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How To Build A Long Term Business By "Cloning" YouTube Model

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Hey there! Welcome to YouTube Cash Blueprints Program Model number 4, Cloning the YouTube Model. This is the most important part of the business, and yet it is not being dealt seriously by most marketers, entrepreneurs or even business owners on the internet. While they are trying so hard to make money online using all sorts of techniques; they are missing this main ingredient. And I believe this is the reason why most of them could not sustain consistent internet business. Now what I'm talking about, I'm going to tell you this secret, alright? The ultimate secret is Business Model.

Now, business model refers to your business basically, and everything from getting started to generating income to the exit strategy. Now to simplify an internet business, it means that you must have a website and an offer which is a product that you can sell, or maybe an affiliate program. Now, there are people who are making money without a website because they are doing affiliate marketing. But point is, if you want to have an internet business, you must get yourself a website. Now, if you want to make money online, then by all means you can do that without a website.

Let's first look at the Conventional Business. Now, if you want to open a pizza outlet, what do you need? Of course, obviously, you need a restaurant. I mean, you can't say you want a pizza outlet as a business, but you don't want to have a premise for your outlet. It's just like saying you want to build a business on the internet, but you don't want to have a website or you don't need a website. That would be crazy, it doesn't make sense.

Now do you want to build a consistent business that will continue to generate income for you? My advice is to get your own website. Now, this business model is very, very easy. All you need to do is have a website and then get people to go to your website, alright. And then when people or visitors arrive at your website, get them to buy whatever you are offering. Alright, those are your offers. I'll be sharing more about selling your own product in model number 4, regardless of whether it is created by you or selling resell rights products, because you will be keeping 100% of the profit, and most importantly, you are keeping the customers. This will help you to build profitable internet business.

Basically, there are three things that you need to know about your business model. Number one, which is what is your strategy to generate income? Let me repeat that. What is your strategy to generate income? Which means if you have a website, how are you selling your product over there? Are you selling it a low ticket product price, which is $9 dollars maybe?

Then put up it's an up sell program so that they can see a one-time offer price at $27 dollars? Alright, those up sells are OTO, one time offers, alright that's a short form. Or do you want to sell membership sites where membership programs, where we charge them maybe $20 dollars per month?

Which is your business model? So you have to define a list of products that you are going to sell because for all businesses to be successful, you need to sell more than one product. You must have multiple income streams. One product, maybe you can generate some good amount of income by selling one product. But in a long term process, you need to keep producing more products, new products, new programs so that your customer can learn new stuff.

Now, let me make this clear to you. Multiple income streams does not mean that you should have ten websites. Now, I'm referring to having maybe five or ten products in a same market. Now this would give you five income streams because one customer might end up buying five of your products. So you have generated five times the value of one single purchase. I hope you can see where I'm coming from.

So the second thing that you need to know is, what is your offer? Ask yourselves this question. You see, your offer is slightly different from your strategy to generate income. Your strategy to generate income is very self-explanatory.

I mean, this refers to the types of products you are selling and how you position them. Now, do you want to sell them at a high ticket product straightaway or do you want to sell them at a very cheap product first and then maybe give them up sell or a one-time offer to them?

Your offer refers to why people want to pay you. Now if you're selling an eBook, don't just focus on selling an eBook. Focus on why people want to pay you for the eBook, focus on the benefit; not the features but the benefit. Now an eBook is just a PDF file, alright. Nothing, but just electrons and we all know that eBook itself has no value.

Now, without much elaboration, you must understand that people buy the eBook for the content inside the eBook. They are not buying them because of the cover, they are buying because of what is in the eBook. So what's the content that is so valuable that they need to buy it from you?

You must define that very, very closely. Now, if you have a book about acne and say that it has tips to treat all kinds of acne in the world, and anyone who reads it will be able to cure the acne. Now to be honest with you, it will be harder for you to sell this kind of eBook because there are already so many acne books out there that already have reputation and credibility. Unless you are a famous doctor or something; or someone who really, really knows how to treat acne and you are a famous person.

