

**Crushing it With YouTube**

**Content Provided By: Your Name**

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Introduction

YouTube – **You What?**

Have you heard about YouTube.com? Maybe you are scratching your head,

wondering, “What is it”?

**Is it, a catchy name for a catchy service?**

**Is it a marketing tool?**

**Is it a website for novice filmmakers?**

The answer is yes, yes, yes and then some. You see, YouTube is many things to

many people, depending on how they use it and their purposes for its use. You

can define the website’s purpose traditionally as:

**“YouTube.com is one of the many Web 2.0 sites**

**popping up on the Web. It is a “video sharing”**

**website.”**

However, YouTube.com, like many Web 2.0, sites is much more than a site

allowing individuals to share video clips. It is a place for public commentary, a

place where people can review the latest and greatest info products, a place

where people can network and share common interests, goals, and

opportunities.

The best part? YouTube.com is not too complicated to use, driving away hordes

of novice users. In fact, the opposite is true. YouTube.com is easy to master.

This website allows just about anyone to sign up for an account, upload, share

video clips, and view other people’s video clips. Sounds neat, huh?

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Just like many popular sites, registered members can rate videos, or find out how

many times other people link to a video clip for their viewing pleasure.

YouTube.com provides and publishes this information for your convenience, for

its loyal fans. Have you heard about Netflix? The idea is the same. Netflix is an

online video “store” if you will, like Blockbuster. Registered members can log in

and rent videos sent directly to their home. They can also rate and review the

videos they see. That way, the public has a better feel for what videos are worth

watching (and whether there are some videos they shouldn’t bother with).

The site can also tailor its recommendations to you depending on how many

videos you rate. The big DIFFERENCE between a site like this however, a static

site, and YouTube.com, is using YouTube, and you can watch video clips right

from your home computer. There is no renting, no late fees and no charges to

become a member.

Will you watch a full video? No. You will watch a video clip. In the ten minutes of

time a user has to make a video clip however, you can be sure they will input as

much valuable and telling information as they possibly can. So, a visit to

YouTube.com is well worth it.

**Is YouTube.com popular?** Yes, and not just among the young. In fact, the

young and old alike are enjoying their newfound “celebrity” status by posting their

own video clips to the Web. And, speaking of celebrities… YouTube is popular

among web fans, your average Jane or Joe, and celebrities getting in on the

action. Just like MySpace.com attracts many public figures interested in

connecting with their fan base and audience, so too does YouTube appeal to the

same crowd for similar reasons.

Alanis Morissette (a well-known singer, just in case you don’t know) just did a

spoof of Fergie’s (another young hip-hop singer) “My Humps” video. It’s pretty

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funny, if you have a good sense of humor. “You love my lady lumps?” What isn’t

funny about that? Even if you never heard the original song, you will get a good

chuckle out of it. It is also a great example of a good video, and you can use it for

a model when trying to create your own video clips for YouTube (we’ll get to that

later).

Check it out:

<http://www.youtube.com/results?search_query=My+humps+alanis>+

There is no cost just to listen, and you will learn a great deal.

Of course you can just type it (my humps) into Google and find about another

dozen sites promoting the video. While YouTube.com is fun, it can also be an

extremely useful tool for promoting your business , your website, and for

networking and connecting with people around the globe. So why write a guide

on YouTube? I’ll tell you why…

Here’s the point.

**YouTube isn’t just for fun**, though we have focused so far on some of the

funnier and entertaining features offered by the popular site. But, just as

YouTube.com is fun, you can just as easily use it to **promote your website**,

advertise your business or simply **publicize what it is you have to offer**. For

that reason, people are jumping hand over heals to get their hands on it. Large

corporations including CBS, NBC, Sony BMG and others, people that once

opposed the site, are clamoring to get in on the action. The reason?

**Millions of consumers are logging in every day to**

**catch a glimpse of what YouTube has to offer…**

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YouTube may become the most popular Web 2.0 site on the Net. The sooner

you get in, the faster you will start realizing the benefits YouTube has to offer.

Want to see just how useful YouTube.com can be to the ordinary politician, small

business owner or marketer? Check this out:

<http://www.youtube.com/results?search_query=obama>

Consider YouTube.com a platform, one you can use to connect with users in a

meaningful, directed and intimate way. YouTube.com offers something for just

about anyone.

