

# YouTube Fast & Easy



with  
Consuelo Meux



YouTube Fast & Easy

# **YouTube Fast & Easy**

# **NOTICE: You Do NOT Have the Right to Reprint or Resell this Report!**

**You Also MAY NOT Give Away, Sell or Share the Content Herein**

If you obtained this report from anywhere other than **SterlingTrainingandConsulting.com**, **ConsueloMeux.com**, **NACWIB.com** or **IAWLeaders.com**, you have a pirated copy. Please help stop Internet crime by reporting this to: [www.SterlingTrainingandConsulting.com/Support](http://www.SterlingTrainingandConsulting.com/Support)

**YouTube Fast & Easy** is published by Consuelo Meux for ConsueloMeux.com

Copyright © 2010 by Consuelo Meux, All rights reserved.

This guide is for educational purposes only and is the view of the author as of the date of publication. Use the information at your own risk. Neither the author, nor their affiliates/partners assume any responsibility for any errors, inaccuracies or omissions. We offer no legal, business or accounting advice. Nor do we guarantee that you'll make money using these techniques and strategies. Your results will vary based on your dedication, desire and motivation and ability to execute the strategies within. You should be aware of any laws which govern business transactions and practices in your country and state before implementing any new strategies.

You agree that the author is not responsible for the success or failure of your business decisions relating to any information presented in this guide.

## **You Do Not Have The Right To Reprint, Resell or Giveaway This Guide!**

No part of this guide may be reproduced, translated, resold or distributed in any form whatsoever including but, not limited to electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

**AFFILIATE DISCLAIMER.** Some of the links in this guide may be affiliate links which means that we will earn money if you choose to buy from that vendor. We do not choose which products and services to promote based upon which pay us the most, but, what we think does the job it promises.

# Table of Contents

1.0	YouTube – Overview.....	5
1.1	What is YouTube? .....	5
1.2	Why Video is still one of the Hottest Trends on the Internet.....	6
1.3	How Can Webmasters Benefit From Using YouTube to Get Traffic?.....	7
2.0	How to Get Started Using YouTube.....	8
2.1	How to Get Started Using YouTube – Opening an Account.....	8
2.2	How to Get Started Using YouTube – What are the Most Popular Videos? .....	9
2.3	How to Get Started Using YouTube – Viewing and Commenting.....	10
2.4	How to Get Started Using YouTube – How to Upload YouTube Videos.....	11
2.5	How to Get Started Using YouTube – Making a Name for Yourself.....	12
3.0	How to Use YouTube to Drive Targeted Traffic.....	12
3.1	How to Use Focused Keywords .....	12
3.2	How to Use URLs in Your Video .....	13
3.3	How to Get Maximum Exposure.....	14
3.4	How to Get Massive Traffic From YouTube.....	15
3.5	How to Get Your Videos Recognized.....	15
3.6	Driving Traffic to Your Web Site with YouTube - Tutorial Videos.....	16
3.7	Using YouTube to Reach Retail Customers.....	17
3.8	How a Video on YouTube Can Boost Your Clientèle.....	18
3.9	Using YouTube Example: Promote Your Freelance Consulting Services.....	18
3.10	YouTube Example: How a YouTube Video Can Kick Start a Teleconferencing Consultant Business .....	19
4.0	YouTube Traffic Tips.....	20
4.1	How to Avoid Violating YouTube’s Terms of Service .....	20
	Get Started .....	21

## 1.0 YouTube – Overview

This report provides additional detail on how to use YouTube to your best advantage in promoting your business.

In this lesson, you learn how to use Search Engine Optimization (SEO) tools to get your video noticed, understand additional marketing tactics for getting noticed on the YouTube website, find out the most popular types of videos, etc.

### 1.1 What is YouTube?

At its heart, YouTube (<http://www.youtube.com/>) is an online community designed for the sole purpose of allowing people to share their movies with others.

However, it has grown to much more than just a simple video sharing website over the years since its inception and has actually become a full fledged internet phenomenon. These days, the effect of YouTube on society cannot totally be comprehended.

