

## Monetize Your Gifts Masterclass Summary Sheet

Erin Huggins

### Build A Loyal & Profitable YouTube Following

The Monetize Your Gifts LIVE Masterclass summary sheet series are my own personal highlights and observations I collected from each presenters talk. You very well may uncover others that resonate with you deeper as you listen to the accompanying MP3.

I've created a simple way for you to jot down your own observations, highlights and a-ha moments at the end of this report for your convenience. It's my Masterclass Intention Guide, as you listen to the replay make note of at least two or three things that stand out for you most and at least one action step you'll take in the next few days.

Thank you for participating in this program and investing in your business and your future ~ *Rodney Washington, Monetize Your Gifts LIVE Masterclass Host*

#### Erin's Key Highlights:

The benefits of Video Marketing:

- Youtube is owned by Google, video is fast becoming the preferred way for your current customers and/or prospective customers to consume valuable content.
- Google search likes videos especially if they are properly keyword tagged and high targeted, if so Google will gladly send you tons of traffic. **Bottom line:** Video has become too powerful to ignore.
- **Fact:** Youtube is the second largest search engine behind Google
- **Fact:** 800 million unique visitors come to Youtube each month, there's currently over 4 billion hours of video available to watch with 72 hours of new video being uploaded to Youtube each minute!
- If you're not using video now you're missing out on a golden opportunity to reach your target market.
- If you sell a physical product 144% are more likely to add your product to their shopping cart if you showcase it via video and they 85% more likely to purchase. People want to see your product on video. **Case study:** the online jeweler Ice.com experience a 400% increase in sales and a 25% decrease in returns once they started adding video to the website.
- Video used in email marketing can increase click through rate by 96%

No matter your business whether it's product or service based, video will afford you the opportunity to exponentially expand your reach and grow your audience.

Video content rarely grows stale, on the contrary, the longer your videos are out there and ~ the more videos you continue to add to your Youtube channel, the greater your opportunities to reach and grow a global audience and brand.

### **Overcoming On Camera Shyness:**

The goal is not to become intimidated by the process, all your viewer really wants is good quality, relevant content that helps them solve a specific problem.

So the question to ask yourself is, “**What problem(s) do I solve for my customers?**” Once you're clear on that start making little mini “help desk” style videos (properly keyword tagged of course ~ read more the subject below) and load them up to Youtube.

### **3 Common Misconceptions about Video Marketing**

1. You have to be an extrovert.
2. You must shoot them perfectly the first time out
3. Your video must be over produced an overly polished.

While it's true that the bar has raised significantly in terms of production quality, you don't have to worry ~ at least not just yet about producing a HGTV style videos.

### **How To Build a Loyal and Profitable Youtube Following:**

1. Be yourself on camera
2. Develop a simple script that can help you stay on point and get your message out ~ Erin has gifted you a sample script located on the [gift page](#). Or use the direct link to download the script located on the last page of this summary sheet
3. **(You 'll want to stop the MP3 at this point and download Erin's script before moving forward) she walks you through the script creation process step-by-step.**
4. If you're worried that you might forget something don't worry. The script Erin provided was designed to help you structure your outline. **Again, don't worry about being perfect, just be yourself.**

**Bottom line:** If you're passionate about your topic and you know your product or service inside and out, all you need is a simple list of bullet points and a deep desire to help the viewer and you're good to go.

**The primary thing you want to do is come across relaxed, but be prepared**

5. Speak to the camera the same way you would speak to a close friend
6. Think of **one person** that you really want to help and imagine that persons face when you're speaking to the camera ~ Your goal is to be a reachable, relatable authority.

**The #1 fastest way to grow your YouTube following is to ASK viewers to subscribe to your Youtube channel!**

This is the exact strategy Erin used to grow her audience to over eleven thousand loyal subscribers.

**How to Use Google Keyword Tool To Find Hot Topics:**

**Video makes it easier for your business to be discovered online.**

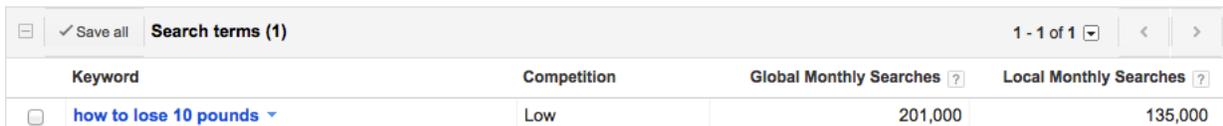
Again, if your videos are properly keyword tagged you'll stand a much better chance of being found on the first page of the Google search including Youtube.

Use Google Keyword Tool to research specific keyword terms that your audience is entering into Google search. <http://googlekeywordtool.com>

**Key:** You'll want to base your video titles on popular keyword search results.

**Hot Tip:** To ensure that your videos are found you specifically want to locate relevant keyword terms that have **high search results, but low competition.**

Let's say that you are a weight loss coach, as you conduct a keyword search you discover that **"How to lose 10 pounds"** is a popular keyword phrase. The screen shot below illustrates that 201,000 global searches are conducted for this particular phrase each month. AND the best part is ~ the competition for this particular keyword term is low.



| Keyword  | Competition | Global Monthly Searches ? | Local Monthly Searches ? |
|--|-------------|---------------------------|--------------------------|
| <input type="checkbox"/> <a href="#">how to lose 10 pounds</a> | Low         | 201,000                   | 135,000                  |

So if I were a weight loss coach and I wanted I teach my viewer how to lose 10 pounds, I would create a video (or series of them) on this exact subject making sure to title them, **"How to lose 10 pounds"**, then upload it to Youtube. See how simple this is?

**Now just rinse and repeat.** Basically anytime you want to make a new video just refer to the Google Keyword tool to find popular, relevant keyword terms and phrases. Create a video on the topic, making sure to optimize it for the search, upload it to Youtube and watch your traffic grow. **Erin recommends uploading at least four videos a month. You can create them all in one day and drip them to Youtube once a week.**

**Presenter Sessions:** In this section you find each presenters session topic, and the points they will cover. As you listen to the MP3 presentation you will have an opportunity to write down any highlights, a-ha moments and/or ideas that come up for you.

Finally, you will have an opportunity to state your intention and the specific actions you will take in the coming days, weeks etc to move forward.

### **Erin Huggins: Build A Loyal & Profitable YouTube Following**

- *Youtube is one the most important social media platforms on the internet and why you shouldn't ignore it*
- *How to make your Youtube videos stand out from the pack and create real attention*
- *Why consistency is so important in YouTube Marketing and how having a Youtube channel can turn you into a sought after expert*

#### **What I learned from Erin:**

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#### **Based on what I wrote I intend to take these specific actions:**

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Erin loves teaching entrepreneurs how to use video to market their business. She has graciously and generously offered the actual script and template she uses to create her highly popular videos that's responsible for her enormous YouTube popularity. Click here to access your copy as Erin's gift!