
Video Marketing For Lazy Cash Lovers!

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1. INTRODUCTION

Having experimented with video marketing for the past few months I can say unequivocally and without reservation that online videos are, in short, really, really cool. 😊 I could truly kick myself for not pursuing video marketing years earlier like say late 2005 when Youtube launched.

It still positively astonishes me how quickly many of the video sites index videos and how quickly these videos deliver traffic to my websites.

In contrast, and as you no doubt know, the search engines can easily take months to index articles and web pages. Slow indexing time means it takes weeks and months for your efforts to pay off in any meaningful way.

Not so with Internet videos.

On break.com, for example, I have on multiple occasions submitted videos that each garnered more than 4,000 views in less than 24 hours and brought in more than 300 hits and 3 sales to the affiliate program I was promoting.



In the 6 years that I have been messing around online I have never heard of such an immediate and low cost form of traffic generation. I honestly didn't think such a means of traffic generation could even exist.

In recent months I have found myself developing something of an addiction to Internet video. I now spend more time watching things on my computer screen than on my television screen.

I've actually come to prefer browsing Youtube than watching plain old television simply because there's much more to choose from online and I can watch the things I find whenever I feel like or save them for later if I'm so inclined.

Recent research reveals a substantial decline in television viewership and a corresponding increase in Internet usage. People are, according to the research, spending more time on the computer and less time watching television much to the dismay of television networks

While people do all sorts of things online including chatting, surfing, community interaction, et cetera, one major reason cited for the increase in Internet usage is the growing interest in online video. Like me, many Internet users have developed a passion for online video and consequently spend more time watching things on their computer than on television.

This newfound passion for and interest in online video ultimately translates into **big bucks** for skilled marketers. The really, really great news is that you can make money with online video even if you are a bit lazy (like me) and are working with the most meager of budgets.

Why You Should Get Started With Online Video ASAP...

While the ideal time to take advantage of online video was probably back around the time that Youtube launched (probably), right now is still a really time too. In fact, right now is a **great** time to get started marketing with online video.

Here's why:

In some ways the video sites are in much the same condition as the search engines were in the mid to late nineties. At that time the search engines were not fiercely competitive and heavily commercialized as they are now. As a result, skilled webmasters could easily manipulate the search engines and snare in huge amounts of traffic to their websites quickly and cheaply.

At present, most of the video sites I've experimented with are very, very easy to to get traffic from much like many of the search engines were a decade ago. While I don't claim to be a psychic, it seems that most of the video sites will likely not stay in their present condition forever. If my

prediction comes true, video marketing will almost certainly become gradually more difficult and painstaking as a means of traffic generation.

One thing on the horizon that spells possible gloom for video marketers is the lawsuit filed by Viacom against Youtube last year. While the lawsuit will likely not be settled until some time next year, the outcome of the case could fundamentally change the way the video sites operate.

You can see a panel discussion of Viacom's lawsuit [here](#).

If Viacom wins its trademark infringement case against Youtube (and the outcome of the case is somewhat uncertain) Youtube may be forced to make changes to their site that would in turn affect all other video sites. For example, if Viacom wins it's lawsuit, Youtube may possibly be forced to institute manual reviews of all video submissions to make sure that all videos comply with copyright law.

Manual review of video submissions would spell the end of immediate indexing and the indexing of videos under the manual review system could easily take weeks or months. Sound familiar?

As popular as videos have become in recent years, online videos have hardly reached the heights of their popularity. Interest in online video is still growing rapidly and could possibly reach a crescendo some time in late 2009 or early 2010 when a new line of HD TV's arrive that will allow viewers to browse video sites and .tv websites much like television channels.

These soon to be released television sets will no doubt have a profound effect on interest in online video and will also enable just about anyone to create their own television channel.

By taking advantage of video marketing right now you can avoid any complications with the video sites that may arise in the future and can also get on the bandwagon before online video reaches its dominance.

Obtaining Video Content...

