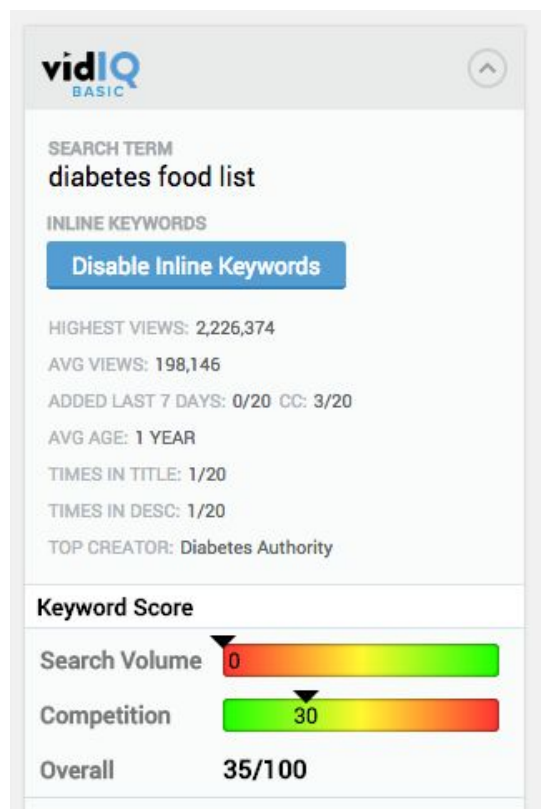
Go to Youtube with the VidIQ plugin installed and then search for one of
your keywords. On the right hand side you will be presented with some
statistical information. The things to look out for are simple. Note down
the times the keyword is in a title and the times it is in a description.
This simply tells us if people are trying to rank for the keyword. The

fewer results the easier it is to rank. Next check out the fancy bar chart beneath. This has too results search volume and competitiveness. Do not be put off if there is insufficient data to put these graphs together beaus remember we are looking to put together that has less popularity at this time. However the data is useful, particularly if it show how search volume and low competition, you are almost guaranteed to be able to rank instantly.

Competitiveness

The next thing we need to do is check how competitive the keyword is. For this we just jump back to YouTube and input our long tail keyword. We need to look out for a few things and assess the videos that current rank for the term.

Using the first page of the the search results click on each video and note down the following from the overlay data provided by VidIQ on the right hand side. SEO score and engagement rate. These are two important ranking factors for YouTube. This is because the SEO score shows how well the video is optimized generally and the engagement show whether people are liking, commentating and sharing. The lower these factors are the better opportunity we have to rank for the keyword.

How to pull this all together

The best way to do this is to use a spreadsheet. We use one for the ideas and then individual pages for the video that rank for our keyword. This allows us to assess the results of our research in a very clear and comprehensive manner. We then use these results to move forward with video production and YouTube itself.

You can create the following spreadsheets very easily in Excel, Numbers or in Google Docs;

Keyword Ideas

Keyword	Search Volume UberSuggest	Search Volume VidIQ	Competition YouTube	Times in Title	Times in Description	Possible (yes/no)
Example 1						
Example 2						
Example 3						

Competition and Bankability

Long Tail Keyword:

Video Name	SEO Score	Engagement	Views	Subs
Video 1				
Video 2				
Video 3				

What I Need To Do

Keyword research is often regarded as the holy grail of succeeding in anything online. This because by carrying out the research we find out whether a market is worthwhile, what people really want/need and we stock up on content ideas and we move forward with a clearly defined goal.

1. Generate a list of potential ideas and keywords and input them into the spreadsheet.
2. Assess how popular these terms are.
3. Assess how competitive the terms are.

4. Move forward with a suitable keyword

Tool and References

- http://youtube.com
- http://keywordtool.io
- http://lsigraph.com
- https://keywordkeg.com + https://ubersuggest.io
- http://vidiq.com/apps/vision/

Creating good video is the bedrock of working with youtube. This is because if the videos are not all that great why is anyone viewing it going to listen to what you have to say or take action on your advice or instruction. Fortunately creating video is very simple these days and the only limitations are our imagination. In the following article i will be discussing the easiest ways to make video content.

Use a camera

This is probably the easiest method. Get yourself a camera or even a smartphone and just record yourself talking. Just remember to look presentable and have decent lighting on yourself, unless you're specifically aiming for the just got out of bed look in a dim room! Of course not everyone wants to be on camera, but if you have the confidence you're already onto a winner as this gains a lot of trust with the viewer. Go out on location and mix things up to engage your audience.

Record your voice

Again another easy route. For one of my YouTube channels where I rant on about sport I initially created very simple videos where i spoke into the audio recorder on my iPhone and then I used the audio to create a video within YouTube Creator Studio using a simply designed image as the visual. This can also be achieved using the free windows software Windows Movie Maker or iMovie for Mac users

Screen capture software

Software allows you to achieve a few different things. Simply you can record your computer screen as you use it. This is great for tutorials. The software will also record your voice over the video and some softwares can also record your webcam so you can overlay a very small video of yourself in the corner as you talk your way through some on the screen. This is not just limited to tutorials, you could create slideshows and talk through them in a video presentation.

I like to use Screenflow for Mac, but i have also got Camtasia on my Window PC for when i use that device. Both are paid tools. Alternatively there is Screen-O-Matic, which has a free version, which allows you to create videos up to 15 minutes in length but it does leave a 'screen o magic' watermark in the bottom corner.

Outsource the videos

If you do not want to be in the video or even create them yourself or just want them to be of a much higher quality, outsource it. Jump across to www.fiverr.com or www.freelancer.com and take a look at some of the guy who are selling gigs for video creation or voice over work. There are some seriously talented or cool looking or sounding guys and girls.

If you outsource it you will need to script it and be very clear what you want to achieve so the talent can do it to your specification.

This means you get a video file of high quality but you will needs to spend money to create it.

What needs to go in the video

The options here are fairly limitless. The only key criteria is that it has to be true, factual and add value and i'll repeat **true, factual and add value**. There is no point producing some purely to gain a click to the link, because people are smart and they will be turned off and instantly leave the video. We need people to be interested in the video, then watch it and then take action. They need to have been warmed up to what you are hoping to send them to.

Before you even start making your video you will have gone through the **keyword research phase** so you will have come up with the topic of the video. Time making content for anything can be as easy as coming up

with the title. So we have our keyword. This then needs to form part of a title. The best titles combine numbers and interesting adjectives. For example '7 Awesome Tips to Create YouTube Videos'.

Once you have your title you can commence doing your research. The easiest way to do research is to search for it, just like others will be doing. Do not just find someone else work and copy it, that is so not cool! The benefit you have is that you have you title, your keyword and a whole host of associated keyword that you previously found in the keyword research stage. Start searching through the google and youtube search results and note down the titles and heading that on face value answer the question you are posing. After a short period of time you will have a long list of statements and answers. Use some common sense and put them into to some kind of logical order, then fill in the blanks if required and you have the basis for some awesome content. You just need to spend a little bit of time reading and familiarising yourself with the topics. Remember you need to offer value, but not necessarily answer the problem as the product you are hoping to promote will do that.

