

Social Media Outcomes

Attract Clients Online & Increase Your Income!



Social Media &
Online Networking Mastery
Webinar Class #4: YouTube

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“Social media is social!”



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Outline

- Why Record Videos
- Creating a YouTube Channel
- YouTube is a Social Network
- What to Say in a Video
- Practice Videos
- Recording a Video
- Editing a Video
- Posting a Video
- Sharing a Video

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Social Media Outcomes

Community Page about Training

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What You'll Learn

- Tips to set up a YouTube Channel
- How to record a short video
- Tips to come up with an interesting topic
- How to share videos online

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Quote

In Marketing “a picture is worth hundred words” but change is inevitable and in this digital age “a video is worth more than thousand words”, that is the power of internet video marketing.

~Author Unknown

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Why Record Videos?

- It's like giving a presentation face to face that people can watch again and again
- Record a video once and new people will watch it from now on
- A video is more personal than audio
- People like videos!
- Videos are easy to share on social media

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YouTube Tip

YouTube offers several thumbnail images of your video. Select the best one and it will be the first thing people see when they look at your video. (The images are selected randomly.)

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Creating a YouTube Channel

- You need a Google Account
- Visit YouTube.com
- Click Create Account
- Select a title for your channel
- Post your 1st video

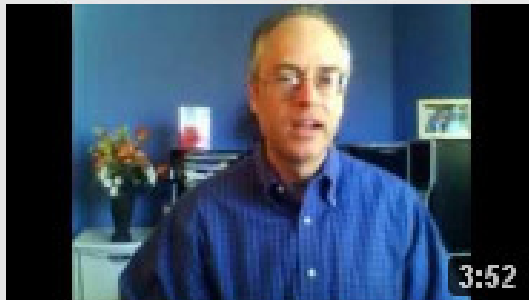
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Post Videos on YouTube



socialmediaoutcomes uploaded a video 1 week ago



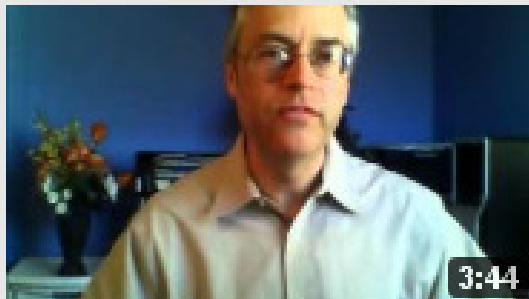
Rick Cooper (Online Social Networking) How to Develop Relationships Online

20 views

<http://www.socialmediaoutcomes.com> Rick Cooper, Social Media Marketing Expert, shares tips to leverage social media to



socialmediaoutcomes uploaded a video 1 week ago



(Facebook Tips) Amazing Technique to Reach Clients with a Laser Focused Message

24 views

<http://www.socialmediaoutcomes.com> Rick Cooper, Social Media Marketing Expert, shares tips to leverage Facebook to reach

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Quote

“Social networks aren’t about Web sites.
They’re about experiences.”

~**Mike DiLorenzo**

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Videos Build Rapport

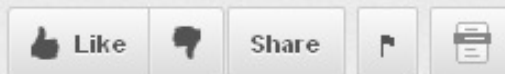
Rick Cooper (Online Social Networking) How to Develop Relationships Online

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Subscribe

12 videos ▾



20 views

www.youtube.com/watch?v=...

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YouTube Tip

When you add tags to your YouTube videos, do not add duplicate tags. Use unique words for each tags otherwise YouTube may remove the duplicates.