When it comes to video marketing you basically have two choices: you can submit videos you created yourself or you can use uncopyrighted, amateur content that you can find circulating through the different video sites (with the original owners permission of course).

Using preexisting videos as content is a great way to test a niche without devoting hours and hours to develop your own videos. Again, it's important to make sure you have the owner's permission before you download their videos and use them for promotion purposes. The good news is that asking permission is easy and I have yet to receive a negative response from anyone I've sent a promotional request to.

Here's the message I typically send to video owners:

"Hello, I really enjoyed your video [video name]. I thought it was very entertaining and thought provoking [or funny, powerful, uplifting, shocking, etc]. I currently manage several channels on a number of different video networks and I was wondering if I could add this particular video to my channels. I will not edit the video in anyway unless you give me express permission to do so. I noticed that you have a URL within the video. Therefore, by allowing me to add your videos to my channels, your website will gain additional exposure

Thank you for your time and I look forward to hearing from you."

More than likely you will either get a "sure, whatever" response or no response at all. A person may take several days to respond to your request so be patient.

The videos that will get you into the most trouble are those videos that are actually clips from television shows. Under no circumstances can you download and use videos that are copyrighted. The television stations **really, really** do not like having their content freely distributed online. This is precisely the reason that Viacom is suing Youtube.

While many people do use television clips as a video content for their channels, doing so carries the risk of having your account closed and even possibly being sued by the television networks. If a video even looks like it may have been on television or if the video looks just a little too

professional, chances are it's copyrighted and you should probably avoid using it altogether. Stick to amateur content and you'll be just fine.

What to look for....

Ideally you are looking for videos that are only a few minutes in length, contain good information, have good sound quality, and have a URL of some kind already in the video (although this is not a must).

The length of the video is important because many video sites including Youtube will not accept videos over a certain length. I like to look for videos with a URL already in them because it makes obtaining permission from the video owner much, much easier. Again, this is not a must but it helps.

Always be sure to take note of the view count and user rating for each video. If a video has several thousand views and either a poor rating or no rating at all, chances are there's something wrong with the video. You should try to avoid using videos that have less than 3 star ratings or less than a 3 on a scale of 1 to 5.

Downloading & editing videos...

In order to start adding amateur video content to your channels you will of course need some kind of video downloader. The best and most reliable video downloader that I have used thus far is Realplayer. The new version of Realplayer automatically comes preinstalled with a video downloader which will appear every time you watch a video on your computer screen.

You can download the latest, free version of Realplayer [here](#).

Installing Realplayer on your computer is very time consuming process and usually takes about 20 minutes for full installation. At some point during the installation (usually about 10 minutes in) you will be asked whether or not you want to install the video downloader. After you have selected 'yes' you will be asked to select your main browser such as firefox, Internet explorer, etc.

After installation is complete all of your video downloads will appear by default automatically in your Realplayer download folder, although you can change this default setting during installation.

Here's how the video downloader works:

1. Go to your favorite video site and open up a video
2. Right click the video and select "download to Realplayer."
3. The file will then download to the folder you selected during installation.

If you right click a video and do not see the "download to Realplayer" option, chances are you either did not select the video downloader option during installation or you simply selected the wrong browser. In either case you will need to delete the current version of Realplayer and reinstall it.

Converting your videos....

If you are not going to edit the videos in anyway, you will not need to convert the videos you downloaded with Realplayer. You should be able to upload them directly to the video sites with no problem.

If on the other hand you want to add credits or effects to the video using Windows Movie Maker you will need to convert the videos to a .wmv format as Windows Movie Maker does not currently recognize the Realplayer format.

There are a number of different software programs you can use to convert your videos but the best one I've found thus far is called Prism Video Converter. It's very easy to use and you can use a fully functional version of the software free for two weeks.

You can download a free trial version of Prism Video Converter [here](#).

Editing with Windows Movie Maker...

Windows Movie Maker (WMM) is the editing software that I use to edit all of my videos. Windows movie maker is free and comes preinstalled on all

windows operating systems. If you are currently using a windows operating system you can locate Windows Movie Maker by going to 'Start,' 'All Programs,' 'Accessories,' and then 'Windows Movie Maker.'