Visuals

You are going to need some form of basic visuals. At a minimum you will need graphics for your YouTube profile and the thumbnail of each video and possibly a static visual for the video itself. Thumbnails are incredibly important. They are what makes people click on a videos over another, so yours have to be eye catching. If you are familiar with Photoshop you already know what to do.
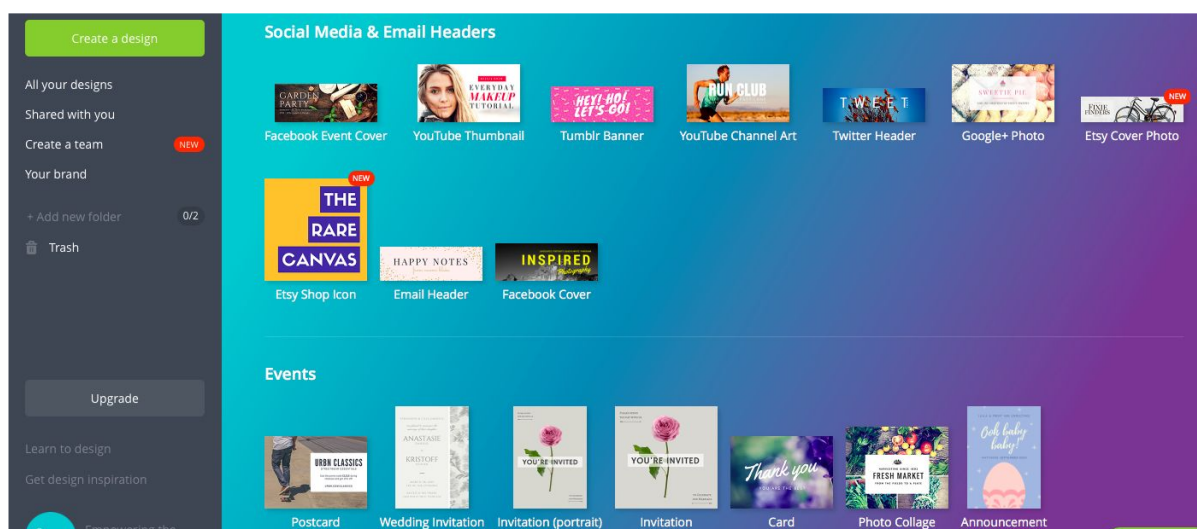
But yes I know many people are not that creative, but do not sweat about it because we have free tools that do almost all the hard work. Head over to Canva.com and sign up for a free account. This is a image production service. The beauty of this is that they have lots of template to all of the right sizes (twitter, Facebook, youtube, etc..) we just have to select them. Once we have selected a template we just use the easy drag and drop features to add photos, graphics and text. Once complete just save to your desktop for use later.

Video size

One last thing you may want to do, or not is consider the site of the video. The smaller the video size the quicker it will upload to youtube. This may be a minor inconvenience but we can do something about it. jump across to hand break.fr and install this free software. Import your final video, then click on the advanced tab and move the slider from 20

to 25 and then hit start. Very simple. This will without destroying your video reduce its size considerably.
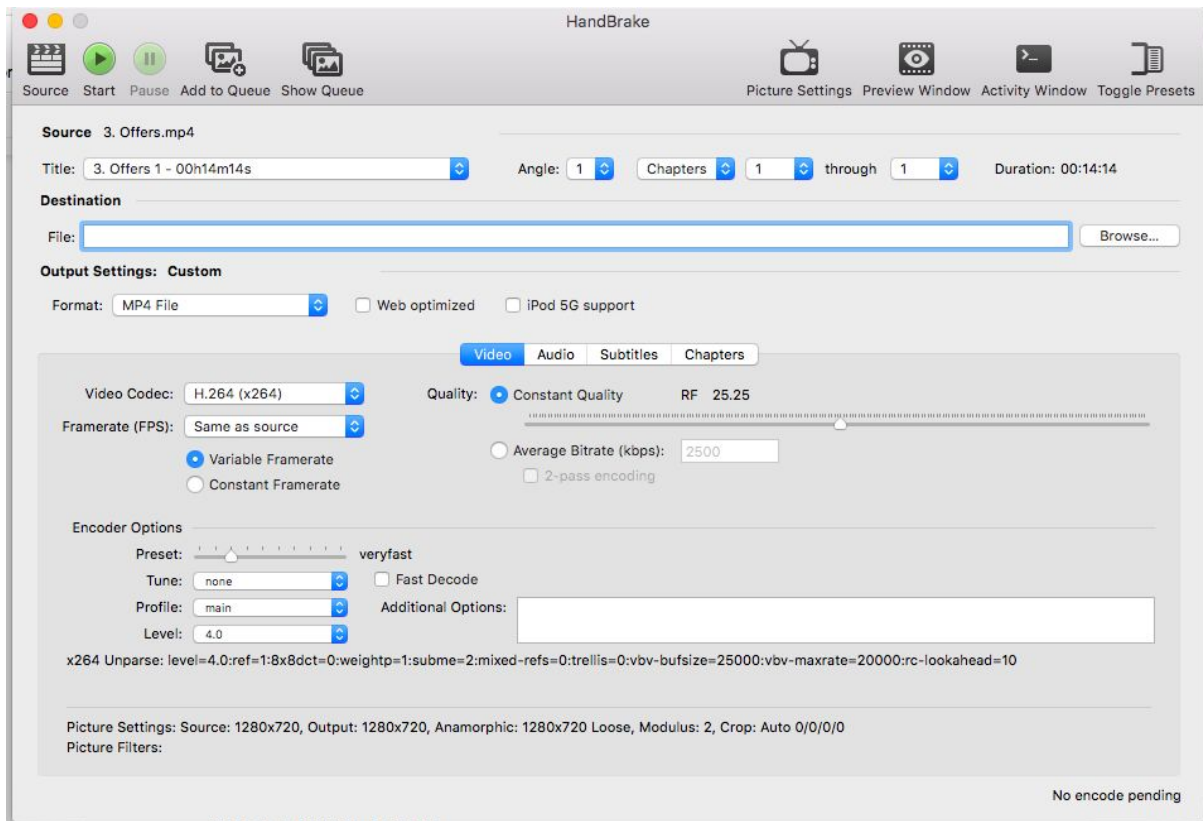
What I Need To Do

Creating videos and creating great videos is the bedrock of participating on YouTube because if you create great videos people will watch them and they are likely to take action on them.

1. Decide how you are going to produce your videos.
2. Go and produce them.

List of Tools

- http://www.telestream.net/screenflow/overview.htm
- https://www.techsmith.com/camtasia.html
- http://screencast-o-matic.com/home
- https://www.canva.com
- https://handbrake.fr

Once you have gone through the process of creating your video you need to get it on the internet aka YouTube. That being said we need to upload it correctly, because there is no point doing the keyword research and then creating a great video and then to not upload it correctly as this will harm our chances of it being seen. The correct procedure for uploading to maximize your exposure is very simple, so why don't more people do it? Fortunately many people cannot be bothered or do not understand these simple steps so we can take advantage of it and get our video ranking over theirs!