What does YouTube offer? Among the material posted on YouTube include

many TV clips, multiple music videos, and much amateur content, content from

bloggers, and content from Internet Marketers interested in getting in on the

action. Celebrities, news organizations, and even musicians are now allowing

users to upload short video clips of their works to this incredibly fast-growing

website.

**When Did It All Begin?**

Here are the facts about YouTube.com as a business and rapidly growing

enterprise. Started in February of 2005, the site gained massive media attention

and popularity, in part because it was something fresh and new. It also brought

with it some controversy, as many of the more popular and successful websites

do. Time Magazine suggested it was the most popular invention during 2006. Of

course, it is not to say YouTube is not without its share of controversy. Quite the

opposite is true. We’ll learn more about the ups and downs YouTube has

experienced in the next section.

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What is important for you to know now is YouTube is a powerhouse, a weapon

anyone can use to gain free publicity. It even captured the attention of industry

giant Google Inc.

**Google Inc. bought the company for just over $1.5**

**billion dollars in late 2006.**

Infusing the company and website with even more capital and resources, there is

almost no limit to what YouTube can do in the future, and where it will take its

customers.

Be aware, we’ll use the terms YouTube and YouTube.com interchangeably

throughout this guide. This is not because we can’t decide which is better, it just

helps make the reading a tad more interesting. OK, now that you know “what” it

is, I’m sure you want to know how you can jump on the bandwagon and become

part of the next generation legacy YouTube has to offer, right? Here’s how…

**How To Become A Part Of The Legacy**

Everyone wants to be part of a legacy. If you bought this guide you are

considering what exactly YouTube has to offer you. You can use it as a source of

entertainment. If you are an entrepreneur, business owner or marketer, chances

are you want to know how to use YouTube to connect with your target audience.

The good news is you can easily to this. In fact, joining YouTube is easy, just as

easy as it is to sign with other popular site.

Now, to get “in” on the action, you will need to register. If you just want to find out

what all the fuss is about, you can tour the site and check out popular video clips

free of chard. That’s right… you can watch videos free on YouTube, you don’t

need to register.

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But…

If you want to upload videos, promo your site, brand your name or get the

attention of others, you will have to register. Don’t worry, registration is easy.

We’ll talk more about that later too.

Now that you have a better idea of what YouTube is about conceptually, let’s

learn a little bit more about the history of this incredible site. In the next section

we’ll provide you a small history of YouTube, so you have a better sense of

where it came from and where it may go. Hold onto your hats…

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**Part I – The History of YouTube**

Technology affords us new and interesting abilities every day. YouTube.com is

just one example of how technology is helping us in our endeavors.

By now you probably have a high-level of interest in finding out more about

YouTube. Before we talk more about getting in on YouTube and making it work

for you, let’s review YouTube’s brief history, as it is.

YouTube was “born” from the creative minds of former PayPal employees.

YouTube first became active on February 15, 2005 i. As you can see, despite its

enormous success the site is still in its infancy.

The start-up found funding in the form of venture capital from Sequioa Capital,

raising $3.5 million dollars for the site. ii The venture capital firm later invested

another $8million dollars into the company, helping spur its popularity during the

last year and a half. This just shows you how attractive YouTube’s business

model was and how many people instantly recognized the promise this site had

to offer.

Today many refer to YouTube.com as the, “fastest growing website on the

web,” iii

**“YouTube is one of the fastest growing Web 2.0 sites**

**to make history today.”**

Over 100 million visitors watch clips each day. By some reports, over 60,000

people upload videos within a single day. YouTube did face many copyright

infringement lawsuits, one reason it agreed to the huge settlement deal with

Google.

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**Who Uses YouTube?**

Everyone. Even your local politician. Yes, it’s true, political candidates and fans

alike now use YouTube as an informal medium for advertising. Barack Obama is

one of a few candidates that have a large fan base on YouTube.

Many political commentators are joining in, realizing millions may hear their voice

and message, and even internationally candidates are using YouTube as a

platform to market their campaign and platforms.

YouTube restricts individuals from sending material with known copyrights.

Therefore, NBC was among the first to ask YouTube to remove clips of material

including material from the 2006 Olympics, obviously uploaded to the site.

