

P.S. This is NOT a free report.

You may NOT give it away or sell it.

Disclaimer and Disclosure:

You and you alone are responsible for the success of your business and the interpretations of the content within this report. The strategies discussed in this report are based on my research and successful implementation. However, this is no guarantee of profit or success on your part. Use due diligence in everything you do online (and off).

Although I've attempted to keep information in this report as accurate as possible, I do not guarantee that all information is accurate or within the TOS of YouTube or Google. Ordering through any links in this report may result in compensation to me, the author.

This is what I do online and it works for me, doesn't mean to say it will for you.

OK LET'S GET BUSY!

This report will, I hope, be refreshing in that I'm not going to pad it out with the '*History of YouTube*' and why video marketing is cool and effective – **when you do it right!**

Nor will I be repeating all the info you can find re **Niche and Keyword Research**, On page **SEO and Backlinking** – that's all available elsewhere in the **IM Power Club Members area** although I may refer briefly to it in passing. As I will the **YouTube Implant** method as this, the *Illuminati* module, is primarily a fast and funky new way to facilitate that clever technique.

I'm also going to assume that you have a YouTube account and an associated email address and G+ Page. You will preferably also have a domain or website address where you intend to send your traffic (or redirects if you choose that route). See **YouTube Implant** in Members Area on setting this up right.

I'm just going to run some ideas by you and hope that a couple of them give you one, or more, of those 'AHAA!' moments that we all love!

SO LET'S JUMP RIGHT INTO THE MEAT OF THIS METHOD:

[If you prefer to learn via video tutorial there's one on the main page for this module in the IM Power Club Members Area]

1. **Go to your G+ page** (if you are unsure how to access simply click on the down arrow next to your profile picture when you are logged into your **Gmail account** and click '**View Profile**') once there click on the **Home** icon, top left.
2. From the Drop Down menu click the '**Hangouts On Air**' option
3. Then the '**Start a Hangout On Air**' button. (Don't worry the hangout won't go 'live' until you choose to click the '**Start Broadcast**' button later).

NAME YOUR HANGOUT WITH THE KEYWORD SEARCH TERM YOU ARE TARGETING AS THIS WILL BE THE TITLE OF YOUR VIDEO REPLAY IN YOUTUBE LATER!

4. Check your Webcam is nicely centered on your beautiful face and the sound is working OK.
5. Next open the '**Hangout Toolbox**' app that should show up in the left hand side navigation (if it's not there go to the ... **View more apps** link then **Add Apps** find it and install).
6. In the Hangout Tool Box click the '**Lower Third**' option to '**On**'. It will be pre-populated with your G+ profile name and appear 'back to front' – no need to worry about that as this will be fixed when the video has been recorded and uploaded but if you want you can click the '**Mirror my own video**' option.

OK let's pause here for a moment...

Can you see what we've done here so far? We are ready to start a Search Term optimized video in Google Hangouts that will automatically be uploaded to YouTube once we've finished.

The extra cool news is that Google and YouTube are favoring Hangouts over regular YouTube videos in the search engine rankings!

Now that might not always be the case but it is right now especially if you are after 'low hanging fruit' keywords.

Also notice that we are the only person in our Hangout – you can do a Hangout on your own!

Finally that 'lower third' we set up?

It could read 'CLICK HERE TO FIND OUT MORE' (or anything else) **and that will be our clickable link inside our YouTube video** (using the Spotlight annotation method as laid out in the **YouTube Implant method**) sending visitors to our web site or a redirect!

CAN YOU SEE HOW THIS IS USEFUL TO US?

But it gets better!

You can create some funky lower third graphics using the **free** tool '[Hangout Magix](#)' tool by Warrior '[Bertrandoo](#)' (*nice job man!*) or get the (advanced – way more options) '[Instant Video Presence](#)' software.

PLUS:The *Tube Illuminati* **BONUS** is a bigger selection of 'lower thirds' in multiple styles & colors and with multiple buttons that you can edit yourself online and 'upload' via the 'Hangout Toolbox'

SO...