Now, if you have a product that fits everyone and it sounds too good to be true - like a miracle pill or something - then I don't think you have or could offer. You should have an offer that goes direct to the problem itself. Now, let me give you an example over here. Listen carefully, maybe you ought to write it down on a piece of paper. Now, assuming that I have an acne that leaves scars and your eBook will show me how to remove acne scars. Now, do you see that even though it's the same thing, but it is not? Now with closer specifications, you have eliminated your competitors. Do you realize that?

Now, the same time you speak directly to your prospects. Now the customers or the prospects will be able to see you as different and your offer hits them directly. Hits directly at them. Now this is something that they will be more willing to purchase compared to another acne book, even though another acne book could be more reputable. Now the main purpose for them to buy your book is so that they can remove their acne scars. Just what I would do. Now, I want to heal my acne or find some natural treatment. I just want to remove my acne scars, that's what I want to do. So if you can give me the solution, I'll pay you. As simple as that.

Now, if you listen carefully, you'll find that from what I just said, the meaning is somewhat the same, but the words are different. You can say that it's a kind of unique selling proposition, USP. Just think of why people would want to pay you. Normally people want to pay you or prospects want to pay you or become a customer, is because you have a solution for them.

Your product is supposed to have, supposed to solve their problem and that works great on the internet, that's why people want to pay you. And at the same time, you could be in a niche that doesn't have a problem to solve. Aha! This is something interesting. Because of that, you have to look into two more reasons why people want to pay you. So when you know your offer very, very well and you have a solution to someone's problem, people will want to pay you.

Now the third thing that you need to know is basically two other reason why people want to pay you. Now, the first of the two reasons is, of course, entertainment. Ask yourself, does your product entertain people? Let me give you an example over here. An example would be screensavers. Now, the fact of the matter is, screensavers don't solve problems. But people still buy them and install them in their computers. Most of the time they do that because of entertainment. They want something cool to appear on their computer screens and give them a few laughs when they see a funny screensavers.

Now, the second reason will be convenience, adding convenience. If you are in the weight loss niche, maybe you have a software. You see when someone keys in certain information like how much they ate and exercised this week, it will show them their schedule for the next week. And next week they need to spend 2 hours to exercise their abs and another 2 hours on the exercise bike, now for example. It's basically like a one week weight loss plan.

Now this is useful and someone can do all of these on his own. He can sit down and draw out his fitness plan for a whole week, you know. Basically what a software does is to help him to plan out his week at a click of a mouse. Rather than him spending a few hours doing the planning. See, people are lazy. I am lazy, I'm guilty of that also. It solved a minor problem, but it is more towards adding the convenience. You see, if you ask me to take a pen and paper, and just draw out my entire whatever weight loss plan for an entire month, for next month, I'll prefer to just buy a software. And with a few clicks of mouse and keys and some information – results. Or maybe buy an app which cost me maybe just $1.99 and it's so easy because it is so convenient.

Now in my definition, solving a problem means that someone has a problem that he cannot solve on his own and he needs a solution. It's like someone has a sink that is stuck, so he calls a plumber to come and take care of it for him. Now, the plumber is the solution. That's the difference between adding convenience and providing a solution. Adding convenience is when someone can actually fix the problem, but he doesn't just want to use his own time or any other thing that he has to exchange to fix it.

So the next thing you need to know is basically, how do they find you and how do you look for them? 'They' meaning your prospects, okay. You need to know, by referring to the pizza example earlier, is you can prepare 10 products to be sold and you have the best offer in the world, just like your pizza offer. But if nobody picks up the phone and order for delivery or walk in to your pizza outlet, all the pizzas in your pizza outlet and whatever offer that you have will not work. It's like a white elephant.

