

The YouTube Traffic Takeover Workshop

YouTube Video Creation Tips

- When you're first getting started make sure you ONLY create videos for search. Every video needs to be focused on a keyword so you can get new people in front of your videos and hopefully getting them subscribed and/or to the thing(s) you're promoting in your video.
- Be consistent! You need at least 1 video a week, but 2-3 would be GREAT. Always post your videos on the same days. I'm shooting for Mondays and Thursdays as I will be posting 2 videos a week.
- Do video "batches". Record multiple videos in one day that you can post over time. I plan to take 1-2 days a month and record my videos for the previous month.
- Not every video needs to have a call to action to leave YouTube. YouTube will see that your viewers are watching your videos and leaving YouTube. Have a balance between directing people off of YouTube and to watching more of your videos. A 60/40 balance is a good way to go. 60% of your videos keep people watching your videos, and 40% direct them to what you're wanting to get traffic to.
- Develop a video formula. I have a very easy one and it's...

Intro - This needs to have a serious hook in it that makes people want to watch. Keep it under 20 seconds.

Call to action - Here is where I ask them to like the video and subscribe for the first time.

The meat - This is my content. Good content with great editing and having your settings (*lighting and sound*) are key here.

Call to action - Here is where I ask them to like the video and subscribe for the second time.

The outro - Here is where I tell them what to do next. Depending on the video will depend on what that is. I'll either send them to my site OR I will direct them to watch more videos.

- Make sure that your sound and lighting is the best you can possibly make it and always work towards getting better with it!
- Find a good video editor and always be looking for things you can do in your editing to make your videos better.

➤ **Recap:**

Pick a keyword you want to create a video around...

Decide what your video will be about...

Go research other related videos

Script your video out...

Record your video...

Edit your video...

- My biggest piece of advice to you is to continually learn to create better videos. Better content, better lighting, better editing. It all starts with your first video though. You can't get better until you actually start doing!