Set up YouTube

The first step to setting up Youtube is to login. You do this with your Gmail account. I always recommend using a aged gmail account so just use your own rather than creating a fresh one. Once logged in navigate to YouTube.
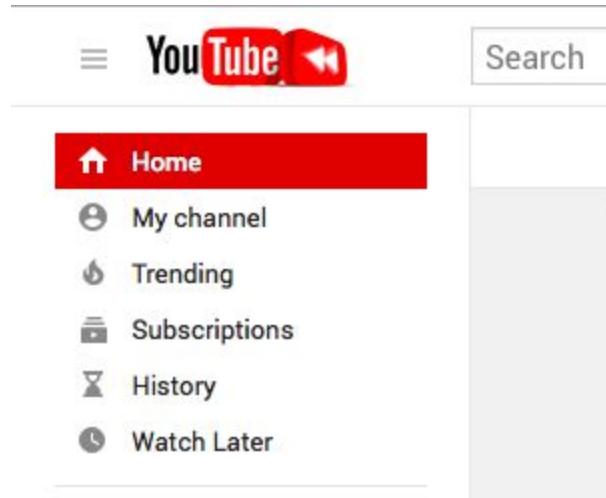
The first thing to do is click on 'my channel' in the left hand menu. This will present us with a option to name our channel. When naming your channel think about the video you will be uploading and select something sympathetic to the end goal. Once the channel has been created you will need to upload some graphics. Please jump across to canva.com and create some simple easy graphics for this purpose. On the channel page we can put some simple information desiring the channel as well as linking social media pages if required.
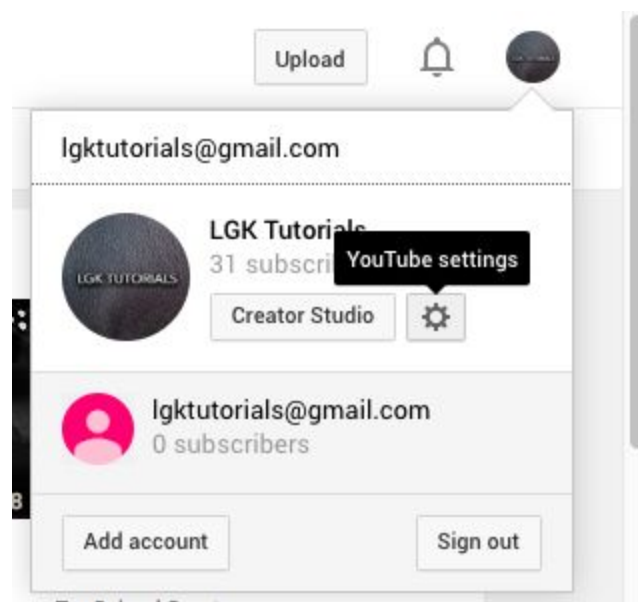
Next we need to go into the settings. We do this by clicking on our profile log in the top right hand corner and then he cog not the drop down menu.
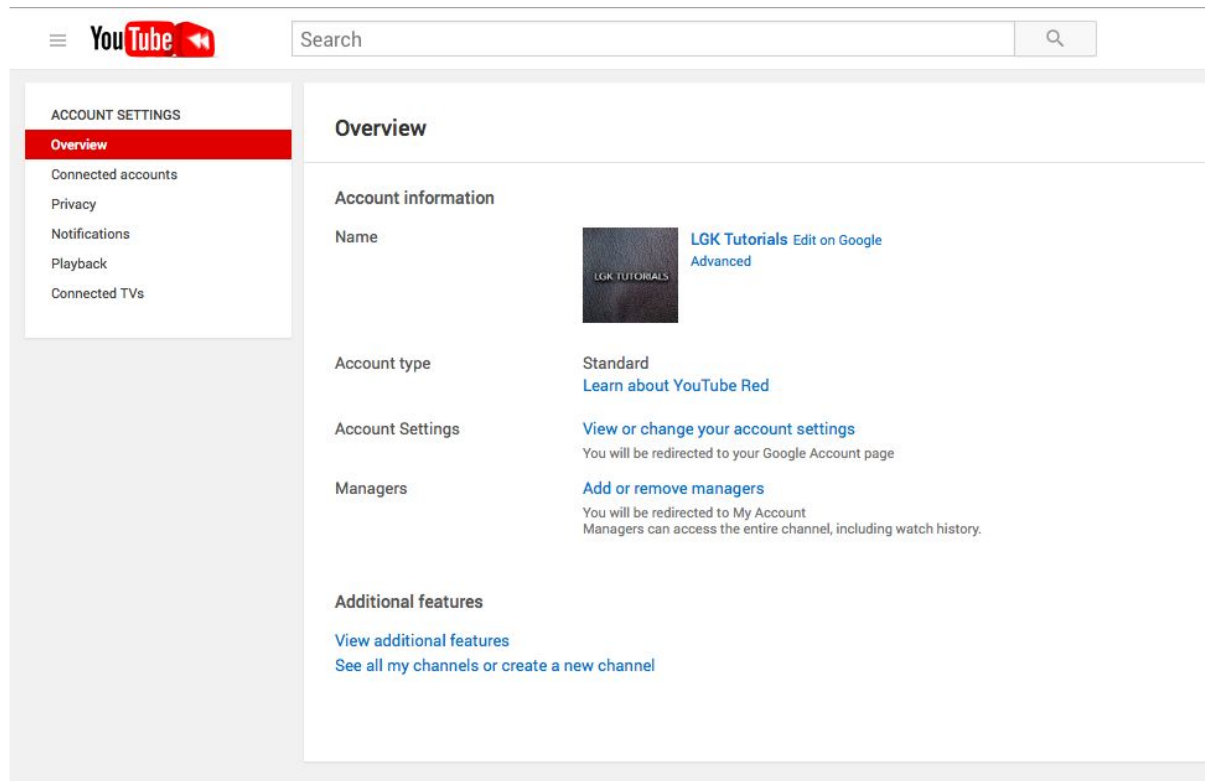
In the setting click on the 'view additional features' link towards the bottom of the page. This bring up the dashboard of our channel. Here you will see that a number of features are not available. To change this we need to verify our YouTube account. This is easy just put in a phone number and you will be sent a text with a code. Once inputted you will be able to do take advantage of features such as longer videos, custom thumbnails and annotations.

Once you're all set up and ready to go click on the upload button at the top of the page and follow the following steps we recommend to ensuring that the video is fully optimised with the options provided to us within YouTube.
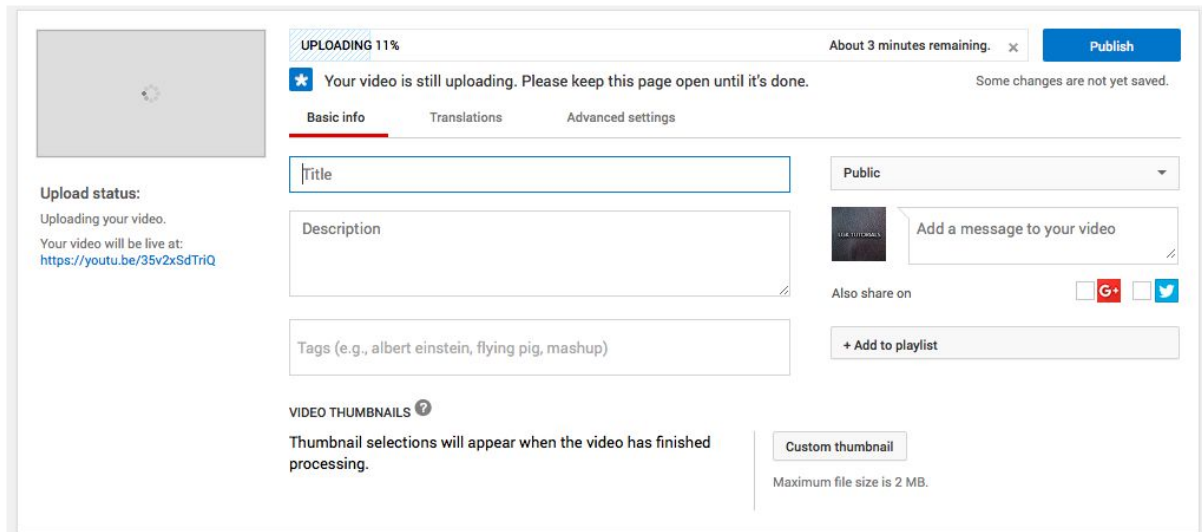
Heading/Title

In terms of optimizing your video within the available fields when uploading a video the title is definitely the most important. The title must be optimized for the keyword you wish to rank for. If it isn't you are stacking the cards against it happening. Make sure the title is clear, to the point and easy to understand.