So you must have prospects so you can convert them to customers. It’s one of two ways. Either they find you or you have to look for them; there is no third way, okay. You basically must map out in your business model how they can find you or how you’re going to look for them. Are they different? Of course, they are different. One is called pull marketing, which is for long term purpose. And the other is called push marketing, which is more short term basis. Now of course both of them works equally well.

Now, let me explain to you what is pull marketing. Let’s take the acne skin example. Let’s imagine that there’s a forum about acne skin, and if you become an active member of that forum and start to participate in the discussions there, you could be seeping traffic from that forum to your website. Can you imagine that for a moment? Okay, that is called pull marketing strategy, because once you’ve established your visibility there, you’re going to get traffic from there in times to come, because the forum is not going anywhere.

There are thousands of members over there, many notice that you are a trustable public figure or they trust you, they like you, they are going to check you often and eventually they are going to go to your website. So this is a form of pull marketing strategy because when someone reads your forum posts, it will redirect then to your website. And new members who come to the forum will still see your posts if it is still interesting. So you will be able to pull prospects from the forum to your website. So basically, you’re siphoning the traffic from the forum to your website.

Now, this is not a training about using a forum. This is not about forum marketing. I don’t advise you to just go join any random forums and then start hosting and spending forums, okay. Traffic getting strategies in previous models so this is just an example. So pull marketing could be traffic from the search engines as well. For example, if your website gets ranked in Google or Yahoo! So when someone is searching for acne skin or acne skin treatment, and your site comes out on page 1 of Google, hooray! It’s time to celebrate, okay.

Now, do you still need to chase for traffic? No, you don’t, because you’re prospects are looking for you and they found your website on page 1 of Google. If you can get to number 1, its time to celebrate, man. So they are searching through the search engines to look for you and when they click and go to your website, it’s what I call free traffic. You don’t have to go out and pull them to you, attract them to you. You don’t have to do anything.

Push marketing, now, let's talk about push marketing. Push marketing could be maybe you buy an advertisement in a health newsletter. So basically you're so called pushing your marketing message through another channel to reach your prospects. Normally, a push marketing strategy is short term, but it gives you a burst of exposure. So ease-in are short term. Once it's gone and nobody reads the newsletter anymore because it's sent through email. Then you are not getting visibility anymore.

But because it reaches maybe 10,000 subscribers at one go, you're going to get a burst of exposure, that's what I mean by that. Now because pull marketing strategy does not reach 10,000 people at once, you will get a more consistent publicity and exposure. A more consistent publicity and exposure. Now the good thing is that it is normally over a period of time, if you get ranked in a search engines, you could be there over a period of time and sometimes weeks, months and maybe years. Now you're still going to get traffic for effort put in a long, long time ago. Now these 3 ingredients are very, very important. If I'm going too fast or anything, you can just replay this video and watch it again and I highly encourage you to take notes.

Now there are 3 key points about internet business that you need to take note. And these 3 key points are very, very important. If you miss one of them, the whole equation will fail. These 3 types of income when you're building your internet business are Quick income, Consistent income and Long Term income. I have categorized them into 3 categories, and YouTube model's under long term income, which we'll touch on later.

When we talk about quick income, basically, this is from selling eBooks or audio courses, all sorts of standalone products. These are quick income because once you've completed them, all you need to do is just roll them out to the market to get a sales. And it doesn't matter how you get them out to the market, whether you can just put it on sale in your website, put it on sale in Facebook, you can just put it on sale anywhere.

Now the point is, all these products will give you quick income. Because you generate the sales instantly. It's like a one-off thing because once you have launched your product and sold it in the market, in times to come, you will not be able to get the same amount of sales as when you first launched it in the market.

Now there is something that we must be very, very clear about. Now the fact of the matter is your sales will go down. It is a fact, you can't change the fact.

Now, there are many people say that if you create a product, you'd be paid for life because it is your product and you're going to keep on selling it every month; month in and month out. Now to be frank with you, that statement is partially true. Because your product might not sell that well in times to come. Although, theoretically, it will. It's partially true only, but it's not going to do that well in times to come. That's why I put the stand alone products in the quick income category. If you sell a home course or some sort of a package at $400 to $500 dollars, and you manage to sell 100 packages. You see, that's already 50 grand, $50,000 dollars. That's a real easy way for a quick income. But we are not like the next category, that consistent income, which is even more awesome.