WMM is not a particularly advanced piece of software and it does not allow for very sophisticated special effects. However, for purposes of video marketing, WMM has all of the functionality you need and is also very, very easy to learn and use.

You can use WMM to add music, transitions, and credits to your videos. If you want to get carried away there are a few other things you can use WMM for as well. The only thing you really need to add to your videos are credits at the beginning and end of your video which is where you will place your URL.

To add credits to your video using WMM open up WMM and then select the .wmv version of your video. Then click on "Make Titles or Credits" in the left hand column under "Edit Movie." Select "Title at the Beginning" and later "credits at the end."

Type in a quick message as well as your URL into the space provided. Change the text and font to the color combination to the colors you desire. Next select "change title animation" and then select the animation that best fits your video. Repeat the process for the end credits.

Once your video is added to WMM your video will be displayed in several frames. To add these frames to the storyboard simply click on "edit" and "select all" and then right click and select "copy." Then right click the first frame of the storyboard and select "paste." The video frames will then appear in chronological order in your timeline.

After you have added your beginning and end credits to your video as well as pulled the different frames into the storyboard, you can then shorten the length of your credits. I do this because I think the standard credit length is just a bit longer than what most viewers want to see. To shorten the length of the credits click on "show timeline" in the space above the storyboard and then select the one of the credits. A line should appear in the frame you want to edit.

By moving this line to the left you can then shorten the frame length. The further you move the line to the left the shorter the frame will be. I usually shorten the credits to 2 seconds for the opening credits and 3 seconds for the end credits.

After you have finished editing your movie, click on “file” and then “save project.” This will save the project in WMM format so you can come back later and edit the file as it. To save the file as an actual movie file select “file” and then “save movie file.” This option will save the file in the original .wmv format, which is the version you will be uploading to the different video sites.

In the next section we will be looking at how to find a profitable niche market and exploit it with video marketing.

2. FINDING YOUR NICHE

To get started with video marketing you first need to locate a market niche that is hungry for visual information or entertainment. There are many, many niche markets to choose from, possibly thousands, but not all are suited for video marketing.

An ideal niche for video marketing is essentially any niche that conveys some kind of information. For example, videos of crashes, accidents, pranks, bloopers, kittens, puppies, and babies can be very entertaining but the videos do not contain any real information other than perhaps “be careful!”

While you absolutely can use entertainment videos as a means of generating traffic to your website and can even earn money if your site is running AdSense ads, entertainment videos are not nearly as profitable as information and problem solving videos.

The reason for this is very simple: people watching entertainment videos want to be *entertained* (big shock) and therefore do not want to join a mailing list or purchase a product.

On the other hand, individuals watching videos for the purposes of learning are much more inclined to join your mailing list or purchase a product because they have a *need* that you can possibly solve.

To find really great niches you will need to go to Youtube and do some research. I should point out that Youtube research is some of the most fun research I’ve ever done. You can easily spend hours on the site and not even realize it.

To research niches you can either browse random videos or you can type in the words ‘how to’ into the search bar. How to videos are usually information based and can give you some really great niche ideas. You should also look at random videos from time to time because you never know what you’ll find.

When you think you've found a fairly good niche, there are essentially two questions you need to ask yourself: (1) is there a reasonable amount of demand for this niche and (2) is there a reasonable amount of video content available. Generally the results you find on Youtube (with some exceptions) will likewise be true of the other video sites as well.

After you have found a seemingly good niche, type in the main keyword related to the niche into the Youtube search bar and once the results are displayed click on 'Relevance' and then 'View Count.' If the top viewed videos have *at least* 100k views and the video results show *at least* 1,000 results, then you have hit pay dirt.

To save you some time and to help jump start your video marketing efforts, I've decided to reveal a few of the quality niches I've uncovered on the video sites:.