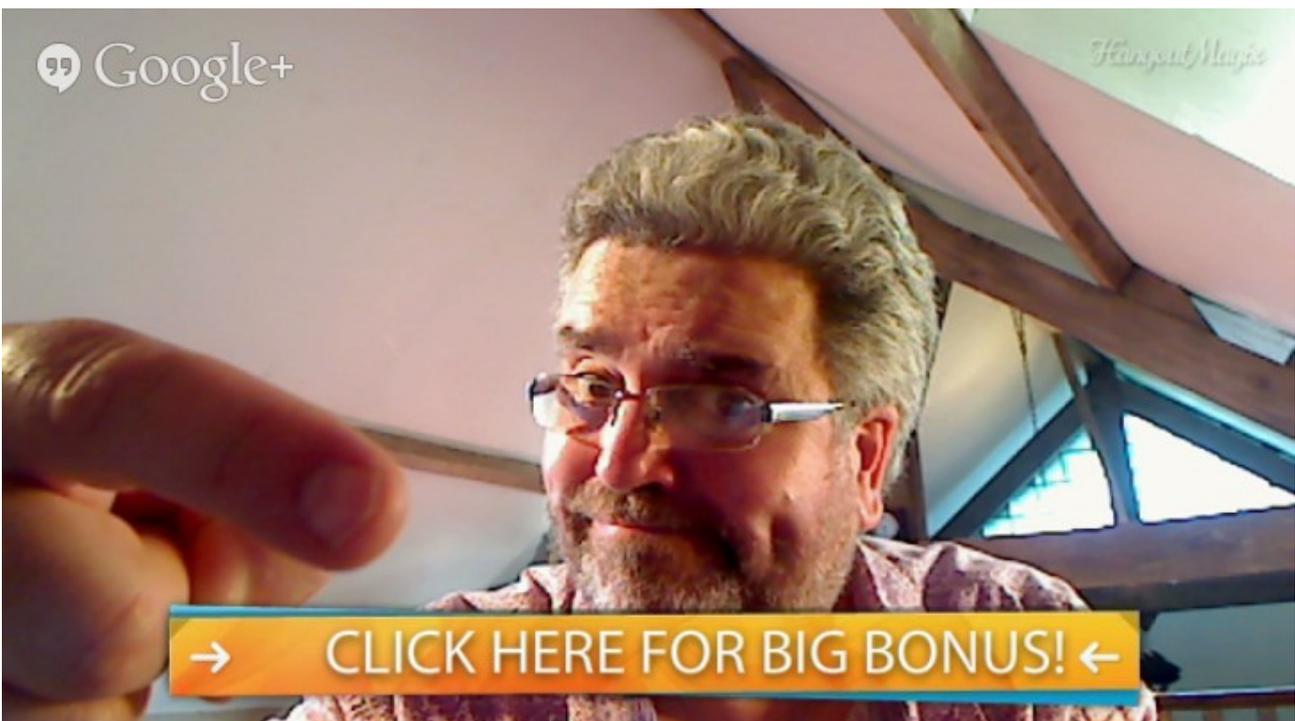
The video that appears on YouTube can go from this (**with that 'lower third' image being clickable back to our 'associated' website – using the YouTube Implant 2.0 technique**):



To this (a bit funkier using the free [Hangout Magix Tool](#)) – remember that we can have multiple spotlights in our video – back to our site, our G+ page, a Subscribe button, whatever we want right?)



or this:



Or (with the *Tube Illuminati* '**Bonus Lower Thirds**') you can take it to a whole new level....

e.g.

FOR AN AMAZON REVIEW VIDEO



The Amazon Associate Overlay (download as an editable .psd file in Members Area), as are the other overlays, comes in Blue, Red, Black and Gold options and can be edited online to change colors, text, icons etc. using Pixler.com (see video in Members Area showing you how). But for best results (with shadows and gradients etc.) use PhotoShop or Gimp.

Sometimes you can access a free PhotoShop download here too:
<http://www.techspot.com/downloads/3689-adobe-photoshop-cs2.html>

NOW, BACK TO IMAGERY.....

Note how I've spaced the text so that the 'Google+' watermark (it's default) fits in and kind of adds credibility!