Okay, so now we are at consistent income. Basically, this will be membership based products. Now don't get confused okay. Now a lot of people get the wrong idea about memberships. Now to me, a membership is nothing more than getting paid each month. Pretty awesome, right? Whether you are selling paid newsletter subscriptions or access to your software, there are all sorts of membership-based products where your customers pay you each month.

It's really, really awesome, I love monthly recurring income and I know you do too. So your membership can be in digital form to get products digitally or physically form like a newsletter of the month, or the CD of the month and etc. And there are 3 ways that someone might be paying you each month. Now if you think creatively, a membership product can be created in any niche mark, any niche mark.

So let's talk about our 3 ways that someone might be paying you every month. The first way that someone might be paying you every month is that each month they will get a new product. These can be the ties that you wear to the office. So each month you will send them a new tie. Just an example okay? The second way is pay to maintain. For example, your web hosting. You pay each month to your web hosting company like Hostgator to maintain your account with the hosting company.

Okay, that makes sense right? And the third one is pay per usage. Let's talk about World Wrestling Federation, they have a membership where you pay a fee each year to be able to watch all the wrestling videos on the website. Now you won't be able to finish viewing all hundreds of videos of the website. But as a member you get to watch the videos any time you like. It doesn't matter how many videos you want to watch each month. But you can go in and so-called use the product as and when you like it. Now this is pay per usage.

Okay so now here comes the long term income. This is the stage where we so-called clone the YouTube business model. So basically, this is all about creating a content site, or an authority site, or a social networking site, or maybe a service site. Now earlier I mentioned membership sites where you bill someone each month. Now long term income strategy could be creating a site that provides free service like hosting images, that's a type of service and lately the trend is hosting videos. And videos tend to get viral very, very fast if you notice this trend. So many video sharing sites.

Now, in my opinion, the best way to have a consistent site that grows so big, is that some other bigger company would want to buy from you. Some other big companies are to buy over it. An example would be YouTube. Now of course I won't be asking you to build a website like YouTube because it's out of our league - out of your league, out of my league. Because you'll be spending millions a day just on the bandwidth alone. It's crazy.

Unless you're a multimillionaire, you watching this video then well maybe you can do it. But you can have mini version of YouTube, if you get what I mean. Like a site with just candid pictures of birds or funny videos of babies. And there, if you notice, GagTV what they basically do is compile all the super awesome and viral videos of YouTube and they just incorporate into their own website. That's it, man. That's it. Its so-called copycat version of YouTube, and it works. They have millions of users per day, it's not per month, per day.

So let me just show you a few examples of this mini YouTube sites that I'm talking about, alright. So now we are at 9GAG.tv. This is their new website. If you look at this video over here, how can you not go viral? And the amazing thing about 9GAG is that if you notice all of these viral videos here are actually YouTube videos. Which means these are not 9GAG.tv's originally. These are YouTube videos and all they do every day is just make viral videos over here. And then millions of people will visit their website, that's how they generate their income. So 9GAG.tv is one of the mini YouTube sites that I mean.

Another one would be LiveLeak.com. As you can see here all of these are videos and they have more than 200,000 fans or like in their fan page. It's pretty ugly to be honest with you, but there are thousands of people visiting their website every day. And this is justin.tv, again, you can watch live channels, you can watch videos over here, this is a brilliant website. Next you have Videobash, this is just exactly like YouTube. This is a mini YouTube website.

Well, if you already earned your quick income, consistent income and you're looking to build a long term business model for your long term income, I highly recommend you to create this kind of mini YouTube sites because people love to watch videos. This is no doubt. People love to watch videos and in YouTube, in every one minute, in every 60 seconds, there are more than 100 hundred hours of video content are being uploaded to YouTube. So there are more and more people that's going to watch videos and upload videos and create videos. So this market is never going to be saturated. It's all about ideas.