They are:

Golf tips/advice
Magic tricks
Muscle building
Poker
Quitting Smoking
Weight loss

Once you have found a niche that meets the above criteria, the next step is to evaluate the product potential. The product potential is the number of information products related to the niche. All of the niche markets listed above, for example, have several information products you can promote as an affiliate.

To examine the product potential of a niche go to any of the sites listed below, type in the main keyword related to the niche, and see how many products you can find.

www.paydotcom.com
www.clickbank.com

You can also go to any of the main search engines, type in your main keyword along with "+affiliate," and see what you find. If you do this kind of search you'll usually end up finding the same products listed at the aforementioned websites but sometimes not. You never know what you'll find till you look.

The reason you should sell information products or anything that is digitally delivered, is because digitally delivered products typically pay much higher commissions than physical products.

With physical products you're lucky to earn 15% commission. In contrast, digitally delivered products usually pay out a minimum of 50% and sometimes as much as 75%. It's just plain more profitable to promote digitally delivered products than physical products.

In addition, digitally delivered products usually have beautifully written, high powered sales pages to go along with them unlike physical products which usually do not. This means that, not only will your commissions be higher, but your overall conversion rate will be higher thus multiplying the amount of money you can make.

I should point out that you should not always exclude physical products as a product option until you have thoroughly investigated the market niche. To illustrate, I recently found a physical product with gigantic popularity within the video sites.

Several dozen of these videos had well over 500k views on Youtube and hundreds of thousands of views on sites like Break and Metacafe

Note: *I am not going to reveal the niche I am talking about in this report because I am currently enjoying very, very little competition and would very much like to keep it that way. I will say that I found this particular niche by just randomly browsing videos at Youtube. However, just so you know that I am not making all of this up, you can see a screen shot of my sales and stats for this niche market over the last 7 days.*

Last 7 Days Activity		
Impressions Displayed:		56
All Clicks Sent:		253
Click Thru Rate:		451.79%
Forecast - No Clicks Per 1 Million Impressions*:		4517857
Total Pending Sales:		19
# Referred Affiliates:		0
Referral Amount Earned:		0

I knew that with some quick digging I could easily locate an affiliate program for this physical product. Within no time I had found exactly what I was looking for. Thanks to the search engines I was able to find a total of 3 affiliate programs for this niche. I did some brief split testing to find which program sold the best and then I was in business.

Because of the nature of the niche, there were no digitally delivered products available, but I knew with a fairly high degree of certainty that promoting a physical product in this case was a sure fire winner. With 10 videos on *just* Break.com, I now earn an average of \$9 per day from this niche, all while promoting a physical product.

While \$9 a day may not seem like a lot, it is very easy, mostly passive money that I can easily increase by simply adding more videos periodically and expanding to other video sites. The point is that sometimes physical products are ok, but most of the time you are better off sticking with digitally delivered products.

To wrap up, a good niche ripe for video marketing is one that meets all of the following criteria:

- (1) A reasonable amount of demand. When the videos in the niche are organized by view count on Youtube, the top videos should have at least 100k views.
- (2) Lots of available content. The search results on Youtube should display at least 1,000 results for the niche.
- (3) Several digitally delivered products related to the niche that also have affiliate programs.

Look At Trends...