Description

This is the part where people really miss the point. I see so many videos that have no description or just a single line. Many people will tell you the deception is meaningless as no one reads them. It is definitely true that most people do not read the description especially on mobile. But that isn't the point. The description is there to add value. Search engines love value. Remember Youtube is one of the biggest search engines! How do you add value? You add value driven text, links for

great resources and fill it with your keywords. Below is my template, but this is what you need to know and include.

- The first line must include your keyword. Sometime i just copy the title here or slightly alter it. The second line must include your link, where you want to send people to. Why must these two things be in the top two lines? Think about youtube, in the search you seen the video and the first two lines of the description, so take advantage of it, some people will click the link without bothering with the video!
- Next introduce the viewer to yourself, the video or your channel.
- Thirdly we take search engine optimization to the next level. Place here a 500+ word article about the contents of the video. Calm down. 500 words is nothing there are 500 words on this page so far and we haven't got too far into this subject! Remember you will have done your keyword research and probably written a script for your video, so this is already down. Do not worry that you will be saying the same thing in text that is on the video. As we know most people do not read the description. Important note - this article must include your keyword phrase 3-5 times, so that fills up even more of the 500 words.
- Beneath the article place links to both this video and to your channel, this will immediately give your channel a little bit of benefit to being linked to!
- This part is another section most people do not do. Link to other people videos. People think they are sending traffic to others so avoid this. So what if you are? You are adding benefit and value

and youtube will reward you. Plus you aligning your video with similar popular videos and youtube may decide to place you under the recommended videos section when people view the video you are linking to.

- Similar to the last item you need to link out to website in the field that are popular for the exactly the same reasons.
- Lastly end the description with a list of similar keywords, remember you have already done the research so place place a list of 5-10 in here.

Put the template in the upload defaults section of the setting so that is appears overtime you upload something. Get there by navigating to the 'view additional features' link in your account then clicking on channel.

Description Template

Below is the template I follow for all YouTube Video. Use this as a guide and replace all guides with the relevant information for your video based on the guidance above.

> (KEYWORD/TITLE)
> (AFFILIATE LINK)
>
> (A GOOD CALL TO ACTION)
>
> (WELCOME MESSAGE – Introduction to this video, yourself or the channel)
>
> (500 WORD ARTICLE – KEYWORD RELATED) Include long tail keyword 5-8 times
>
> (CALL TO ACTION)
> (AFFILIATE LINK)
>
> Feel free to share this video:

(VIDEO LINK –This actual video)

Check Out Our Channel:
(CHANNEL LINK)

Learn more about subject:
(AUTHORITY WEBSITE LINK)
(Further website links)
(Further website links)

Check out our related videos:
(Title) (Link)
(Title) (Link)
(Title) (Link)

Check out other related videos:
(Title) (Link)
(Title) (Link)
(Title) (Link)

KEYWORDS

Long tail keywords
Long tail keywords
Long tail keywords

Tags

Tags are an extension of the title and therefore are very important. Whilst they are important do not go overkill here. You want to be sensible. Put 5-8 tag in here only. Make sure they are all long tail keywords. Put your number 1 keyword as the first tag. If you use the VidIQ chrome extension you can look back later and see whether you are ranking for the tag and what tags have sent you traffic. You can also you it to see the same stats for your competitors and use those keyword tags!

Additional Features

At this stage YouTube allows you to add a few minor features to your video before uploading. First we can choose to post the video on our google+ account and our twitter account. This will give you some additional linking juice to this video, so do it. By joining Youtube you automatically have a google+ account, but make a twitter specially for this YouTube account and link it. Secondly we can add the video to a playlist. Playlists are collections of videos. The ideas is that the playlist will contain a range of similar videos. What i like to do is to create a playlist with the same title as my chosen keyword or video title. I add my video as the first video and then populate the playlist with a range of similar videos. Again this is all done to help us get found rather than helping others as this put in the system that this video is in a playlist so it must be adding value.

What I Need to Do

1. Set up your channel.
2. Upload a video
3. Optimise the listing using YouTube SEO options and our specially formatted description template

**List of tools**

- http://www.canna.com

Creating a YouTube live event is one of the easiest ways to rank a video on YouTube. A live event is exactly what it sounds like it is. It is a video on YouTube that is streamed live. So people can watch it in real time, just like traditional television. You may have noticed in the last year or so that live video has become the big thing in social media. Whether it is Periscope, Snapchat or Facebook Live, live video is gaining more and more traction and because of that we are able to take advantage of this phenomenon. Why? By streaming a video live you are telling the world that the content is current and it is happening now and therefore Google and YouTube rewards you with inflated rankings.

What makes this a real hack for ensuring YouTube videos rank? You can test and effectively rank events in advance and therefore ditch the ones that do not rank! It's a win win situation. Once you know a video ranks, stream it live and enjoys the benefits.

Scheduling a Live event

First things first you need to have a verified YouTube account. This gives you a number of additional features such as live steaming, custom thumbnails and the ability to upload videos longer than 15 minutes. You can do this within the channel settings. Simply click on you profile picture in the top right corner and then click the cog icon. From his page hit the 'view additional features' link towards the bottom of the page and go through the simple phone verification process.
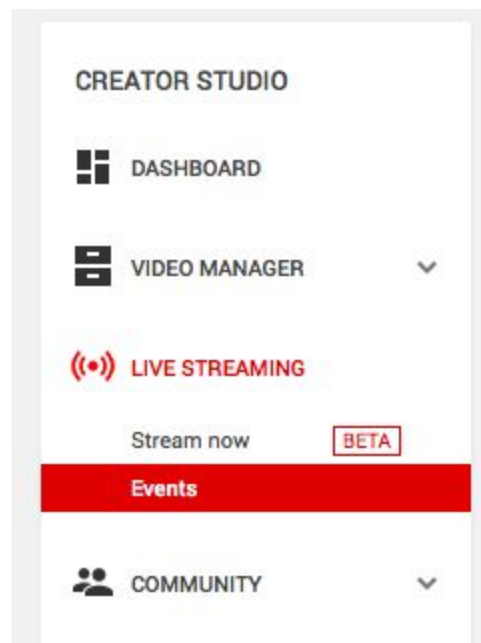
We then choose 'live streaming' from the left hand menu, which appears only after phone verification. In the sub menus choose 'events' and then click the + icon in the right hand side to create a new event. This opens out a new info and settings page for a live event. It is very similar to the upload page for regular YouTube videos, because essentially it is the same thing, with some minor important differences.

The title, description and tags must be filled out as if you are uploading a video normally and you must follow my YouTube description template for the best results. Where this differs is firstly the date. You have the option to schedule this for literally anytime. We always recommend 2-3 weeks times. This give the system enough time to reach equilibrium and let us know the ranking odds. We then have some options on the right hand side to choose. Firstly ensure that public is selected, choose whether to share on social media and then make sure 'custom' is selected under type. If custom is not selected you will be scheduling the live video stream via a camera. Click create event.

We are then send over to the ingestion settings. Here we can upload a custom thumbnail. Ensure this is eye catching. To do this for free and easily use Canva.com. The next option is the bitrate. This is the quality of the stream video. Best to choose 480p as a minimum, but 720p is better. YouTube rewards video in higher quality, so take advantage of it. The last option is the encoder. Choose Wirecast and then click save and the event is scheduled.

Tracking

Over the next few days you will want to track the progress of whether the video is going to rank. Go into your YouTube account and under the events section hover over the title of each event and right click and copy the links. Save these to a document for use later.