And in Videobash, you can see animations, music, pranks, sports, funny, science, cars; all kinds of videos for you to watch. And then you have break.com, all of them have the same business model which is just to host videos. To host videos for people to watch. And then they have banners, this is where they make money. They connect people to Facebook and then they sell the ads in this space. Have a look, it is blip.tv. They have their Facebook fan page. Let's see whether they have a lot of banners over here and they have apps. So you see all the business models are same, it's just about the design of their website and how they arrange their content. Other than that, it is exactly the same as YouTube. They share videos, they host videos and this is what I mean by mini YouTube site.

Now if you have such a website where you have a lot of traffic, a lot of visitors to your website every month. You're talking about thousands and thousands, and maybe millions. Well, you can sell that business away for maybe a million dollars or $100,000 dollars maybe. And $100,000 dollars is pretty good money taking into account of amount of effort you take into building that website. Now that's a long term income because you can cash out some good income when the day is right. This is what I mean of cloning the YouTube model. It is possible and many individuals are doing it right now.

Question is, must I have all 3 types of income? We're talking about quick income, consistent income and long term income, and my answer to you is yes, you do. You need to have all three of them. Quick income alone by just eBooks every month is just not enough. And consistent income alone is not enough as well. You need long term income as well. Now here's my reason, listen carefully.

Now all of these 3 types of income are actually connected because you need all of them. Simply because you cannot focus on long term income if you don't have a quick income. It sounds a bit confusing, but let me just rephrase it. Now who's going to fund your mini YouTube project if you don't have a quick income? That's why you need them.

You need quick income and consistent income so that when you have extra money you can use it to invest to build your long term income. Now the eBooks, products and audio course, all these will generate quick income for you to fund your bigger projects. Don't spend your quick income, keep it up to the dime. Now make full use of it to pursue other projects.

Now at the same time you will also want to have consistent stream of income because you don't want to launch a new book every month, it is really, really very taxing. Unless you have a team of programmers and designers. Then maybe you can do so. And another thing is it's very, very tiring to promote your products over and over again. And most of the time, maybe your list will get fed up of you because you keep hard selling to them every day and every month. Now if you have a consistent income then you can focus on building your long term income because your consistent income source is still generating income for you every month. You don't have to worry that there's no income coming in every month.

Now as a conclusion, you must have these 3 income streams because it's always easier to start with quick income. I mean, it's obvious because that's the quick way to get started with. Now if you are someone is not good at product creation to generate quick income, you can always buy resale rights. But the best way is to hire writers to create the products for you or you can hire writers at freelancer.com, oDesk.com even Fiverr, I think you can get some at Fiverr.

You always want to go with quick income first. Not because you follow some patterns or hierarchy or something, but it's just a logical and practical thing to do right now. I don't know who you are or what's your income level right now. But if you've already achieved quick income and your consistent income, I think, you should focus on building your long term income which is cloning the YouTube model. I hope you get the message that I'm trying to pass to you.

So let me share with you one ninja tactic. This is my ninja tactic. You see, once you have your quick income and start selling eBooks, your audio courses, your home courses, and other quick income methods that you have, you are going to build a list of customers.

You will have a list of subscribers and a list of customers. So you can automatically put your list of customers in your consistent income stream. Now here's how you do it. So when you're promoting your quick income products you are indirectly building in your consistent stream as well.

Now what I mean by this is this, imagine this for a moment okay? When someone buys your $7 dollars or maybe $10 dollars product, guess what? You can always offer them a 30-day free trial of your consistent income product. Where this is like an up sell program or a one-time offer. You're going to offer them a 30-day free trial to your membership site program.