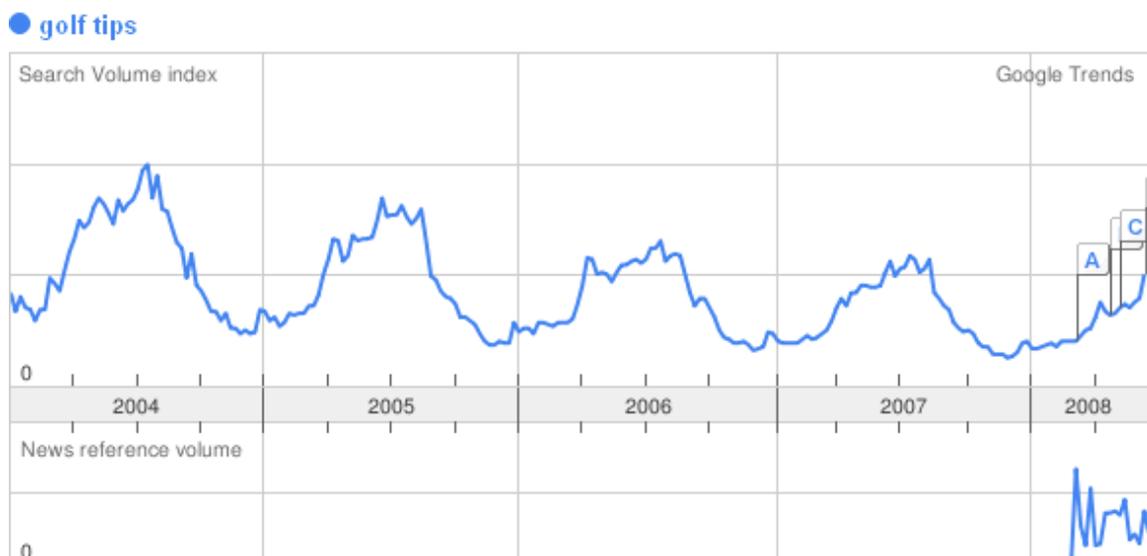
The demand for some niches has a tendency to fluctuate periodically, particularly in certain parts of the year. In addition, some niche markets may actually be aberrations caused by some kind of media event and therefore do not hold any really long term value as a niche market.

The demand for some niches may also be on a steady decline while others might be stable overtime and still others might actually be gradually increasing in popularity. Understanding the trends associated with a particular niche market can help you make better long term marketing decisions.

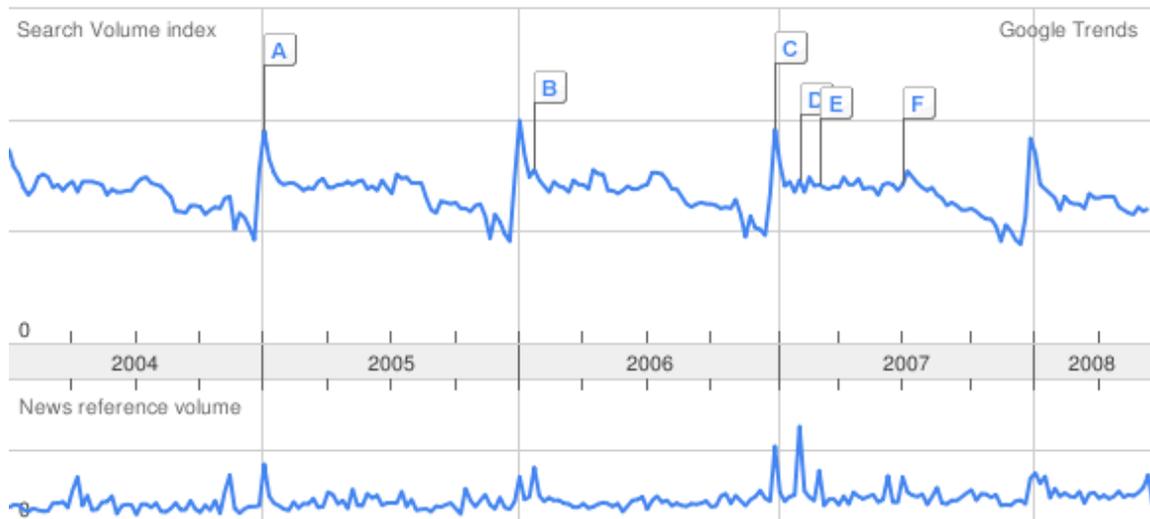
The best way to evaluate a niche's trendiness is to look at [Google trends](#).

Google trends will provide you with a graph showing the historic search volume for your keyword over the last four years. This is very powerful information that in the offline world would cost a fortune to reproduce. Amazingly, Google trends offer their research data free of charge.