YouTube imposed several extra cautionary measures, including limiting video

clips to a brief 10-minute tape. This lessened much of NBCs concerns, but added

to YouTube’s popularity.

Think about it… word of mouth is one of the best ways to promote anything.

Interestingly enough, NBC eventually retracted its criticisms and instead decided

to collaborate with the company.

Many others are likely to follow suit. YouTube you see, is an exceptional outlet

for promoting just about anyone. A short 10-minute clip is more likely to garner

increasing interest than it is to damage a corporation’s ability to sell its products

and services.

Many major media moguls now provide content willingly to YouTube. Among

them include CBS, Sony BMG and even Warner productions.

**Moving Forward**

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Now that you understand more about where YouTube originated and how people

are using it, it’s time to learn how you can use YouTube for your personal or

business needs.

In the next section, we will provide details about setting up your own account and

video clips on YouTube. We arranged this section much like a Q&Q session so

you can find the information you need as simply as possible.

Here we go!

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**Part II – Using YouTube**

This section will provide you with quick start information about using YouTube to

your advantage. From registration to uploading videos and more, you will find all

the answers to your most pressing questions right here in this simple and easy-

to-use section.

**Registration**

You are welcome to view video clips freely at YouTube.com. But, if you want to

become an active member of the community, you will first have to join. You can

do this easily. If you use the Web even minimally, registering with YouTube.com

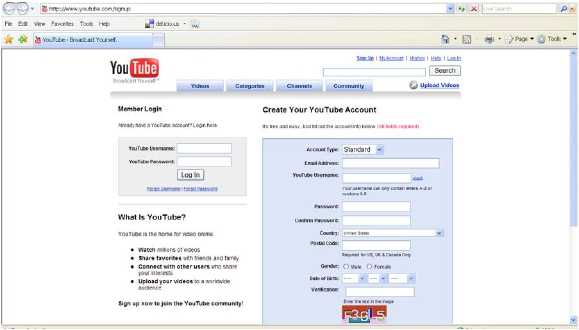
will prove a snap.

First, you will have to log onto the main YouTube.com sign up page.

Visit:<http://www.youtube.com/signup>

Here you will see a screen as follows:

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Registration is simple, just enter your user name, set up a password, provide

your e-mail address, and provide some personal details needed by the site.

These include your phone number, the country you live in, your gender, date of

birth and a confirmation number provided by YouTube.

Worried about your privacy? Don’t. YouTube.com provides an extensive privacy

policy you can access by the bottom navigation bar, or just visit:

<http://www.youtube.com/t/privacy>

YouTube values their customers’ privacy. While they may not share your

personal information intrinsically, you should know that any content you upload to

the site will be available to the public at large. YouTube may use information

such as your name and e-mail address if you choose to engage in activities

offered by the site (like uploading your video clips).

YouTube often sends cookies out to users computers, so visitors returning to the

site can log in easier. You can always delete cookies on your computer, this has

never been an issue for most people.

The company will not send you marketing material or other advertisements

without your consent, though they might send your e-mail address for

administrative purposes, but does not share your personal information with “third-

party” companies. This means usually most of your information is protected.

Remember, here are the benefits of registering:

 You get to watch millions of videos presented by people throughout the

world.

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 You can set up your section so you can share home videos with family

members and friends that may live faraway.

 You can connect with people around the world that share common

interests, likes and dislikes.

 You can have fun.

 You can upload and promote your videos to a global audience, a huge

benefit for any entrepreneur, marketer or small business owner.

**Confirmation**

Note, when you register YouTube will send you a confirmation note to confirm

your e-mail address is legitimate and that you own it. Do not forget to confirm

your email address or you will not be able to use the full functionality of the site.

**Getting Your Video Featured**

Now that you are registered, its time to start making movies. One of the first

questions people have is about getting their videos featured. Everyone wants

their turn in the spotlight. The real key to getting your videos featured is nothing

more than creativity and good luck.

Visitors on YouTube ranks the videos they like. So, like any review system, if

people like what it is you have to show, they will rate your videos better, and your

videos are more likely to be featured. YouTube.com provides a featured section

for popular videos.

