How To
GENERATE REVENUE USING YOUTUBE
WHY YOUTUBE?

Almost everyone knows that the formula for creating success and making money from your online business always starts with traffic.

Now there are plenty of places to generate traffic like Facebook, Instagram, Google, Solo Ads, Content Advertising, Affiliate and more. What we’ve found is that YouTube produces the highest quality traffic and the highest conversion rate and figured out exactly why.
This report is short, sweet and to the point so that it can help you understand why YouTube works so well and show you some of the most helpful tips to getting started that you’ll probably ever find for free.

The key to online success is to find high converting traffic because without conversions there is no revenue for your business. Most people find themselves just searching for “traffic sources” without really thinking about how that source will convert and will those people actually be interested in what they are promoting or selling.

There are many different things we have to look at when determining if our traffic source makes sense for what we’re selling or promoting:

- Age
- Gender
- Country
- Income

These are just some of the “main ones” that people usually try to use to target traffic purchased or sent to their webpages, but there’s one that most people don’t think about and it is exactly why YouTube wins the battle of the best traffic source.

“How much time does the prospect have once they respond to your advertisement? “
Now that probably isn’t something you’ve thought much about, but the fact is that most people don’t end up purchasing or going all the way through your funnel not because they are the wrong age or gender, but because they simply don’t have the time.

When someone’s on Facebook or checking their email a huge portion of the time they are on their phone, which means they can be anywhere and doing anything while viewing your ad. After clicking it they likely don’t have the time to go through an entire sales funnel so they leave.

The big advantage YouTube has is that people are searching for videos to watch, which means they simply have time. This type of advertising is a lot like TV advertising in that we know the person seeing our advertisement has a greater chance of not being rushed away once responding to our ad or video.

This is one of the major factors in the ability to have massive success with YouTube. People have the intent and that's not something found many other places aside from Google.

Aside from prospects having time and intent YouTube also has a massive audience for you to reach. Nearly one third of the Internet, which is over one billion people, use YouTube. There are reportedly over one billion hours of content consumed each day.
We've got plenty of traffic and eyeballs, who have plenty of time and only see what they intend to see.

This makes YouTube a massive opportunity to generate revenue and build your online business.

**PROFIT STRATEGY #1 – BUILD YOUR CHANNEL (FREE TRAFFIC)**

You've probably seen many people talking about building a YouTube channel, but the question is why does that work? how does it work? and more importantly how do you get paid?

These are all good questions so let's dive in and take a look at what it takes to build a good channel.

**Channel Icon**

This is the icon that people see and it's important. It should represent your brand and instantly have people identify who you are and what you're going to share with them.

**Channel Cover Art**

This is the big cover art that shows up at the top of the page. We usually use this space to highly some of the content and topics that will be shared in the videos.
Custom Thumbnails

This is probably one of the most important things to pay attention to when creating your channel. According to some sources almost 90% of the best-performing videos on YouTube have custom thumbnails.

Channel Trailer

This is the default video that shows on your channel and really hypes people up about watching your content. This is the single most important video you can upload to your channel so it’s important to make sure it embodies everything you’d want someone to know about you and your business.

Here are a few things you should answer in your channel trailer:

- Who are you and what does your business do?
- Why do you do what you do?
- How can what you do can help your customers and viewers?
- What will your viewers learn by subscribing to your channel?

What’s The Key To Building A Following?

There are a few things that we think can and will contribute to building a following on YouTube.

1. Regularly scheduled content releases – this means you release content on the same day and at the same time each week. This lets your subscribers know when to expect content from you. Think about it like watching your favorite TV show if it didn’t have a set schedule you’d likely never be as engaged.

2. Ask them to subscribe! It’s rare that someone is just going to click the subscribe button so you’ve got to ask. We suggest asking someone to subscribe to your channel within the first 10 seconds or so of your video and the again at the end.
3. **Strategic Video Descriptions & Titles** – It’s important to have a specific keyword in mind when creating your titles and descriptions. You obviously need to make sure the keyword being used is mentioned and the focal point of the video.

![Title](image)

Destin Florida - 4 Amazing Things To Do On Vacation

![Description](image)

Destin, Florida is one of the most amazing beaches in the world. In this video we’ll show you amazing footage of the emerald coast and all it has to offer your family during vacation.

4. **Tags** – We always suggest adding as many tags as possible to your videos as long as they are relevant. Think of tags like “keywords” that help people discover and find your videos and content.

![Tags](image)

Enter comma-separated values
PROFIT STRATEGY #2 – RUN ADS (PAID TRAFFIC)

At first this might seem like something you DON’T want to do, after all I just gave you some great tips to creating a channel, building awareness and getting loads of free traffic.

So why pay for ads?

Well in a perfect world all of those free strategies would pop off and create a massive impact quickly for your business, but as you know the world isn’t perfect.

Build a channel and getting subscribers takes take and dedication and let's face it as entrepreneur’s we want to see results NOW.

One of the fastest ways is to simply run ads on YouTube.

This allows you to step in front of the billion people using YouTube almost instantly, but of course you've got to pay for that type of exposure.

We've been testing ads on this platform and have found them to be far more profitable than on any other platform to date.

Again, it all goes back to “time” and “intent” those are two key factors in helping us absolutely explode with sales and revenue.

Even though this short report was supposed to be about building a channel and generating free traffic we wanted to touch on some things we've seen absolutely killing it for us in the paid ads version of YouTube.

First off to run ads on YouTube you'll need a Google AdWords account, which you can quickly setup online.

https://ads.google.com/start

Once you have an account it's pretty easy to get up and running with your ads on YouTube and you'll choose from two different type of ads to run.

1. **Keyword “Search” Ads** – These are videos that show up when someone searches a specific keyword on YouTube.

2. **In Stream Ads** – These are ads that play right before someone watches a specific video on YouTube. The great thing about these ads is they are targeted and you only pay if someone watches at least 30 seconds of your ad. This is exactly why YouTube has such a distinct advantage over almost every other advertising platform.
When you’re creating a video ad for YouTube we usually break it down into a few sections:

**The Hook** – This will last 5-10 seconds and be the most impactful statement you can make to entice a viewer to stay with you and watch the rest of your ad.

**The Education** – This is where you show them something of value so that they begin to build rapport with you. You’re building credibility here so it’s important. We usually do our videos for about 1:30 to 2 minutes.

**The Call To Action** – This is where you tell your viewers to click the link and go to the page your ad is promoting. It’s important to be clear and very direct when telling people to take action.
Build More Desire – Here you take some time to tell the viewers why they need what you have and exactly what they will get. We usually suggest showing them visually what the experience will be like once they click the link and follow through.

Create Urgency – Some people are fence sitters and simply require some form of urgency to take any action online. It’s important to tell them why they need to take action immediately and not procrastinate.

Give Final Call To Action – Remind them to sign up now, click the link and then give them a friendly and personal outro. Some people will not take action until this point so it’s important to remind them to click your link and to be as friendly as possible when closing down your video.

Overall we look to keep our videos between 2 – 4 minutes and we always follow the outline above as it’s proven time and time again to produce the best results.

The Future Is Bright

As more and more people consume content on YouTube it’s going to increase the opportunity for you to create revenue from your channel or paid ads on the network. If you look back even 5 years ago YouTube simply wasn’t the beast of a traffic source that is today. As more people look for on demand content we’re going to see an increase in eyeballs and opportunity.

I would say the future looks even better than we could have ever imagined so it’s important that you start building your channel and truly monetizing YouTube right now so you can ride the future growth that’s sure to come.