Here are a couple of trend graphs I generated for golf tips and weight loss:



● weight loss



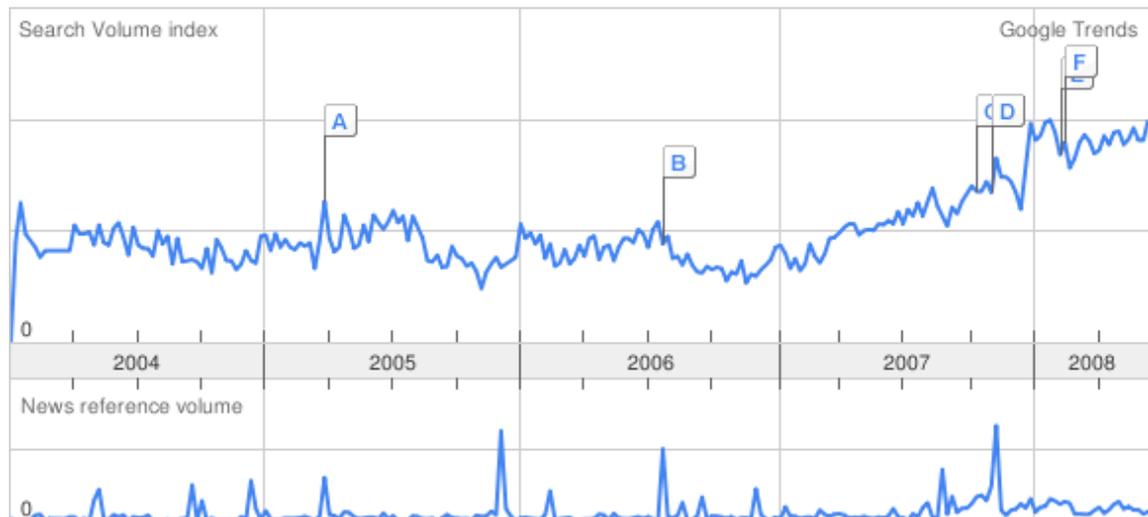
Notice how both graphs show seasonal fluctuations in search volume. With 'golf tips' demand peaks during the summer months and then gradually declines throughout the rest of the year. This isn't very surprising as golf is a sport that can only be played in the warm months and golf enthusiasts consequently lose interest as the temperature cools.

It is somewhat surprising, however, that the demand for weight loss information is also consistently seasonal with spikes in demand occurring at the very end and beginning of each year. The seasonal fluctuation in demand for weight loss information is due, I presume, to the wide spread practice of New Years resolutions which have a tendency to involve diet and weight loss.

Based on the above trend graphs I can reasonably expect interest in my videos for golf tips and weight loss to increase and decrease during different times of the year.

In contrast to the above two graphs, take a look at the trend graph for 'six pack abs':

● six pack abs



According to this graph, interest in information related to six pack abs is on an upward trend and overall interest is currently at its peak of popularity over the last four years. Therefore, six pack abs is a red hot niche that you can capitalize on by accumulating as much related video content on your video channels as possible.