**Using TestTube**

Some people are generous enough to want to offer feedback and improve any

site they use, including YouTube. If this sounds like you, visit:

<http://www.youtube.com/testtube>

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Here officials of the site try their newest features and ask users to provide them

with feedback so they can make their products and services more appealing. You

will get the opportunity to “test-drive” new features or programs before YouTube

launches them.

**Make Your Video “Watch Worthy”**

Apart from making a great video, there are many ways you can express yourself

and get noticed on YouTube. Unfortunately, YouTube doesn’t let registered

members upload personal avatars of themselves, small pictures of their liking.

You can however, create a brand simply by using your video cam. You can

provide an intro clip, a short bio of yourself if you like. Otherwise, use your full

creativity to help brand your name, your products or your services. You can even

brand your message if you place enough time and energy in creating your

videos!

**Making Your First Video**

Since YouTube is a relatively new concept, there are still many people that are

not certain “how” to go about making a great video. First, you will need the proper

supplies. You can make a video using something as simple as a digital camera,

your cell phone (provided it is one that takes video pictures) or a traditional

camcorder.

What you do is simply record a short, 10-minute clip of your video. Then,

download the video to your computer just as you would any digital pictures you

would take. YouTube then allows you to upload your videos. If you want to shine,

you can edit your videos before uploading them. There are many software

programs readily available that allow you to edit videos relatively easy, even if

you are a beginner. Some examples include Windows Moviemaker.

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Software applications are a big hit, in part because you can add subtitles to your

video, you can incorporate special effects, and you can zoom in and out and take

advantage of many other features. Since optimizing your video is essential if you

want to attract attention on YouTube, let’s find out how to do that.

The next section will help you learn how to create and maximize your videos’

potential so they captivate your audience.

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**Part III – Optimizing Your Videos**

Optimizing your videos is essential if you want to stand out in the crowd. You

don’t have to have fancy technology to make a great video. Use the tips below to

learn how anyone can create compelling and interesting videos for their YouTube

audience.

Remember, YouTube provides even novices the ability to create videos and

upload them as simply as possible.

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|  |  |
| --- | --- |
| **Features of a Good Video**  YouTube.com only gives you **ten minutes to make a good**  **impression.** So, you want to make the best impression you  possibly can, right?  How do you do that? There are many features “good” vs. “bad”  videos have. Consider the last time you watched a movie preview?  Was it intriguing? Did it get you asking questions? Did you want to  see more?  When you create your online videos for YouTube, you should be  thinking along these lines. Pretend you are creating a movie  preview.  **Here is what you want to do:**  - Get your message out.  - Make a point.  - Entice visitors to come back for more.  - Provide clear shots and well-recorded audio. |  |
|  |  |

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-

Keep it short and sweet.

Graphically improve your video to keep the viewer intrigued.

Remember, ten minutes is not much time. You want to record a

sharp video, one that is dynamic, unusual and anything but

ordinary. Some of the most popular videos on YouTube are popular

if for not other reason than the creator did something unique,

different and interesting.

Think you can’t come up with something creative for your video?

Think again.

Here is a simple activity to try to help you start your journey. Take

out a piece of paper. You are going to brainstorm. First, list the top

10 idea you have for making a great video.

Next to each idea, write down what makes that idea appealing. If

you can’t come up with at least five reasons the idea is compelling,

scratch it off your list.

Narrow your list to your top five choices.

Now, try to define how you will present the information in your video

to highlight your video in a unique and unusual way. Will you dress

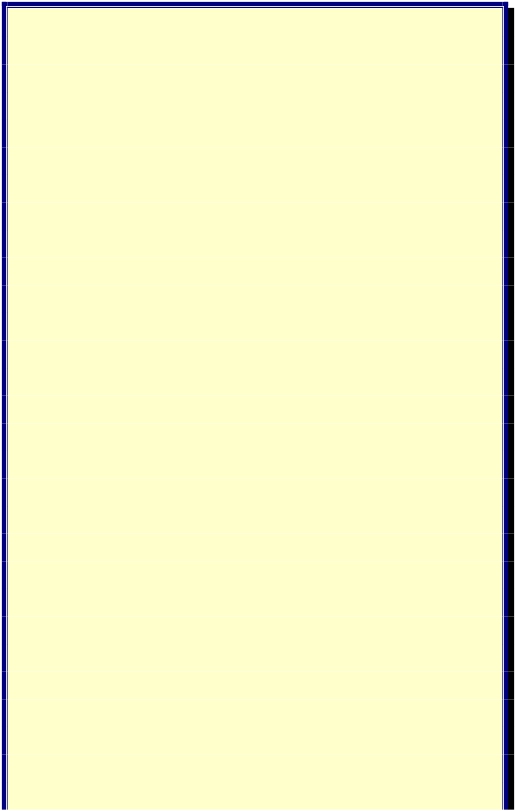
funny? Will you record atop the highest mountain? Will you include

a popular sound track?