OR A LAUNCH JACKING AFFILIATE BONUS (maybe in a Hangout with a Product Creator or your business partner?)

Google+ **Get My Big Bonus!**



CLICK HERE



For Full Bonus Details
& In Depth Review!

LIMITED TIME OFFER
FOR ACTION TAKERS!

Full Bonus Details In Video Description Below...

One thing to bear in mind is that your overlay (that you will make 'clickable' later) only shows up when you are on camera. So if you are interviewing, for example, a product creator send them the .png file so it appears when they are talking too!)

If doing a screen capture review of a product or similar you need to drop in your face throughout to keep that overlay popping up.

As you'll **see** the 'overlay' when you are recording your Hangout it will be easy to see how you need to adjust your camera so you video shows up nicely centered inside the transparent area.

OR AN EMAIL LEAD CAPTURE OR DISCOUNT QR CODE (great for Offline)

PS: Regarding 'Offline' stuff why not interview your client? Or do a fake interview?

Google+ **Discount Offer/Name**



Click here to send us your email info

NAME

EMAIL

CLICK HERE

Privacy Text

More Text

Or find out more about our business below

PS: In this Bonus overlay you have the option to turn off the faux subscription box and replace with a generic QR Code image.

OR (Here's something a bit sneaky) a FULL OVERLAY COMPLETELY COVERING THE UNDERLYING VIDEO – Just TALK about the product!

Google+

Text Line One

Text Line 2

Text Line 3

Button Text Here

www.YourDomain Name.com **GO**

Another way to use that full screen overlay is to have it appear at the end of your Hangout when you've stopped talking (but are still recording) as a final Call To Action and to delay the appearance of the distracting 'similar videos' montage showing up.

DON'T FORGET YOU CAN CHOP AND CHANGE 'LOWER THIRD' OVERLAYS DURING A HANGOUT – Just turn the Lower Third option OFF in the Hangout Toolbox, upload a new one and then turn it back ON!

ALSO DON'T FORGET TO CHOOSE TO HAVE YOUR OVERLAY BE YOUR THUMBNAIL IMAGE – It will really stand out in the SERPS!

Now I've kind of gone 'off message' a bit here with all those funky graphics!

Let's re-focus on why Hangouts are cool:

- Google Hangouts when replayed in YouTube **don't show Views Count!** So low views won't give the visitor the notion that your video is of low popularity!
- Since Google automatically upload your finished Hangout to your YouTube Channel this saves you time. Go in and edit after the fact, create **Playlists**, do your **On Page SEO** etc.
- The new **Google Algorithm** focuses on **Social Signals** we need to jump all over that right?
- As I said earlier Google are **heavily** promoting Hangouts and are rewarding users **with good rankings!** Combine that with effective On Page SEO and Backlinks (where necessary) and we are looking at nice money earning videos!
- All that plus the fact that simply using your Webcam and the 'lower thirds' images – **clickable in YouTube** and we are

talking about a whole new Ball Game! Plus a whole new way to take the **YouTube Implant Method** to greater heights without the need for Video Editing Software or 3rd party solutions – free **OR** paid! **RESULT!**

- When in a Hangout you can 'watch' other YouTube videos. How about watching part of somebody else's video and then 'popping' up to comment on it (with your Overlay in place of course!)?
- **DOWNSIDE?** Well a Hangout is an 'event' and the replay will be of that 'live' event so no editing option.

BUT saying that there's nothing to stop you downloading your full Hangout video (Using the [Download Helper Add On for Firefox](#) for example) and chopping it up into say 5 clips (in your video editor of choice) and **re-upload** those 5 to YT and add to the same Playlist and link to your full Hangout Video!

That's a cool way to quickly create multiple videos - each one optimized for a different search term that you are targeting.

ALL THE OTHER INFO YOU NEED TO IMPLEMENT THIS IS AVAILABLE IN THE OTHER MODULES IN THE MEMBERS AREA SO GO FOR IT (and report back!),

Yep, this report was really short, **IMO the best ones are** – no need to blind you with *stats and BS*. Just take this method along with the other stuff in the Member's Area and run with it!