It has been a driving force in breaking news stories, has allowed countless videocasters or bloggers to become household names, and has contributed to many peoples' fifteen minutes of fame. However, despite all of these positive aspects of YouTube, there is an underlying problem with copyright infringement that still haunts this amazing web domain.

To be honest, there has never been a better time than now to get involved in the YouTube community. There are all kinds of people there from all walks of life and they all share the same passion for good, well crafted movies that can help them pass the time with a smile on their face.

Whether you want to create a YouTube account so that you can interact with people from around the world or if you would like to submit videos in an attempt to get your online business name out there – the world of YouTube will welcome you with open arms.

Now, there are a few things about YouTube though that you need to keep in mind if you want to have as much fun as possible. Try not to be insulting or overly complementary with your comments on the work of others and do not even think about submitting movies that may violate some existing copyrights.

Also, when you do submit your own work, submit videos that provide information and supports for your current and potential clients. People get irritated watching poorly produced videos. This will

reflect on your company so produce and upload videos that reflect the quality of what you have to offer to others.

## **1.2 Why Video is still one of the Hottest Trends on the Internet**

In the 1990s when the World Wide Web was first invented, the hot new thing was the website. It was pretty amazing to be able to see text and images created by someone thousands of miles away on the tiny screen on your computer.

From there, users of the internet realized that there was much more to the Web than just text and images, and the dawn of digital music and mp3s were born shortly thereafter.

But that still was not enough. Users wanted full motion from their internet browsing experience. It was then that video became the hottest trend on the internet.

Now, video has been around for quite some time on the internet – but it was not until YouTube came around that it became so popular. Previously, you could visit a website or two that had some cool videos to watch or you could just download a clip or two off of an FTP website.

This was all well and good, but people wanted more of a community feel to their web videos. They wanted to be able to share their favorite clips with anyone and everyone at the touch of their mouse button – and that is where YouTube shines.

YouTube may not have invented the internet video website but it certainly made it as popular as it is. Because of YouTube, anyone with a cell phone camera and a few minutes on their hands can create a video, submit it to YouTube's database and be as famous as they want. It is great for people looking to boost their self esteem as well as people who want to draw some extra visitors to their website.

As long as you can provide videos on YouTube that people will like, you will be almost guaranteed to make it famous in no time flat – and that is the true value of video on the internet thanks to YouTube.

## 1.3 How Can Webmasters Benefit From Using YouTube to Get Traffic?

According to Alexa (<http://www.alexa.com/>), YouTube is the third most visited website in the world (at the time of writing), and you can quite easily harness this advertising power as long as you know what you are doing.

Aside from all of the common ways to get people to visit your website like search engine optimization, mailing lists, and affiliate programs there is a brand new way for you to boost the traffic to your website – use YouTube.

YouTube is set up primarily as a place for people to interact with each other and share videos that they have created or that others have created which they think are cool, unique or hilarious.

It is not, at its base, a place for you to advertise for your website – but that does not mean that you cannot do so. There are a variety of ways in which you can advertise to try and bring traffic to your site without making it totally obvious, so let's see what a few of those techniques are.

The best way to get people from YouTube to visit your website is to become a video releaser. All of the most popular people on YouTube have released their own videos, and you can too with the simple click of your mouse button.

To advertise as a releaser is easy because all you need to do is create a username that is the same name as your online business and then make the intro and finale on your video contain the name and address of your website.