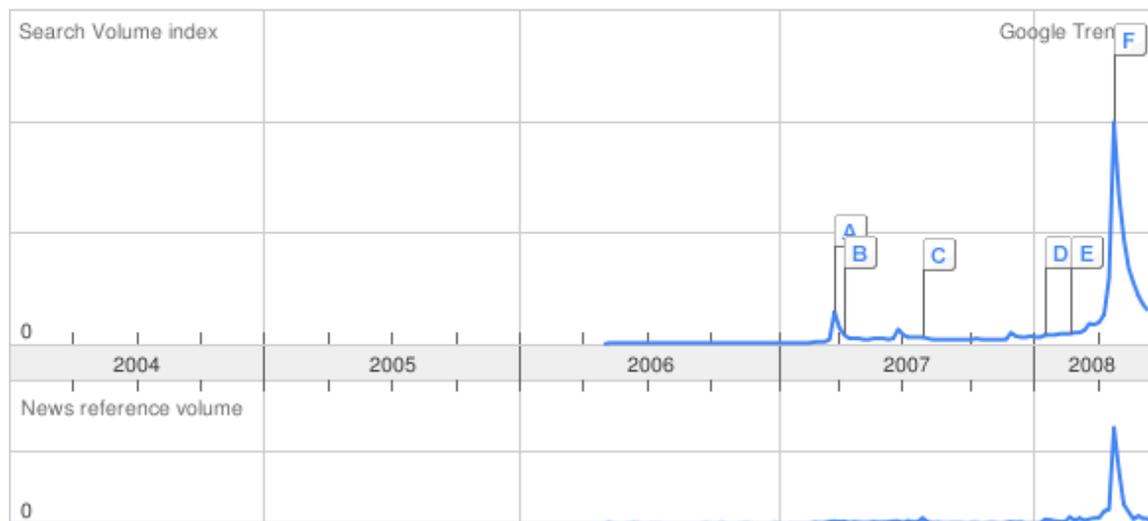
This niche also has a really terrific information product listed at Clickbank that you can promote as an affiliate. You can take a look at the product [here](#).

Clickbank has given this product a gravity score of 295 which means it is one of Clickbanks best selling products. The higher the gravity score, the better the product is to promote as an affiliate (typically).

As I mentioned earlier, while some niches may show a lot of demand due to high view counts, as niche markets they may not actually be worth pursuing because they are destined to be short-lived. One such niche is video games.

The following trend graph is for the video game GTA IV which was introduced back in April with much fanfare and has since rapidly lost popularity:

● gta iv



When you see a graph like this you should probably find another niche unless you happen to really, really like that niche market and therefore don't care about long term profitability.

Hopefully by this point you have done some research and have a pretty good idea of some niches you'd like to target with video marketing. Even if you haven't done any research I've already provided you with several niche markets that are ideally suited for video marketing.

In the next section we will be looking at how to dominate Youtube and drive boatloads of traffic to your videos.

3 DOMINATING YOUTUBE

According to Alexa.com, Youtube is now the third most visited website on the entire planet. The only websites that rank ahead of Youtube are the infamous Yahoo! and Google. According to Google, Youtube now serves up more than 200 million video views every single day and growing.

Youtube's traffic stats are all the more impressive when you consider that Youtube is less than 3 years old and is therefore still very much a baby. Youtube currently commands *so much* traffic that even if you don't have a clue what you are doing you can add videos in just about any conceivable category and still receive a little traffic.

But to make some serious money with video marketing you need more than just a little traffic, you need a consistent flood of traffic to your videos. Fortunately for video marketers, Youtube is still very easy to dominate and getting a flood of traffic is not at all difficult even if you are non-techie person like me (I shudder at the thought of programming languages, codes, and scripts, et cetera).

Writing A Good Headline...

If you have ever tried to write a sales letter or advertisement of any kind then you understand the importance of a good headline. A headline grabs the reader's attention and declares in just a few words what your content is all about.

Youtube allows you to use up to 60 characters (including spaces) for your headline. This translates to about 8-10 words on average although you should try to limit your headline to a maximum of 8 words whenever possible.

The first step to writing a good headline is to make sure that you have the keyword phrase you are targeting contained within the headline. The keyword phrase should also appear in the description multiple times and in the tags at least once.

Superlatives tend to work really well when used in headlines. Superlatives are words like most, best, worst, funniest, easiest, quickest, etc. Words like secret, discover, revealed, shocking, truth, amazing, and incredible also work really.

People are naturally curious and wording your headline as a question really adds to the attention grabbing capacity of your headline as people will then watch your video looking for the answer to the question.

If you were writing a headline for six pack abs, you might write something like this:

What Is The Best Six Pack Ab Workout?
Quick Six Pack Ab Secrets Revealed!
Discover The Best Six Pack Ab Workout
The Shocking Truth About Six Pack Abs
Amazing Six Pack Ab Secrets Revealed

If you already have some videos picked out for this niche that you would like to use, feel free to use any one of these headlines. Remember that a headline does not have to be 100% accurate. It just has to be interesting enough to get people's attention.