Well, guess what? I hope you can see that how indirectly that put your quick income customers into you consistent income customer list without spending a single cent. Or marketing effort to promote your consistent income model. So you don't have to promote your quick income product and you don't have to promote your consistent income product separately. Now you're killing two birds with one stone basically, with this ninja tactic. So the front-end is you're selling your $10 dollars product and then up sell, maybe you can offer them a 30 days free trial for your membership site.

Now not everyone on your mailing list will buy your quick income products. And this is the fact okay. Some of them maybe interested in your consistent income model, in your membership site. Now they may be interested in the products that you offer in your membership, and guess what? You don't require more of a marketing effort to promote it.

That is my ninja tactic over here. I'm helping you to save time, save cost, save money and earn more money. So it is the same list that you get from your quick income promotion. Now do you see that basically it fits into your consistent income? I hope you can imagine this properly and you can see. Now if you don't of course you can always ask me questions personally.

Guess what? The question is, why don't you skip the process and promote consistent income products right away? Why don't you just straightaway promote your membership sites right away as a front end product? Well, that works as well, it works very well. But there is one thing that you need to take note over here.

Now, the only thing that you probably end up with is less customers because the fact of the matter is most people don't mind spending $27 dollars once. As compared to $27 dollars every month if they don't know you yet.

Now if you are a famous internet marketing guru or somebody who is expert in your niche, then I believe your followers or subscribers will be willing pay you $27 dollars every month - month in, month out.

Now from cold traffic and someone is new and they don't know who you are, and maybe you are not someone who's famous, you're just a normal person, then most likely they will just pay $27 dollars once, rather than paying $27 dollars every month. So this is the reason why you should go with the flow of selling their one-time payment and all, or maybe $10 dollars or $27 dollars and then up sell the one-time offer there is when you give them a 30 days free trial to your membership sites.

Most of the time (this is based on my experience and maybe a research) if they take up the 30 days free trial, it's free anyway, after 30 days, normally they'll forget about it. Most of them will forget about it. Or maybe they like it. They like your membership sites so they'll continue to subscribe. So take it as a free gift of 30 days free trial for them. Most of the time they'll forget about it, trust me on this.

So once you've started to generate income consistently and you get a spurt of income from the quick income model so you will have the funds to pursue your long term income. You see, long term income will take time and funds to build. A content site is not setup in a few hours. It's not like some internet marketing review site or something like that. It might take months or maybe years, it depends okay? Now the good news is, the longer it takes, the better it is because the business will be more stable. Now if a competitor wants to go in and knock you out, it's going to take a long time and a lot of funds for them to do that so most of the time they just forget about it.

So now the conclusion is, to have a successful internet business or a successful business, you must know your strength. And of course you must know your weaknesses as well. You need to know your funds, funding level, you resources, your networks, time, you need to manage your time properly and you need to have a vast knowledge. Well, my recommendation is to invest. Invest some money into any programs or courses to learn more stuff, to equip yourself with more knowledge. Learn from reputable internet marketers, not those scammers.

If you're already in this game, just do a quick evaluation of what you're doing right now and what you are expecting to get from what you're doing. You are trying to build your quick income model right now.

Evaluate whether you are doing the right thing or are you just doing the wrong thing. You need to evaluate where you're heading to, you need to know your direction and focus on it, okay? Focus.

Now if you are already marketing online, you might be doing a lot of quick income methods. I mean, this is common for all marketers. We all love affiliate marketing, we all love to earn money fast. By sending one email, you get tons of commissions. So that's why you and I have to work harder every month. But after watching this video maybe you might discover that you have a lot of funds actually, after you do your evaluation.

Maybe a lot of funds and I guess maybe you should be starting to build your consistent base income method right now. Start building your membership sites, it's very, very easy or start creating products that is membership-based, basically where people pay you every month. And then you can incorporate it to your sales funnel as one time offer up sell.

So I hope you learned a lot, and lot of stuff from these models that I personally use; I personally use them, I personally practice them and I just hope it can help you to grow your internet business.

Thank you so much for watching. I really, really appreciate your time. All the best to you, take care and bye-bye.

Charlotte White