### **People will visit.**

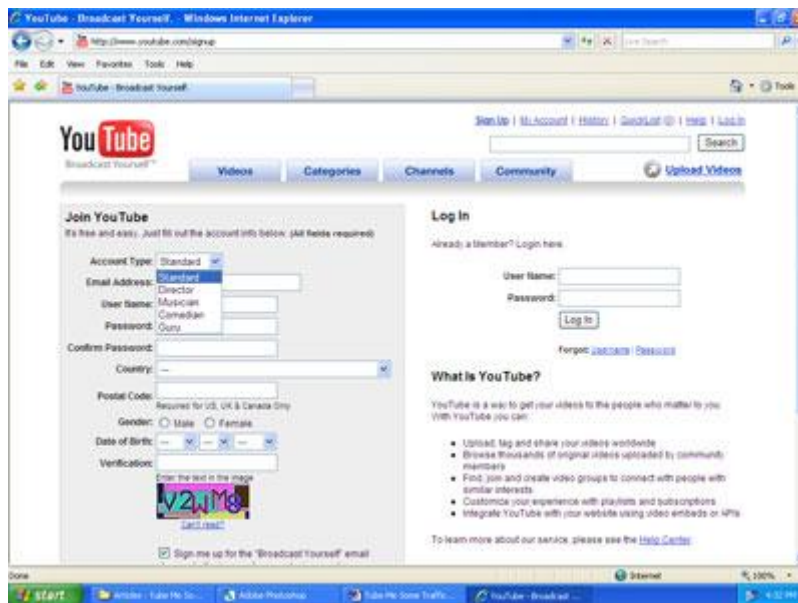
If you are not too keen on releasing your own videos you can always be a passionate viewer and commenter. Create a profile on YouTube that contains the name of your business and the website address and then start viewing all kinds of movies.

Comment on them, favorite them, add good ones to your blog – it's that simple and you will have people visiting your own website via YouTube in order to learn more about who you are and what you do.

## 2.0 How to Get Started Using YouTube

### 2.1 How to Get Started Using YouTube – Opening an Account

For just over two years now, YouTube has been one of the most popular websites in the world. With its amazing ability to attract people from all walks of life with its massive collection of free videos, it is a great place to meet new people or advertise for your business. However, if you really want to get the most out of this amazing service, you will first have to learn how to open an account.



When you visit YouTube for the first time, you will be presented with a selection of some of the most popular videos on the site that the editors want you to check out. We will skip over viewing all of these for now and move right along to the signup process. If you notice on the top right of your screen there is a link that tells you to “Sign Up.” Go ahead and click that now.

As soon as you can see the “Join YouTube” page, you can begin the process to open an account. Choose the type of account you want. Standard works best for most people unless you are trying to get your name out there as an aspiring filmmaker, musician, or comedian – whereby you should choose director, musician or comedian as your account type.



If you are primarily going to use YouTube as a means to advertise for your business, you should enter your username as the name of your business or something similar to it so that people will be able to link your videos and comments with your online business.

Once you have entered all of your information on YouTube's signup page, you will be prompted to check your email for a validation link. This is the way that YouTube will validate your email address to make sure you are not creating a fake account. Just click on the link or copy and paste it into your browser and the signup process will be complete.

## 2.2 How to Get Started Using YouTube – What are the Most Popular Videos?

Whether or not you and your business become popular on YouTube is dependent on one thing and one thing only – how popular your videos become.

While most people will try to submit anything and everything to the YouTube servers, if you want to actually rise through the ranks of the citizens of YouTube, you should only selectively submit meaningful works that you enjoy and that you think others would enjoy equally. Do not submit anything that you can get your hands on. Instead only go for videos that people are sure to enjoy.

Comedy is a great way to get people to view your videos but you have to be extremely careful with how you go about the humorous aspects of your video. Spoofs of well known advertisements or music videos are a great way to get famous on YouTube – but they actually have to be clever, funny or cute.

While you could try a videocast that involves some comedy elements to it, be extremely careful that your jokes do not come out forced or you will lose viewers very quickly. Also, be careful that your humor does not insult anyone or cause a negative reaction. This will have the completely opposite effect of what you're trying to do --- build a clientele.

Another highly popular type of video on YouTube is the “oddity” type of video. These videos consist of gadgets or actions that are strange, weird or unusual. People love those kinds of random things.

Everything from a cell phone camera video of someone trying to park a car in a spot that is too small to demonstrational videos on how well a high speed blender can blend your iPod to amateur videos of power tool racing have all been highly viewed on YouTube because they have that “oddity” factor to them.