Whatever you decide, make sure you try something unique. People

have every opportunity to watch something boring on television.

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They turn to YouTube.com to find interesting and intriguing things

to view.

**Making Videos With Your Camcorder**

If you have a digital or analog camcorder, then you probably already know how to

use it. It is easier to post videos to YouTube if you use a digital camcorder. All

you have to do is shoot your video, download it, and upload it to YouTube.

If you use an analog video recorder, like the kind that uses older VHS tapes to

record videos, you will probably have to use a converter box to create a digital

copy of your video, which you can then upload to YouTube.

Once you upload your video, it’s time to improve on it. Sure, you can leave it as

is, but remember, if you take even a small amount of time graphically

strengthening your video you are likely to attract a larger audience. So, here’s

what you do.

**First, make sure you have access to some video editing software**.

You can acquire this inexpensively on the Web. One of the more common

tools people use is Windows MovieMaker.

**Once you have the right software, upload your video to the**

**application**. Once you do this you can edit your video all you want. Try

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|  |  |
| --- | --- |
| Even if you are trying to brand and promote your sites, you must be  careful to make sure you do so in an interesting and creative way.  No one wants to watch an infomercial on YouTube. So find a fun  way to get your message out. |  |
|  |  |

saving multiple versions of it and testing it with users to see which they

like best.

**Now it’s time to make your video stand out**. Add special effects, like

interesting color schemes or fade in. Try adding titles or even chapters to

your video. Put some music in the background. All of these small additions

will encourage more people to look at and review your video.

If you are not sure what makes a good video, go to YouTube.com and check out

their “featured videos” section. Find out what makes these videos stand out. Is

the content outrageous? Does the author use multiple special effects? Are

subtitles or category titles included? Take some notes about what you like and

what you don’t. This will help you when you brainstorm ideas for improving your

personal video.

**Time To Upload**

Now that you took some time to play with your video, it is time to upload it to

YouTube. Make sure you save any changes you made to your video before you

upload it. You also have to save your video in a format YouTube can use.

YouTube.com recommends you save your video with the following extensions for

easier uploads: .MOV, .AVI, or .MPG files. These are common video formats

most people find easy to use. YouTube also recommends you use a video with a

320x40 resolution and one with an MP3 sound track.iv

You should be able to upload your video any way you like. If you use a digital

camcorder, you can upload your video from the device to the website. YouTube

even provides the alternative for users to send their videos to the site by e-mail.

One you upload your video, you will need to provide some description for it and

tags so people can easily find it. The best way to create tags for your video is to

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come up with some catchy keywords people are likely to search for when looking

for videos like yours.

You will also have to specify one or more categories under which YouTube.com

lists your video. Remember, the goal here is helping other users find your video

quickly and easily. With millions of videos uploaded each day, you have to take

time to ensure you label, categorize and tag your video correctly, so it stands out

from the crowd.

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**Part IV - How to Drive Traffic to Your Site by**

**Posting Videos on YouTube**

Web 2.0 offers many cost-effective ways of promoting your website and YouTube

is no different. And that’s just one part of YouTubing. It is also one of the most

fun ways of promoting your website. There is music, there is video, there is

creativity, and there is marketing. A terrific mix, isn’t it?

YouTubing is not going to sell your product. What it can do, however, is get

people interested in your services. How? Let’s take a look.

**Browse around**

If you are new to YouTube, this should be your first step. It’s a fascinating world

out there. Plunge right in and look around a bit. Look at the kind of videos others

have made. You’ll find some of your favorite music videos, movie scenes, vintage

videos, personal videos, documentaries, and of course, a glut of marketing

videos. If you find something in your niche, make a note of it. When you make

your own video, you’ll need to come up with something different from your

competitors.