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YouTube is a Social Network

- You can subscribe to channels
- People can subscribe to your channel
- People can comment on videos (if you allow them)
- Develop a strategy to get people to subscribe

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Videos Position You as an Expert



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Build your Subscriber Base

**socialmediaoutcomes's channel**

47
subscribers

Feed Videos

Search Channel

Subscribers (47)

 adifarber's channe... 6 subscribers	 Sherry Campos 1 subscribers	 kkaufman49's chan... 5 subscribers
 shahkaramiamir 7 subscribers	 joyous7000 1 subscribers	 fanpageevangelist'... 94 subscribers
 IncreaseBiz's chan... 18 subscribers	 yadntsay 1 subscribers	 Best Door 2 Door S... 69 subscribers
 elliottfam's channel 0 subscribers	 BerlinBen71 2 subscribers	 suekobuki 1 subscribers
 carolabush's channel 1 subscribers	 "Impression Series... 50 subscribers	 SusanJoySchleef's... 1 subscribers
 Profit Puzzle Smal... 7 subscribers	 Executive Director 29 subscribers	 COMSER 4/U PROD... 0 subscribers

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Quote

“In the end, the winner is content. Good content, sharable content, and consumer-driven content will allow us all to have a broader spectrum of information and, for the marketer, an easier way to connect with their base.”

~Aaron Kahlow

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Contact People through YouTube

New ▾

All Contacts

1 - 25 of 36

All Contacts (36)	Add New Compose Block Delete	
Blocked Users (0)	☐ Name ↓	Selected Contacts (0)
Subscribers	☐ BerlinBen71	Choose from your list of contacts
Subscriptions	☐ BusinessForHome1	
	☐ FinancialSocialMedia	
	☐ FusionAlliance	
	☐ GetTheDash	
	☐ InboundNow	
	☐ KKSmarts	
	☐ MISTEREBEATS	
	☐ MadMarketingTV	
	☐ MassFacebookFans	
	☐ RobAdvertising	
	☐ Roy Dunne	

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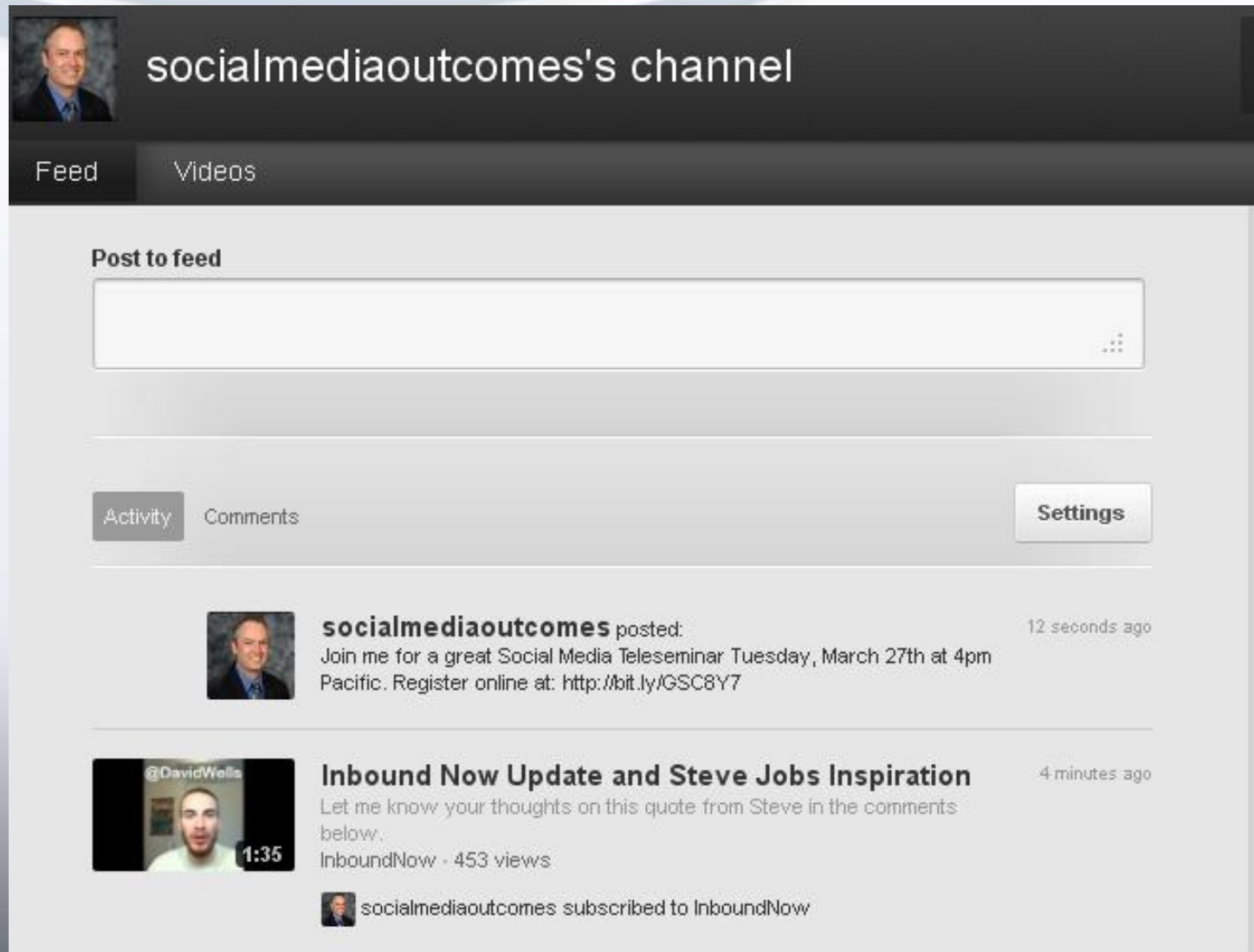
What to Say in a Video