Finally, if you feel as though you have a lot to say about a particular topic, you can start a videocast. Much like a blog or a podcast, a videocast involves you presenting your views on a particular topic on a regular basis.

It is totally random which videocasts become popular, but one thing is for certain – if you are able to find a pretty girl to use as the host for your videocast, you stand in a much more likely position to have your videos become popular on YouTube.

### **2.3 How to Get Started Using YouTube – Viewing and Commenting**

Even though you have to learn how to submit videos if you want to become well known and famous on YouTube, part of the fun of using this great online service is actually viewing, rating and commenting on other peoples' videos as well.

With a massive database filled with all kinds of full motion content, there are plenty of videos for you to view and browse – and you should certainly take the time to do so in an attempt to help get your name out to the citizens of the YouTube community.

Many times, if you comment on somebody's video other people will click on your name to learn more about you and find that you have been submitting videos as well – possibly making you more and better known over time.

In order to take advantage of using YouTube to generate traffic for your Internet business, you have to use all of the options open to you – and rating and commenting on videos is second only to submitting your own. To view a video, all you have to do is type in a few keywords into the search box on the top right of any YouTube page. From there, simply scroll down until you find the video that suits you and watch it.

Once the video is over, you can rate it by clicking on a star directly below the video or you can do several other actions as well. You can save the video as a favorite or comment on the video.

Both are great ways to get your name out there – especially commenting because your username will be forever posted below the video in the comments section.

Alternatively, you can send the video to a client or friend through email with the click of a button or you can even instantly post any video on YouTube to your blog as long as your blog is tied in to YouTube via your account.

## 2.4 How to Get Started Using YouTube – How to Upload YouTube Videos

While viewing and commenting on a ton of videos on YouTube is one way to get you and your business noticed, it could take months for people to start recognizing you.

A much better way to gain popularity on YouTube is to upload videos that you made or your company has made. After all, YouTube is primarily about the videos, and if you do not have anything to contribute you may not ever become truly well known.

All of the most popular people on YouTube are video uploaders, some of which had been doing so for months until they got their big break. Just remember that success is not immediate and it could take some time before you become one of YouTube's most popular people.

To upload videos onto YouTube you will want to go back to the main YouTube **“My Account”** page. There you will find a big link in the left hand column that says **“Upload New Video”**.

When you click that link, you will be taken to a whole new page that will allow you to put your video into YouTube's databases and make it viewable to the masses.

However, in order to upload a video to YouTube, you will have to enter in your YouTube password and the email address that you used when you first signed up for YouTube. This is to prevent people from uploading video after video and spamming the servers.

You will promptly be sent an email confirmation letter to the email address that you entered. Click the link in the email and you will be taken to the video upload page.

To upload a video, you have to fill out several text boxes. Be sure to fill in the title with something catchy. Make the description fit the actual description of the video as best you can. Choose tags that are likely to be searched for when someone is looking for a video that would be similar to yours. Then select a category and a language that you want your description and title to be in and chose to continue uploading or use Quick Capture.

Browse your computer for the movie file and hit upload. Alternatively, Quick Capture is a program that allows you to record a video on the camera on your computer – only use this if you are attempting to make a video blog.

## 2.5 How to Get Started Using YouTube – Making a Name for Yourself

Now that you have created your first YouTube account, you can begin getting into the real bread and butter of the popular video sharing website. Getting your account name is one thing – but actually making it yours (and well known to the YouTube community) is a whole different matter.

While you will be able to add all kinds of information to your profile right now, remember that YouTube is a huge community and it may take weeks, months, or even years for you to make a name for yourself for your business by using YouTube.