Either you can just search for your keywords in Google and YouTube and flick through the results to see if your video appears in the results and

therefore know that it is ranking or you can utilize services that do the tracking for you.

As a side note videos can rank immediately. Not always. But they can so you can start looking, searching and tracking after about ten minutes. I have ranked a video on YouTube for a specific keyword instantly before so it can be done.

Create a simple spreadsheet and note done the positions within the search engines where they rank if at all. Some video will not rank, either the keyword is tool difficult or associated keywords are so strong that they also rank for others.

If you do not want to carry out the tracking you will need to take advantage of a rank checking service. There out many out there that provide a great service. They allow you to track daily changes int he ranking for multiple keywords. This means you can see whether you are ranking for other terms, not just the one you initially aimed for. One of the best is - http://ranktrackr.com

Going live

Once you have an event you are ranking for it is time to go live and stream it to the web. The first thing that is required is the coding software. This is what transmits your video from your computer to your YouTube account. By going to the live event you created and selecting the ingestion tab scroll down to the select your encoder section and as long

as you have Wirecast for YouTube selected there will be a link where you can download the free software and install it to you computer.
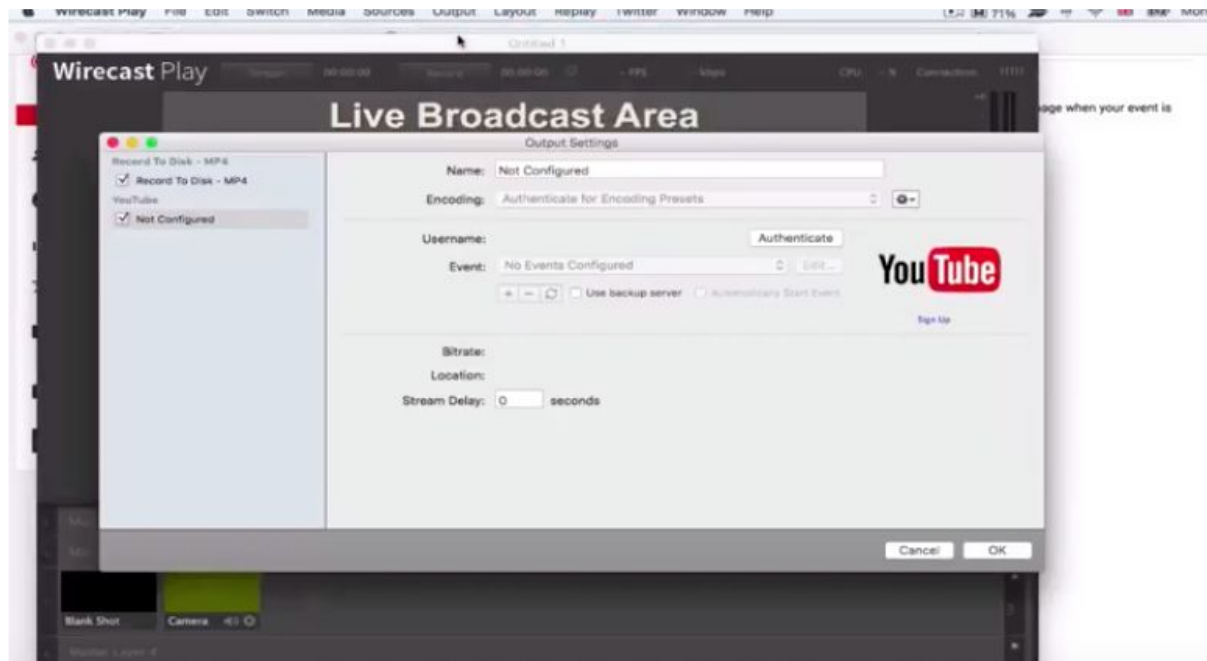
Once installed open the software. We now need to connect the software to our YouTube account. Make sure you have your internet browser running with YouTube signed in. Then within Wirecast choose 'output settings' from the output tab. Click 'authenticate' which will open a pop up which you should sign into your YouTube account. You will thence returned to the output setting which should atomically populate with the correct setting and the latest live event. If you have multiple live events scheduled, choose the correct one from the drop down menu and click OK.

We now need to import our previously created video to Wirecast. This is done by choosing 'import media' from the file tab. It will be positioned at the bottom of the software ready to go when required.
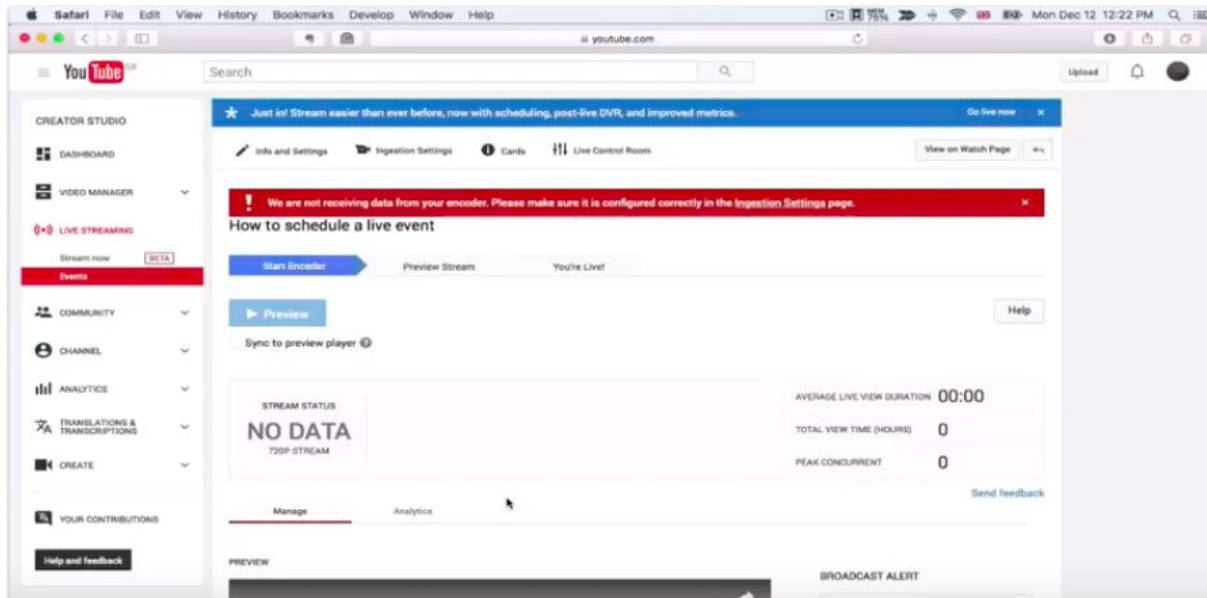
Jump back to YouTube. On the live events page there is a 'live control room' button next to each event. Click the button next to the event you want to stream. You will see that there is a warning telling you that YouTube is not receiving any data from you encoder. This is because you have not started the stream yet.