- Make a list of videos you need to create
- Prioritize the videos
- Select a video to start with
- Select a topic
- Create an outline
- Create a script

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Post Messages in your Newsfeed



The screenshot shows a social media channel interface for 'socialmediaoutcomes'. At the top, there is a profile picture of a man and the channel name 'socialmediaoutcomes's channel'. Below this, there are tabs for 'Feed' and 'Videos'. A 'Post to feed' section contains a large text input field. Below the input field, there are tabs for 'Activity' and 'Comments', and a 'Settings' button. The feed displays two posts. The first post is from 'socialmediaoutcomes' and says 'Join me for a great Social Media Teleseminar Tuesday, March 27th at 4pm Pacific. Register online at: <http://bit.ly/GSC8Y7>'. The second post is from '@DavidWells' and is titled 'Inbound Now Update and Steve Jobs Inspiration'. It includes a video thumbnail with a '1:35' duration and says 'Let me know your thoughts on this quote from Steve in the comments below. InboundNow - 453 views'. Below the video, it says 'socialmediaoutcomes subscribed to InboundNow'.

socialmediaoutcomes's channel

Feed Videos

Post to feed

Activity Comments Settings

 **socialmediaoutcomes** posted: 12 seconds ago
Join me for a great Social Media Teleseminar Tuesday, March 27th at 4pm Pacific. Register online at: <http://bit.ly/GSC8Y7>

 **Inbound Now Update and Steve Jobs Inspiration** 4 minutes ago
Let me know your thoughts on this quote from Steve in the comments below.
InboundNow - 453 views
 socialmediaoutcomes subscribed to InboundNow

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Practice your videos

- Read your script through 3 times
- Think about any gestures to make on video
- Practice in a front of a mirror

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Brian Klemmer and Eric Lofholm

 saleschampionvideos's Channel ✓ Subscribed All Uploads Favorites 



0:00 / 2:47 CC 360p

[Info](#) [Favorite](#) [Share](#) [Flag](#)

Brian Klemmer Introduces Eric Lofholm Like Dislike

[Date Added](#) | [Most Viewed](#) | [Top Rated](#)



Rosie Bank Shares Her Experience
66 views - 1 year ago



Brian Klemmer Introduces Eric
86 views - 1 year ago



Eric Lofholm Introduces Brian
38 views - 1 year ago



Eric Lofholm Shares a Referral Technique
36 views - 1 year ago



Eric Lofholm Teaches Train the Trainer
43 views - 1 year ago

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Recording a Video

- 2-3 minute video
- Share 1 tip
- Share a story
- Share an offer
- Give a call to action

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Follow the Rules!