- The first step is to **personalize your profile** so go to the main YouTube site.
- Look to the top of the website, you will see a selection of links that start off with “**Hello, (Your Username)**.” Just to the right of that is a link that says “**My Account**”. Go ahead and click that right now so you can begin building your account profile.
- Find the “**Personal Info**” and “**Video Posting Settings**” as these are the portions of your profile that will be necessary to help you make a name for yourself or your business on YouTube.
- Once you complete these areas **browse YouTube** and look for various videos that you like. There are multiple ways to do this, but the best by far is to use the **search box** that is accessible on each and every YouTube page. Just type in a **keyword** or two and you will be taken to a list of the videos that have been tagged with that keyword.
- Click on the video that you want to see and watch it. Then, when you are finished you can either click on the **recommended links** for related videos or you can **add the video to your favorites, make a comment** on it or **post the video to your blog** or website with one quick click. All of the controls are located just below or to the right of the video.

## 3.0 How to Use YouTube to Drive Targeted Traffic

### 3.1 How to Use Focused Keywords

No matter what your goal is on YouTube – whether you just want to use it as a way to pass the time on a boring work day or if you want to turn the popular video sharing website into a gold mine of potential links, you will have to learn how to use focused keywords at some time or another.

## YouTube Fast & Easy

While everyone has used the search feature at some time or another while browsing around on YouTube, Google, or Yahoo, very few people know what it means to master the art of focused keywords. If you want your YouTube experience to run smoothly, then you need to become such a master.

As a simple user of YouTube, you have a much easier time learning how to master the art of focused keywords because your business's success is not dependant on your skill at utilizing keywords. You should start off by simply searching for words that match something you are interested in.

Gradually you should begin to narrow that search down by using keywords that are more and more specific until you have narrowed your search down to only videos that you know are exactly what you want. This is how to use focused keywords as a YouTube viewer.

If you want to be a content submitter for YouTube though, you must be able to master keyword focusing for your own articles if you want to make a name for yourself on the video sharing site. You have to be able to choose three or four keywords that can describe your video to the masses without narrowing the focus to the point that your video will never be discovered.

For this reason you need to think long and hard about what keywords you choose and ultimately you should decide on two highly focused keywords, one less focused keyword and a totally general keyword for your submission in order to garner the most traffic.

### 3.2 How to Use URLs in Your Video

While YouTube is an excellent site to hang out in and kill hours upon hours of your time, it can be a notoriously difficult site to bend to your whim and help you advertise for your business.

Sure, you can put links or other URL addresses in your profile and you can even try to get the name of your business out as member name by commenting and adding all kinds of videos as your favorites, but when it comes to submitting videos it may be harder to get your name out there than you think.

After all, you cannot create a video that, when you click on it, will take the viewer directly to your website. Nevertheless, there are a couple of great ways to advertise for your business by uploading your videos.

The first way is to make sort of a splash screen for your video so that when anyone opens it, they will see the name of your business and the URL for your website right in front of them.

There is no reason to hide any of this information, so make it big in order to smack the viewer in the face with it. However, even if you decide to make your URL large, do not make it linger on the screen for more than a few seconds or people will realize that your video is simply one big advertisement.

The other method of getting your URL on your video is to use the streaming or watermark style. This style of putting your URL on your video requires that you constantly have your website address present in some spot on your video at all times. Do not make your URL too large or brightly colored, as those types of watermarks are simply annoying. On the other hand, you do not want to make your URL too inconspicuous as nobody will visit it if they cannot see it.

### 3.3 How to Get Maximum Exposure

As a webmaster, you want as many people to visit your site as possible. It does not matter if you have a deluge of people in one hour, one day, one week or one year as long as you have a lot of people coming in to see what you have to offer, buy your products or click on your ads.

One great way to get people to visit your site is to create a profile on YouTube and submit your own videos. However, there is one major problem with this free way to advertise – your video has to have the maximum amount of exposure available to it.

Now, there are three distinct ways that your video can become an internet phenomenon. The first way is if you become popular on YouTube by being listed on the front page as a “Featured Video.” Featured videos are clips that have been regarded as some of the best on YouTube by the YouTube staff themselves.

The videos there are pretty random, so it becomes extremely difficult to guess whether or not your video will ever be featured there. This method is somewhat of a crapshoot.

Another way to get your video maximum exposure is to somehow manage to get it on the news. Various national news channels like Fox News and CNN as well as internet news sites like AOL and Yahoo News air regular clips that their researchers find on YouTube. In order to get this kind of coverage though, your video needs to be wild, crazy, over the top, or totally original.