**Create a video**

That’s what you’re there for. Grab a video recording device – your camcorder,

digital camera, webcam, or your cell phone, and get started. Like anything else,

you won’t get it right the very first time. If you look at your first video and feel like

pulling your hair out, remember that you’re not alone. Making a video is much

easier in your mind than in practice. Over a period of time, you’ll get better at it.

Which brings me to another point; just one video won’t win it for you. Once

you’ve uploaded your first video, start working on the second video and then the

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third. Yes it’s not easy but it’s much easier than some of the other marketing

techniques. This will also give you an opportunity to experiment with a variety of

techniques. Some may flop miserably while some may enjoy wide popularity and

may turn into a rewarding viral distribution.

**Spare a thought for the viewers**

YouTube is free but viewership has to be earned. So here is humble advice. Do

not make videos that take forever to load. People have other things on their

mind. And a site like YouTube has many choices for them to pick from. A study

on video-sharing websites suggests that a video works best when it is under 5

minutes in length. So even though YouTube allows you a maximum of 10

minutes, keep it under 5 minutes.

Before you upload your video, ensure that the file format is accepted. YouTube

accepts .WMV, .AVI, .MOV and .MPG formats.

**Entertain**

I’ll say this a hundred times over – YouTube is not your marketing collateral. DO

NOT sell your product on YouTube. Use it wisely to get people interested. Once

they start flocking to your website, you can sell all you want. The minute you start

boring them with your ‘Buy Me’ messages, they’ll turn the other way. The best

way is to come up with something entertaining that the viewer would want to sit

through. When you have six interesting videos on something, the viewer will

surely want to know you. That’s when your marketing begins.

**Add your website URL**

You’ve made a great video and you’re getting a lot of comments. All of it will

count for nothing if it doesn’t result in increased traffic to your website. So add

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that all-important URL with your video. You may add one before the video and

one after the video. Add your URL to your YouTube profile as well.

**Market through others**

Whoever said you need your own videos to attract traffic? If you don’t want to

spend time creating a video, approach a popular YouTube user. Offer them a

payment for displaying your link on their videos. That’s encouragement for them

to come up with interesting videos and a marketing platform for you without

sweating too much.

**Put up a video on your social networking profile**

This may not seem relevant at first but it will surely help you get popular. Put up a

bunch of hit YouTube videos on the other social networking profiles that you use.

A few examples are Digg, De.li.cious, Orkut, and Reddit. That will make your

profile attractive and help in getting new contacts.

**Participate**

If you want others to visit your profile on YouTube, start with visiting their profiles.

Browse through videos, add comments for their videos. Don’t spam their profiles.

Offer genuine comments and try to initiate a dialogue.

**Spread the word**

If you have uploaded your own video, get your friends and family members to

view it and rate it. Nothing works like a five star rating. Ask them to chip in with a

few good comments as well. The biggest mistake is to assume that uploading a

video is the end of it. It needs a lot of promotion to make your video visible.

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**Tag your video**

Now this one is the most obvious idea. Use appropriate and relevant tags for

your video. You wouldn’t want a person to miss out on your video if he or she is

looking for something similar.

What you’ve read above are just a few ideas you can use to drive traffic to your

YouTube profile and thus to your website. You’ll find more as you go along. As

you see other users, you’ll pick up a few interesting tactics. The bottomline – be

innovative, be observant and be smart.

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**Frequently Asked Questions**

Now that you have the basics down, it is up to you to make extraordinary videos.

Here are several frequently asked questions newbie’s have when starting with

YouTube.

If you do not find the answer you need, check out YouTube.com’s help section,

where you will find a comprehensive listing of hundreds of questions users have

about the service.

**Q. Can I comment on other people’s videos?**

**A.** Yes, you can. Much like blogging, you are able to place comments about a

video. The more often people rate and comment about a video, the more likely it

is to achieve higher ranking on the site. Keep in mind however, once you make a

comment on another video, it is permanent. Only the creator of that video can

delete it. You can however, delete unwanted comments from your own video

clips. You should in fact, keep an eye on the kinds of comments people make to

your video so you do not have Spam comments posted to your clip.