Search

Browse

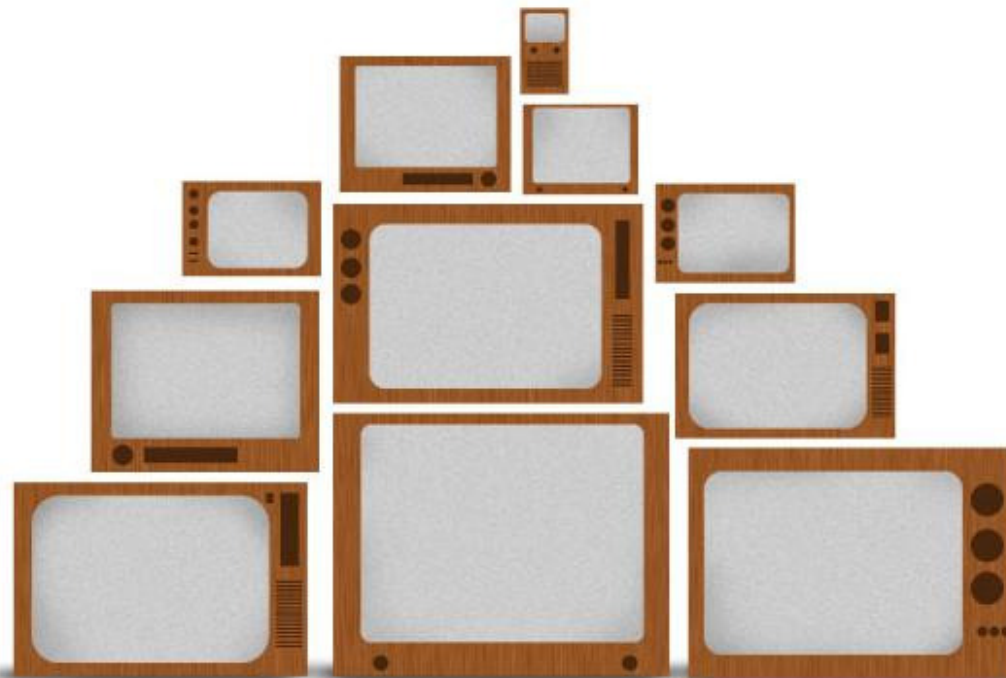
Movies

Upload

rickscoop



This account has been suspended due to multiple or severe violations of YouTube's policy against **spam, scams and commercially deceptive content**.