Finally you can try to give your video maximum exposure by doing some of the legwork yourself. You can submit your video to popular social bookmarking sites like Digg or Del.icio.us or you can hire people to view, comment on, and rate your video highly so you make the most popular video list on YouTube in no time.

## 3.4 How to Get Massive Traffic From YouTube

If you want your website to be truly successful, then you need to make sure that you are taking every opportunity that you can to promote it.

Spread your links around, get affiliates, make sure that all of the search engines know exactly where you are and be sure that you do not miss out on the opportunities available to you thanks to YouTube and other highly social websites.

In order to make sure that you get massive amounts of traffic on your website that you can turn into revenue, you need to stop sitting idle and go out there to the Web and get YouTube on your side.

While you may be thinking that the only way YouTube would ever be able to work for you is if you are able to secure some advertising space on the immensely popular video sharing web service.

However, your budget won't allow for such an expenditure that will likely drive you to the poor house if you are not careful. Therefore you need to think out of the box in an attempt to make the success of YouTube work for you.

The best way to get YouTube to generate massive traffic for your site depends on what kind of a business you own.

If you are a blogger and running your site on ad revenue, you should take advantage of the ease in which you can post a YouTube video to your blog in just one click. People will enjoy the videos you post and your readership will skyrocket thanks to YouTube.

Alternatively, if you are trying to run a more traditional type of online business, you need to create a YouTube account and submit your own movies for the best effect. On your movies, be sure to put in a few plugs for your website and watch YouTube users start to visit you in droves.

## 3.5 How to Get Your Videos Recognized

In order to get your videos noticed, you have to do something that is very difficult for many people. You have to be creative with your ideas and be able to get them all out in video form. Whether you want to make a short documentary on something to do with your business or if you have a friend or associate who can do some kind of crazy stunt that you know would make other people amazed – you need to have something that will set you apart from the pack and make people want to tune in.

At this point, you should probably stay away from the video blogs where you simply sit in front of the camera and give the audience some kind of short spiel.

Unless you are engaging to watch or you have some impressive new ideas or opinions about the world, then it is very unlikely that you will get your videos recognized if all you do is video blog.

On the other hand, if you can establish some kind of gimmick, no matter what genre you choose – chances are you will become famous on YouTube. Also, it does not hurt if you try to get your name out to other sites like Digg and Del.icio.us to generate traffic to your YouTube video and ultimately your website or blog.

### **3.6 Driving Traffic to Your Web Site with YouTube - Tutorial Videos**

The YouTube explosion has created a whole new way to drive targeted traffic to your web site. By producing your own videos and uploading them to YouTube you can catch the eye of your target audiences, entertain and inform them with your video offering and entice them to visit your web site for more information.

One of the types of videos you can use for this purpose would be the tutorial style video.

With a series of tutorial videos, you can actively demonstrate applications that show the versatility of the goods and services that your company offers. As an example, you may show how your product line can help a busy administrative assistant utilize his or her time more efficiently during the workday. Perhaps you have a service that would make a huge difference in the time management process for an upper level manager.

Your product may be a great way to help strengthen ties and communication flow between a regional sale manager and the salespeople who are working in the field around the region.

The tutorial video would need to be less than five minutes, so that you would not lose the attention of the viewer. In addition, you would want the video to have an immediate impact as far as the hook you determine to use.

Grab the viewer early on with something that will compel him or her to stay and see the rest of the scenario you have created.

You want the viewer to have a full understanding of how your product or service helped to resolve a work place issue that was taking valuable time away from other important matters.



YouTube is a more efficient way to do the same thing that you may have done with mini CD presentations in the past. The advantage is that you can reach a much wider audience with your video than you ever could send out copies on CD.

So if you have a particular industry type in mind that you want to reach, consider creating a tutorial video today and uploading to YouTube. You will be glad you did.