**Q. My comments are not showing up, and sometimes I can’t comment at**

**all. Do you know why?**

**A.** The chances are high either (1) you did not confirm your e-mail address, so

you are not showing up as a registered member, or (2) you haven’t given it some

time. There is a slight delay in the time you post comments to the time you can

see them on the website. If you find you are having other technical difficulties,

sometimes it helps to simply clear the cache on your Internet browser. Typically,

to do this you will want to delete any temporarily files, your search history and

any cookies stored on your computer. Next, be sure to log out, and then log back

in again.

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Most of the time you can do this by using the Tools menu Options tab. Other

times you can click the Start button, then go to your computer control panel and

find the Internet Options bar, which will allow you to delete the files you select.

**Q. I want to save a video clip to my computer. How do I do that?**

**A.** You can’t actually download and save any videos to your computer, except for

your own videos. YouTube created a structure that allows all clips to run on the

site, but on the site alone. Sometimes you can save a video in your “save videos”

list on YouTube, and watch them when you log back in later. You can also

bookmark videos much like you would your favorite sites, so you can come back

to them later.

**Q. What are playlists and how do I use them?**

**A.** Playlists are lists of your favorite videos. When you bookmark videos you add

them to your playlist. Typically, creating a playlist is as simple as clicking on the

“save to Favorites” button. This link is just below the video you watch. You can

classify your favorites into separate playlists by using the dropdown menu. All

you have to do is create a title and the properties for each playlist you create.

You can even share your playlists for others. When you go to your playlists page,

located at:

<http://www.youtube.com/my_playlists>

You simply select the playlist you want others to see, then click the bar that says

share this list. It’s that easy. You will need to add the e-mail addresses of people

you want to share your list with. When you click send, the people you appointed

will receive a message telling them they can log on and view your playlist.

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**Q. Why are Playlists of use?**

**A.** Playlists can serve many purposes. If you want to get a marketing message

out to many people, you can create a series of videos that talks about your

products, services or one you are promoting. You can then send a link of your

Playlist out to your opt-in list. You can also use Playlists to send out family videos

to members living out-of-state. Simply compile a few clips of your favorite family

videos, add them to your list, and then send them to distant family.

If you have a series of products you sell, or a book series you want to promote,

you can provide audio clips about that series on a specific playlist. You can then

create other playlists to market and show off other products you want to promo.

Remember, the list of possibilities is endless when you use YouTube.com as a

promotional tool.

**Q. What if I do not want other people to see my video?**

**A.** YouTube allows registered members to keep their videos private, meaning

only people you invite will be able to view your video clip. Simply visit the

following link:

<http://youtube.com/my_vidoes>

You will want to go to the “Edit” section, and select the private button. You will

then need to choose the contacts you want to allow viewing rights to.

**Q. Is it hard to watch videos on YouTube?**

**A.** Watching a video is simple, anyone can do it. All you have to do is visit the

site. Remember, anyone can watch video clips without registering. Click the

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video and you are in business. If you want to save videos to your favorites list,

you will need to register, but remember, registration is free!

**Q. I want to use my cell phone to upload a video. How do I do that?**

**A.** Many newer phones allow you to record short video clips. Before uploading to

YouTube, you will have to set up your account so it can receive videos from

mobile devices. To do this, simply log into your account. Then, follow the account

settings choice and click on the link to “Mobile Upload Profiles.” Here you can

enter information about the mobile unit you plan to upload from. Then you create

a file for your cell phone. YouTube.com will provide you with a specific e-mail

address you can use to send your videos to. Make sure you send your video

direct to the e-mail address provided by YouTube.

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**Conclusions**

As you can see, YouTube is making life incredibly fascinating. Using YouTube for

entertainment, as a promotional tool or to learn more about a subject you are

passionate about is easier than ever.

You do not have to be a technical wizard to figure out how to use YouTube to

your advantage. In fact, YouTube provides detailed instructions for all the

features, including the advanced features it offers on its site.

Before you seriously consider using YouTube as part of a self-promotional

campaign, log onto the site, create a profile and try uploading a few test videos.

This will allow you some time to get used to the sites features and figure out

exactly what you need to do to get your videos up and running. Don’t forget to

check in often with the featured videos section, so you get a better idea of what

others are doing.

Have fun!

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