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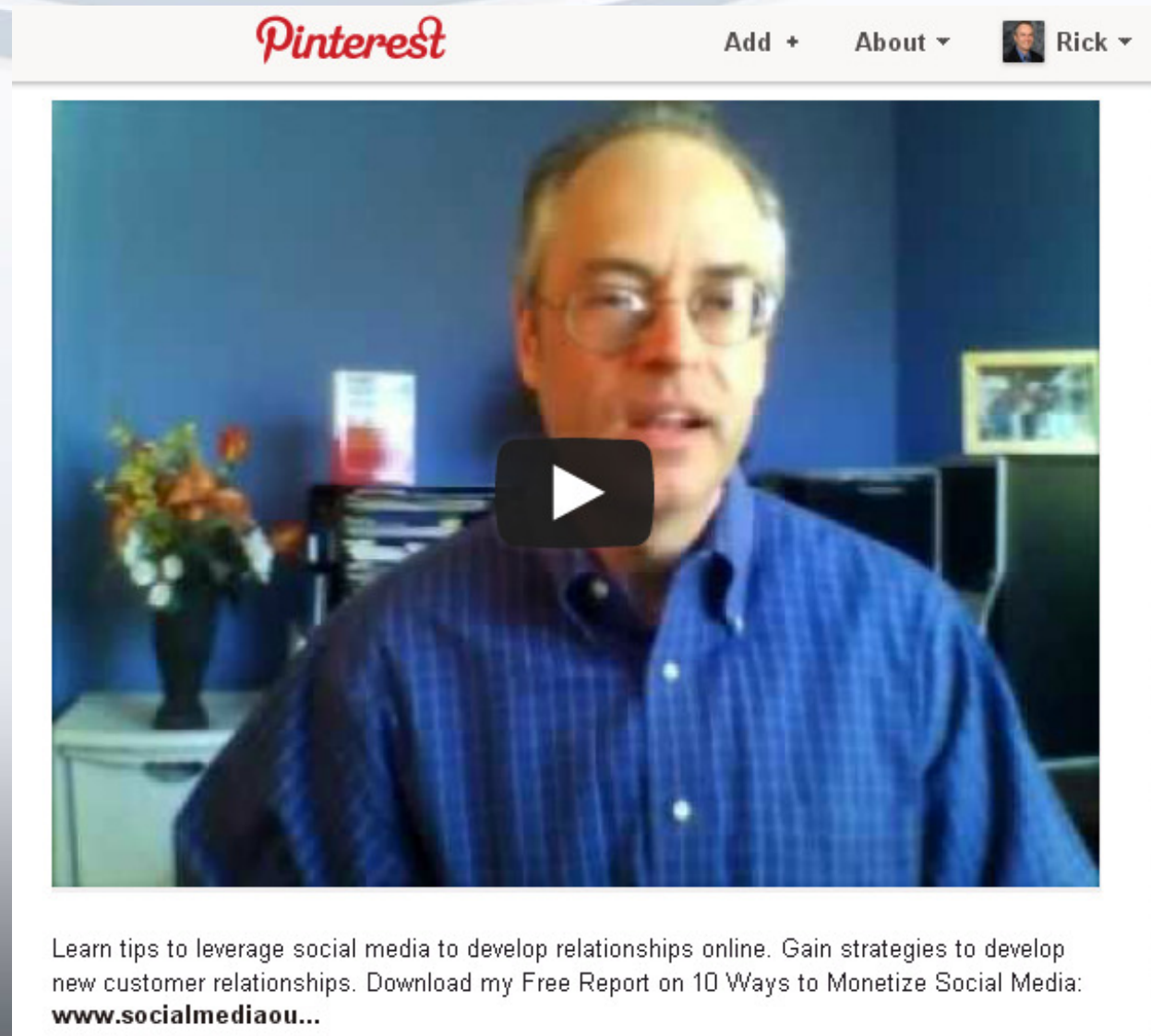
YouTube Tip

Share your YouTube videos on Facebook, Twitter, LinkedIn and Pinterest! (Yes, you can actually watch videos on Pinterest!)

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Share videos on Pinterest!



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Editing a Video

- Some videos do not require editing
- You can add an intro
- You can add an outro
- You can edit out parts
- You can edit in parts
- You can add captions
- You can add screen fades

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YouTube Tip

Post updates in the YouTube news feed. People visiting your channel will see your links and may click to visit your website!

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Posting a Video

- Upload video to YouTube or other sites
- Add a description with a call to action and a link
- Publish the video

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Where to Upload a Video



Monetize your videos and grow your audience.
Become a YouTube Partner today!

Get started

Upload video files



Select files from your computer

More ways to upload and create



Upload multiple files

Choose more than one file by pressing the "Ctrl" key while selecting files.



Record from webcam

Share your thoughts. Record a video and publish to YouTube right now.

Drag and drop videos anywhere on this page to start uploading.