To commence the streaming process we go back to Wirecast and click on the big 'stream' button at the top. This will start send information to YouTube, but because we have not elected our video it is streaming a blank screen. Now move back to YouTube and the live control room. You will notice that the the 'preview' button that was not previously clickable can now be activated. Click 'preview'. The button now changes to 'start streaming'. Click this and within a few second you will be streaming live to YouTube. Congratulations. However you are still streaming the blank screen. To bring our video to the stream, we select it from the media bay at the bottom of wire cast and it will instantly start playing and streaming.
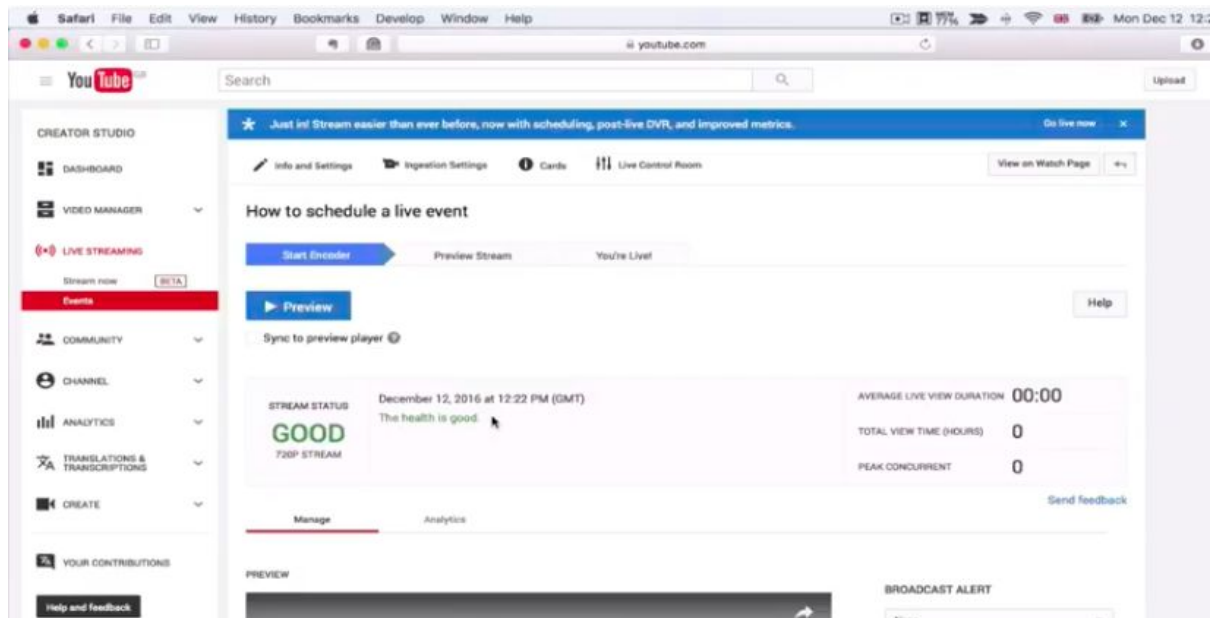
In the live control room you can check out the preview to see what is actually be streamed. Once it is completed click on the 'stop streaming' button and then do the same in Wirecast before closing the program. Once the stream is over it will begin processing just as it would normally for any YouTube videos.

Once the video has finished processing, we will need to edit it. If you have set up the event correctly in terms of title and description etc it is pretty much down however the mechanic of live streaming will mean that the video does not start and end perfectly. Remember we were streaming blank screen for bit. To make the changes go to video manager from the main left hand menu and click edit next to the required video. On the right hand side there is a trim button where we can pull in the beginning and end of the video so it is perfect. Once complete just click see changes.

What I Need to Do

By scheduling live events we have an opportunity to see what ranks in advance, so we are guaranteeing free traffic. We then go about creating and uploading a suitable video to take advantage of our hard work!

1. Schedule numerous live events
2. Upload video to the winners

Using IFTTT to create your own syndication network is the number one hack for ranking anything. Period. It is a simple method that once set up works in the background and gives an insane amount of love and juice to anything you want or need to rank pronto everytime you upload some content.

What is IFTTT

So what is IFTTT? IFTTT is a free web service that stands for IF-This-Then-That. The simple explanation is that we can use this service to set up an event that only occurs if something we have specified happens. So a very simple example would be 'IF' i upload a video to YouTube i can select the 'Then That' to be that it automatically posts a link to my video on Twitter. I'm sure some people will say you can already do that. Yes the specific example you can. But I cannot set it up

within the native YouTube platform to automatically post on services such as Facebook, Wordpress, LinkedIn etc..
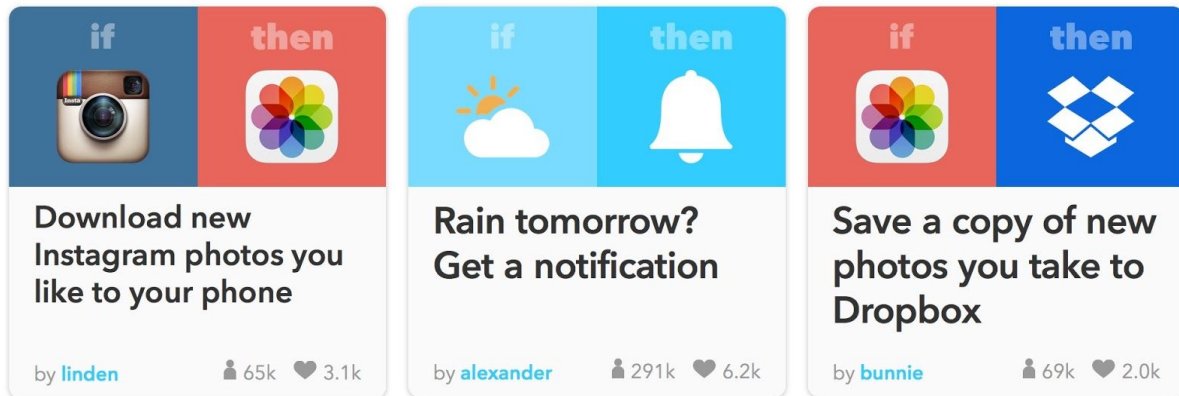
Once you start exploring the uses of IFTTT you will be blown away by its simple functionality and capability. IFTTT can connect to hundreds of web services as well as your email and mobile phone. This enables you to create what are called recipes. Each recipe is the combination of an 'IF' and a 'Then That'. So when I'm going out and about traveling and taking cool pictures with Instagram i can set up IFTTT so that each time i take a picture with instagram it will automatically sends the same picture by email to my friends and relatives who are not smart phone friendly! Alternatively if I click the star button on an important email in my Gmail account i can set up IFTTT to automatically save the email in my Evernote filing system and then remind me to deal with the email the following morning. Likewise I can set up IFTTT to send my a text message in the morning if the is a likelihood of rain throughout the day. As you can see there are lots of capabilities so start checking it out.