### **3.7 Using YouTube to Reach Retail Customers**

YouTube is truly a force to be reckoned with these days. With millions of hits a day, the chances of reaching new customers with very little investment is staggering.

Perhaps you are a designer and you own a retail store and want to boost your presence on the Internet and get in some additional orders, there is a great application you can try with YouTube.

Let's assume that you own a family clothing shop. In addition to your brick and mortar store, you also have a web site that includes an online catalog and the ability for customers to place orders online. You would like to reach out to more customers and move your discounted items more quickly. A video on YouTube can help you do just that.

Create a video that is in essence an online fashion show. You will want to show actual persons wearing samples of your discounted items. The models do not have to be professionals, but you do want people who are comfortable enough in front of the camera to smile and move naturally.

In addition to the shots of people wearing samples of the clothing you are designing and featuring, work in still shots of displays that show the range of colors and prints you have available with the various items you are spotlighting.

Your video should also include information about where to find your web site and how to order the items they see there. Also, if this is a limited time only sale, make sure you include the date range in your video. Also, it is important to let people know which credit cards you take and what methods of shipping are available.

A fashion show video on YouTube can open up a whole new market for your retail-clothing store. Why not give it a shot today and see the results? You may find that doing a short video now and then will make a big difference in your profit line, while also boosting the visibility of your web site in the bargain.

## **3.8 How a Video on YouTube Can Boost Your Clientèle**

YouTube is a relatively new medium that has taken off like a shot and in fact is predicted to be the most popular Internet trend this year. The magic of YouTube lies in the ability for users to upload videos that can be accessed by anyone.

It is this fantastic video feature that can help you promote your business and your existing web site.

Your company may have expertise that lends itself well to households that want certain products or services. Perhaps you have deals in place that allow you to sell your products to other firms or retailers, rather than just households. You may also have a number of smaller upsell products.

By using the power of a video on YouTube, you can zero in on the sector of the population that is either the core of your client base now, or some industry type that you wish to cultivate.

You can include such goodies as tidbits on the proper care of your product, the right way to use your product, and instances when giving your product as a gift is appropriate.

You also have the chance to show some of your stock, point out the best points of the product and encourage folks to contact you for more information.

Always make sure your web site address figures prominently in the video, as well as making sure you have an easy way for people to place orders once they get to your web site.

You may be surprised at how many hits your video gets within just a day or two of being live and accessible. More and more people are using YouTube to find out about subjects that interest them, as well as finding vendors who can supply them with what they need, and at a competitive price. So get those products out and start planning your video today. You may have found the direction of your next marketing campaign.

## **3.9 Using YouTube Example: Promote Your Freelance Consulting Services**

It is a reality that you cannot help people unless they know you are there to help. Your consulting services could have contacts in several major areas of your city.

You have a great web site that outlines what you do and supplies people with contact information to a general email address, along with the addresses and phone numbers for each of your affiliate centers around the country.

Still, you wonder if there is some way you can use the power of the Internet to reach more people. The answer is that yes, you can reach more people through the Internet. YouTube is the avenue you can use to spread the word about your web site and your counseling services.

In the case of your consulting services, YouTube presents an excellent way to promote your business and your web site all at one time. By creating a video that discusses consulting for various forms of building a small business as an example, you can get the word out that help is available, and here is our web site to help you find us.

So many people are visual in the way they relate to the world. A video that will catch the eye of people who are succeeding in some business venture can mean a lot more traffic to your web site and in turn a greater opportunity for you to make a difference in the world.

### **3.10 YouTube Example: How a YouTube Video Can Kick Start a Teleconferencing Consultant Business**

So you finally took the plunge and decided to become an independent teleconferencing agent. With your expertise, you are in a great position to evaluate the needs of various entities for audio, web, and videoconference solutions.

You've put together a great web site that outlines your credentials and also gives some examples of projects you have successfully done in the past. The problem is getting the word out to companies and other organizations that might be interested in having you help them find the right service bureaus to handle their business.

That is where you can use the video power of YouTube.

YouTube is used by millions of people every day to find out about business services, enjoy some comedy and stay in the loop on the latest celebrity gossip.