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Sharing a Video

- Drive traffic to YouTube
- Send an email to subscribers
- Post link on Facebook and Twitter
- Embed video on website or blog

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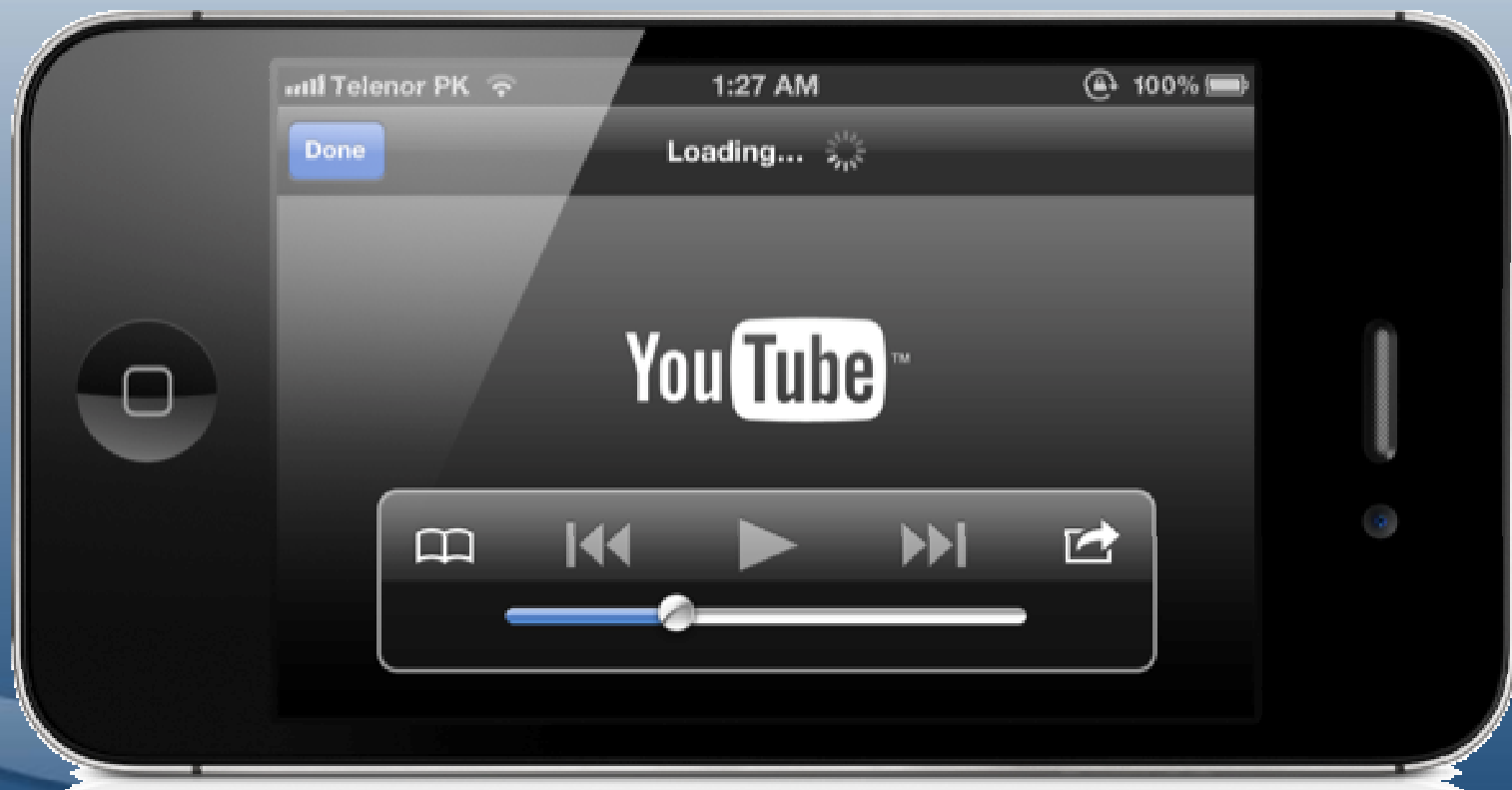
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How to Share a Video



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Mobile Users Watch Video Too



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Next Steps

- Set up a YouTube account/channel
- Record your first video
- Share the video
- Repeat process

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What are YOU
Committed to Take Action
On This Week?

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Facebook.com/RicksCooper
Twitter.com/RickCooper

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