Using IFTTT to rank YouTube videos

The beauty of the IFTTT in ranking YouTube videos is that you can connect it to the following relevant sites.
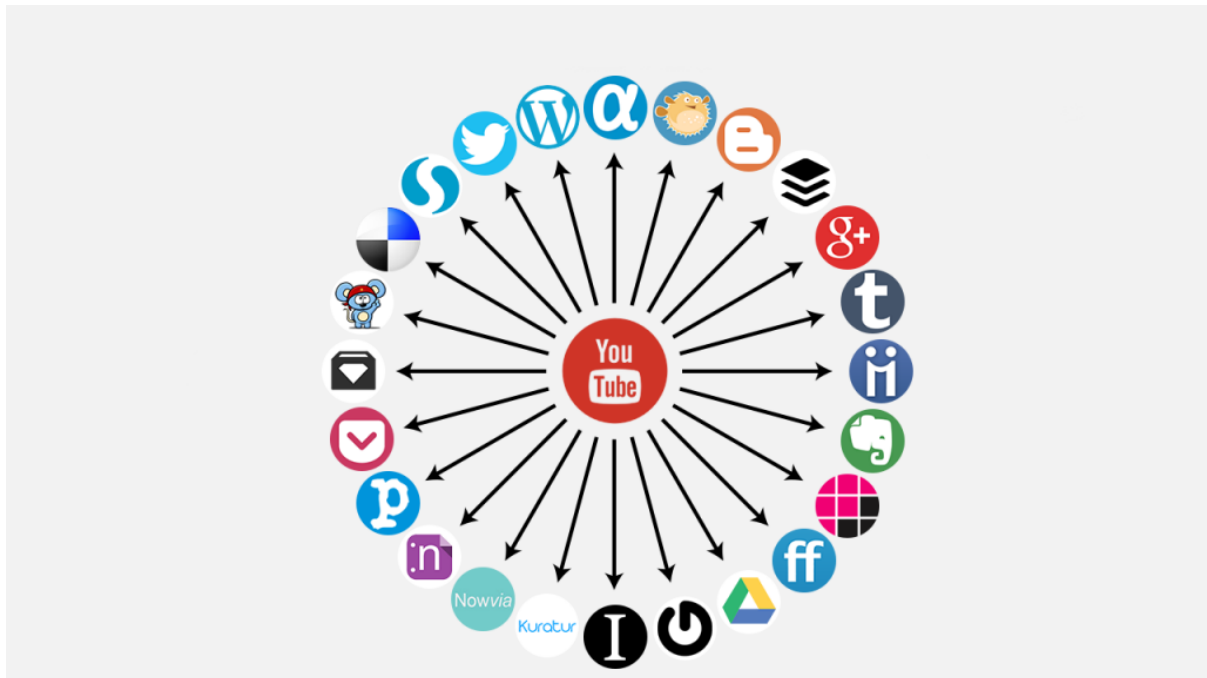
- Wordpress blogs
- Blogger
- Medium
- Tumblr
- Weebly
- Delicious
- Facebook and Facebook Pages
- Instagram
- Twitter
- LinkedIn
- Pintrest
- Reddit

- Google Drive
- Bit.ly

These are all popular social media, bookmarking and blogging platforms that YouTube loves. It loves then because your video links back to them it proves to YouTube that people are enjoying your content and therefore YouTube will reward you with better rankings. This is secret sauce.

So think about this. Once your system is setup you can upload a video and instantly syndicates the video on 10+ websites without lifting finger. What makes this even better is that on each of these platforms people are searching for your keywords and therefore you will get additional organic traffic.

Furthermore you have the ability to stack these networks to give greater authority. So for example you can set up a network to syndicate to all the above networks each time you upload a video. You can then set up a similar network to is triggered following the video being syndicated to wordpress. This will of course enhance the authority of the wordpress blog and its individual standing in assisting the original video ranking. We are starting to get more complex, but get the main network operational is the key.

How to set up an IFTTT network

Setting up the network is slightly time consuming initially, but you should be able to set it up in an hour or so, with very little difficulty.

Go to https://ifttt.com/ and sign up for a free account.
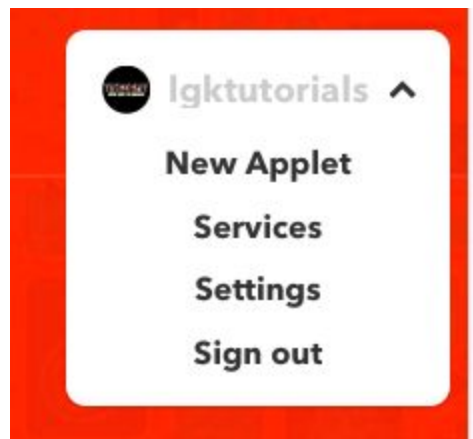
Once you have signed up you will need to connect all your services. By clicking on you profile name on the top right hand side and choosing 'service's from the drop down menu you can see all of the hundreds of service that can be connected to within IFTTT.
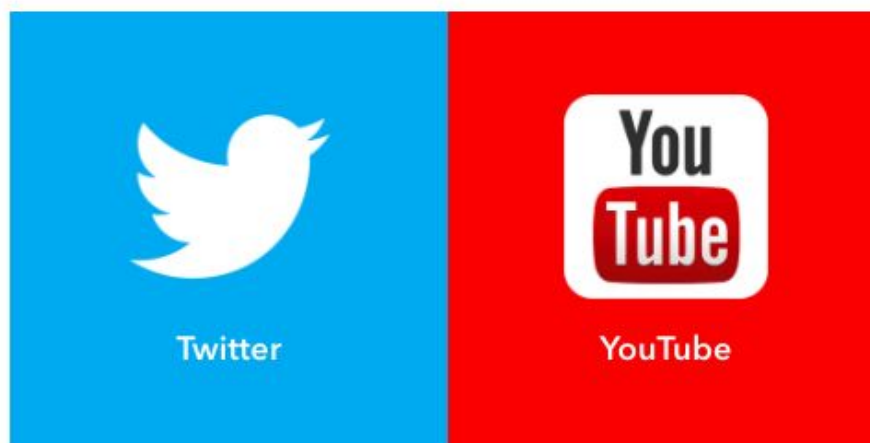
This is the only time consuming part of this tutorial. Why? Because you will need to individually go to each service and sign up and create account. So if you want Tumblr, Weebly and Blogger for example you need to sign up to them first and activate your account, of course all of them are free. So spend some time reviewing the services and then sign up to the ones you want. Once you have done this return to the services page on IFTTT and click on each of the service and then click the big connect button, this will move you through a process to allow IFTTT access to your services.

Once the services are associated with IFTTT the hard work is over and the interesting bit comes to the fore.

Applet Maker

if + this then that

Want to build even richer Applets?

We have two options. Either we can click on the 'discover' and 'search' tab at the top and find recipes that we like or we can create our own. I prefer to create my own. So click on the 'my applets' tab and then click new applet. This opens out the recipe builder pages where we select our 'IF' and our 'Then Thats'. So start by clicking on 'IF' and choosing YouTube. We are then presented with a number of choices that refer to

what happens on YouTube to trigger the new event. Selected 'New public video uploaded by you'.
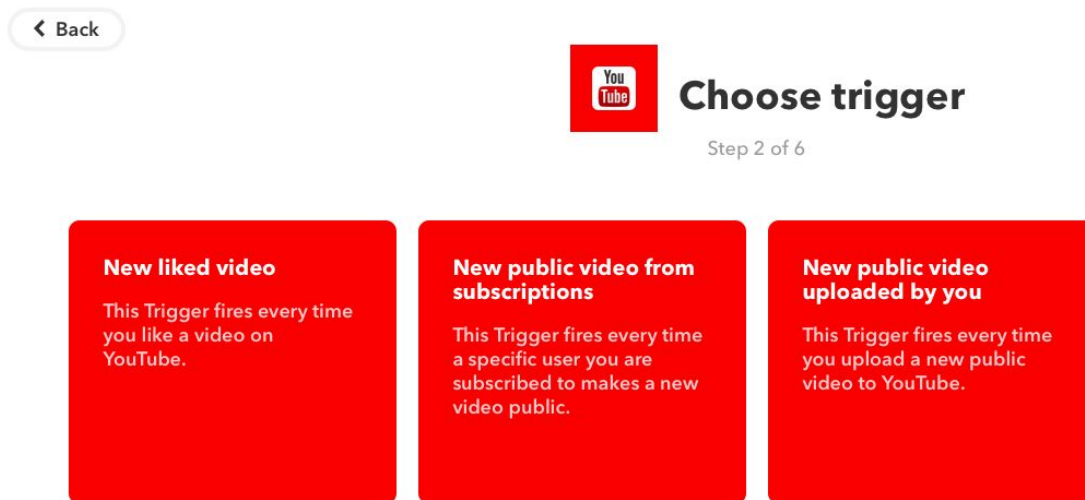
We now need to choose the action that we want to occur following the video upload. Choose one of the services and decide how you want it to be presented on the individual platforms.
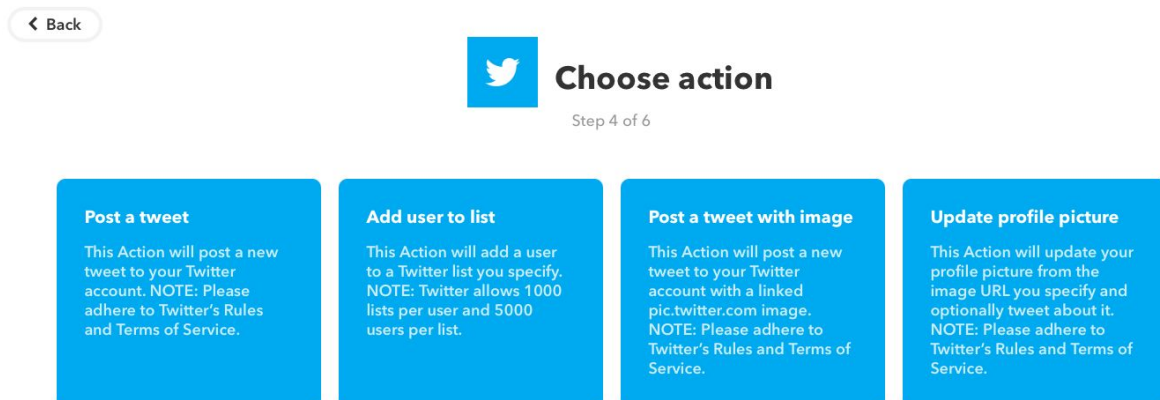
On the blogs always include for the video to be embedded as YouTube loves video embedded elsewhere. Unfortunately you will need to create recipes for each service.

