

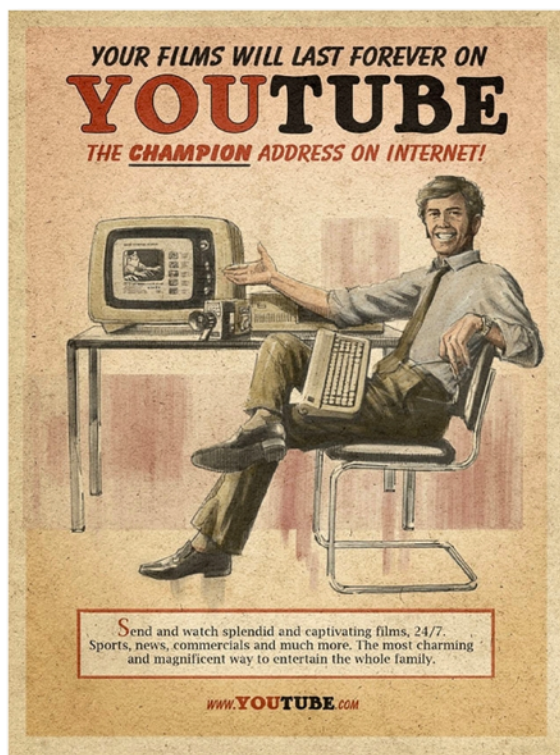
YouTube and Your Platform

A lot of people wonder about YouTube today. Many coaches and consultants don't like YouTube and I get it. Certainly you do not want to use YouTube for your launch videos.

All that does is create an infinite number of distractions and will cause you to leave thousands of dollars on the table.

But here I'm only talking about the linear launch. I'm not talking about the content carousel. When it comes to the content carousel, those videos you create every week or every month, if you're in a niche where people do searches online, and you aren't using YouTube, it's like being in a race with one leg. It's like having a car with gas.

The reason is that YouTube is the second largest search engine on the web.



Should you be on YouTube, too?

Obviously you want to be where people are looking. That's what it means to be a visible authority.

If you're a consultant who helps corporations with their hiring practices, and they're out on Google typing in "affirmative action policies", and a whole raft of YouTube videos appear, and yours aren't there, you aren't doing yourself any favors.

On the other hand, if you're in niche with no keyword searches, then being on YouTube might be a waste of your time.

So the calculation is not about what it means to be on YouTube. YouTube is pretty mainstream now. It's more like a browser than a website.

So the principle is to be where your market already is. If they're using YouTube, give them something better to watch.

If they're using YouTube, you can use it to build your list.

You can host your videos there and embed them on your own website which helps the ranking of your website.

You can create playlists on YouTube to keep people more engaged with your content, but always, always, the goal is to get them back to your website, not encourage them to stay on YouTube.

Think of YouTube as the launching pad. If you stay on the launch pad, you'll never reach escape velocity. And your goal should be a high orbit.