More and more businesses are getting wise to the fact that YouTube is an excellent way to promote a business web site, and create a steady flow of visitors. And we all know that a visitor is a potential client.

Because you know the ins and outs of several different service providers, you can easily create a video that speaks to the particular needs of a given industry type.

As an example, perhaps you want to market to the legal industry. Because you know that they use audio calls a great deal to discuss specific cases, you understand they need a vendor who has the ability to tie a client and matter number back to each conference call session.

When it comes to video conferencing, you know there is consistent usage of this service for depositions and other matters where visuals are very important.

You can use your video on YouTube to convince people that you can match them up with service providers who can meet those needs reliably and at competitive pricing.

Your YouTube video can convey that there is no need for people to spend their time doing the legwork for conference vendors when you can handle all the details for them. People love to have other people take care of them, and your YouTube video can let folks know that is exactly what you are there for.

Laying out your case and then prompting people to visit your web site will result in an increased number of hits to your web site, which will translate into new business for your conferencing consultant business.

Why not check out YouTube today and start drafting ideas for your first video?

## **4.0 YouTube Traffic Tips**

### **4.1 How to Avoid Violating YouTube's Terms of Service**

There is no better way to get your account revoked on YouTube than to violate their terms of service.

Each and every day, people are removed from YouTube's databases for harassing comments, neglecting to follow simple copyright rules or for just acting moronic when commenting on about other videos that people have posted.

If you find that your account is removed because you violated YouTube's terms of service, you will quickly learn that everything you worked to establish on YouTube has been completely erased.

## YouTube Fast & Easy

All of the hard work you spent in trying to turn YouTube into a new advertising route will instantly vanish and you will have to start all over again or move on to something else.

The single best way to avoid violating the terms of service set forth by YouTube is to actually read them when you sign up. Far too many people simply click the “**Yes, I agree**” box and do not actually read the whole terms of service.

If you are serious about trying to get traffic to your website by using YouTube, you owe it to yourself to read and understand each and every term set forth by YouTube so you do not end up like so many others who are quickly erased from the YouTube databases.

If reading the actual terms is not for you, or you do not have enough time to do so, there are two terms that each and every person should pay attention to. First and foremost, do not post anything that is obviously copyrighted to someone else.

Do not even think about posting that new trailer for the latest block-buster movie, and think twice before you stick that hot new music video on YouTube.

Furthermore, when making comments to people on their movies or on their account pages, do not use any racist slurs, do not be exceedingly abrasive, and do not try to spam for your website. These are just three of the ways that your comments can get you into trouble.

## Get Started

I hope you enjoyed this second report on using YouTube to market your freelance service. Now you understand how to produce and upload a video, as well as how to maximize the benefits of YouTube for your business.

Now that you have this information on how to use YouTube you can get started with this Internet site to help build your business. Have a great time using this site!

## YouTube Fast & Easy



**Consuelo Meux, Ph.D.** started her first freelance job in the eighth grade, turning it into an entrepreneurial venture by the time she reached high school. Over the years she has worked in both domestic and international settings to assist entrepreneurs and leaders to build successful businesses and organizations.

As the owner of **Sterling Training and Consulting**, Consuelo works with mid-life professionals, leaders and executives who are going through the process of change and transition in their personal and professional life. She has earned as an MA in Organizational Behavior, MS in Organization Development and Ph.D. in Human and Organization Systems and multiple certifications including those in Executive Mastermind Coaching, Creativity Coaching, Life and Green Living

Coaching. She is completing courses in Holistic Health Counseling. Her professional research has focused on women's leadership styles.

As an expert in systems concepts, Consuelo easily sees patterns and processes in complex ideas. Her support, programs and processes work best to assist unique individuals with a lot of expertise, talents, or ideas who don't fit into pre-packaged, cookie-cutter solutions.

You will be empowered to find your passions, get focused, create intentions, and design structured steps to move forward in your specific, individualized path to success. For more information visit Consuelo's website at Sterling Training and Consulting