Once complete it is done and they will all activate at the same time once a video is uploaded to YouTube. This will work every single time and will instantly tell YouTube that this is a hot video!

How to ramp this to the next level

IFTTT networks are already a phenomenal starting place for ranking videos because we are providing high quality social links back to our video or are creating places where our videos are embedded on other website, both are things YouTube love. There are ways to ramp this up to another level.

The first is to created additional layers of the network, by creating a secondary network that is triggered from one of the actions in the original network. This creates layers of social interactivity in connection with our video and therefore tells YouTube this video is hot and deserves to be seen by as many people as possible.

The second thing we can do is time consuming, but highly effective. In setting up the IFTTT network you were required to set up numerous social media accounts. Well what you can do is participate on them. Make sure you branding is consistent and provided additional value to help more people find you organically.

What I Need To Do

IFTTT network are fairly simple set up, they just need a little bit of time to get it all up and running, but once they are they are incredibly powerful.

1. Sign up to IFTTT.com
2. Create account for all the service you want in your IFTTT network and sync them in.
3. Create recipes for each service.

When I set out to create this project I wanted it to be a guide that was easy to follow with a clear message. I also wanted it to be highly actionable for ANYONE to try and succeed with. I feel we accomplished it here.

We've shown you the theory behind every element of successful marketing via video and we've also shown you what YOU need to do. If you follow each step you will struggle to fail.

Just remember if you send targeted traffic to a high quality persuasive video you will send them to highly optimised sale pages that convert and will pay you great commissions.

Good luck and remember to check out the resources section at the end of this guide, it's gold.

What I Need To Do

1. Take action.
2. Repeat.
3. Be successful.

Below is THE ultimate list of the best FREE resources to help you be successful. This is genuine GOLD. Having tested thousands of websites, plugins and apps over the years we have compiled our bible of GO TO services that we must use and they are below. We have covered all the main areas in the business including websites, graphics, content and even productivity. Go through the list and test them out, i am convinced there are many here that you will start using and not be able to live without. If they have an app get that for your smart phone and utilize the cloud!

Websites

Strikingly - Build beautiful websites
https://www.strikingly.com

Layers - Wordpress site builder
https://www.layerswp.com

Logaster - Free logo creation
https://www.logaster.com

Business

Invoicely - invoice creator
http://invoiceto.me

KISS - Free legal documents
http://500.co/kiss/

Germ - Idea management
https://germ.io

The name app - Search for available names on all platforms
http://thenameapp.com

Writting

Hemmingway App - Make it clearer
http://www.hemingwayapp.com

Grammarly - Get your grammar right
https://app.grammarly.com

Egg timer
http://e.ggtimer.com

Liberio - Make ebook with google
http://liber.io

Content & ideas

Portent - Idea generator
https://www.portent.com/tools/title-maker

Google trends - what topics are current

https://www.google.com/trends/hottrends

Buzzsumo - Find shared content
http://buzzsumo.com

Ruzzit - Find shared content
http://www.ruzzit.com

SEO & website analysis

MOZ - Site analysis
https://moz.com/researchtools/ose/

Quick sprout - Site analysis
https://www.quicksprout.com

Marketing grader
https://website.grader.com

Google keyword planner - keyword reasearch
http://adwords.google.com/keywordplanner

Keyword Tool - Alternative keyword tool
http://keywordtool.io

Google page speed insight - Check you website speed
https://developers.google.com/speed/pagespeed/insights/

Image optimisers

Tiny
https://tinyjpg.com
https://tinypng.com

Image Editors

Canva - Create graphics for every occasion
https://www.canva.com

Pixlr - Edit photos and picture easily
https://pixlr.com/editor/

Easel - Create easy visual and infographics
https://www.easel.ly

Meme generator
https://memegenerator.net

Pablo - Create images
https://pablo.buffer.com

Email Management

Hello Bar - Get more subscribers
https://www.hellobar.com

Sumo Me - Lightbox list builder
https://sumome.com/app/list-builder

CannedEmail Pre written responses
http://www.cannedemails.com

Social Media

Writerack - How to create a tweetstorm
https://writerack.com

Later - Plan social content

https://later.com

Hootsuite - Manager all social and plan
https://hootsuite.com

Pin Button - Pintrest button on all images
https://wordpress.org/plugins/pinterest-pin-it-button-for-images/

Filament - Get more shares
http://filament.io

Crowdfire - Automate direct messages after a follow
https://web.crowdfireapp.com

Recrpost - Automate & recycle content
http://recurpost.com

Surveys

Typeform create forms
https://www.typeform.com

Tally - Create polls
http://tally.tl

Survey creator
https://freesurveycreator.com/index/

Fonts

Font combination - See what works
https://www.canva.com/font-combinations/

Font Ninja - Find fonts
http://www.fontface.ninja

Google Fonts
https://fonts.google.com

Dafont - Free fonts
http://www.dafont.com

1001 Fonts - Free fonts
http://www.1001freefonts.com

Icons
http://www.toicon.com

Font generator
http://fontello.com

Productivity

Noisli - Knockout distractions
https://www.noisli.com

Coffitivity - Coffee shop sounds
https://coffitivity.com

Selfcontrol - prevent distracting websites
http://selfcontrolapp.com

Cold Turkey - Block websites
https://getcoldturkey.com

Trello - Organise and collaborate
https://trello.com

Evernote - More than just a notebook, much, much more
https://evernote.com

Dropbox - Cloud storage
https://www.dropbox.com

Yanado - Project management inside gmail
https://yanado.com

Wetransfer - Transfer files up to 2GB
https://www.wetransfer.com

Slack - Teamwork
https://slack.com

Google Hangout - Team or group platform
https://hangouts.google.com

Realtimeboard - Interactive whiteboard
https://realtimeboard.com

Skype - Video and text messaging
https://www.skype.com

Wunderlist - Create lists
https://www.wunderlist.com