Writing your description...

Your video description expands upon your headline and gives people a better idea of what your video is all about. The description also plays a role in how your video ranks in the search results, although what kind of role exactly I can not tell you.

What I do know is that it seems to help your video view count by having an informative, keyword rich description to go along with your video. As far as I have been able to determine, Youtube allows you to use an unlimited amount of characters for your description; I've seen some descriptions with literally thousands of words in them.

Because I am lazy and because I also want to have a very informative description, I prefer to use articles from ezinearticles.com for my video

descriptions. You can find an article for just any keyword phrase you can imagine there.

To use an article from ezinearticles.com, go to the website and type your keyword phrase in the search bar provided. You should immediately find at least a few dozen articles you can use for your description. You can use whatever article you feel is the best and most informative for your keyword phrase.

If I have to chose, I prefer to use articles that have the highest average daily views. You can see the view count by clicking on the article and scrolling down to the bottom of the page.

You should then see something like this:

This article has been viewed 4832 time(s).
Article Submitted On: March 21, 2008

[Ads by Google](#) [Golf Club Iron](#) [JR Golf Clubs](#) [Hybrid Clubs](#) [Utility Clubs](#)

As you can see, the view count is averaging about 50 hits a day (it was June 27, 2008 when I took that snapshot). This is a well above average view count which tells me that the article is either very good, very keyword dense, or both. In any case, this article would likely make for a nice description.

Youtube and most other video sites do not recognize most HTML characters and if you try to embed the article code into your description box it will be immediately rejected. Instead of embedding the article, copy and paste the article title, body, and bio box and place it directly into the description box on the upload form.

Make sure you copy and past the entire bio box and the URL contained within it along with the article headline and body. The URL in the bio box is the reason the articles are free to use and you don't want to get yourself into any trouble.

I've added an article to some of my videos and witnessed a noticeable improvement in my traffic stats. Other times I've added articles and seen

no real improvement at all in my view count. Therefore, while adding an article to your video description may not make a difference in your traffic stats, it certainly doesn't hurt and in the very least, using a prewritten article is much easier than writing your own description.

Writing Your Tags...

Tags are the keywords that help your video get ranked in the search results; although how they factor in *exactly* I do not know. I just know they are important. Youtube currently allows you to use up to 55 characters (including spaces) for your tags. As with the video headline, the length amounts to about 8-10 words.

There are basically two ways to go about keyword research. You can perform keyword research using your favorite keyword research tool or you can copy the tags of videos that are already popular. Copying the tags of other videos is obviously the easiest solution.

Youtube has setup a system whereby videos with related tags are displayed at the end of each video as well as in the "Related Videos" section located next to the bottom right of each video. So if a person is watching a video about "weight loss protein shakes" and your video is also using the tag "weight loss protein shakes," your video might be featured in and around that same video.

The only 'trick' to copying tags is finding videos within your niche that are very popular and growing rapidly in popularity. To find these videos, type in your main keyword into Youtube's search bar and hit 'search.' Once the videos are displayed organize them by "Anytime" and then "This Month."

What you are looking for are videos that have at least 10k views over the last month. If it's a smaller niche, a couple thousand is ok too. Once you've found such a video, open it up and click on click on "more info" located to the right of the video. You will then see the tags for the video displayed which you can then use for your own tags.



FATSON

i am a **sinner**, (???????) subscribe. (more&better to come) ... "there will be blood" "i ...

Added: 3 weeks ago

From: [ThinkPadSav](#)

Views: 906,061



00:08

More in [Film & Animation](#)

This would be an example of a video whose tags you might want to consider using. 906k views in 3 weeks is positively **insane!**

Alternatively, you can organize the videos by view count and use the tags of the most viewed videos for that niche. The only problem with this method is that these videos might not be popular anymore. Whatever you do, avoid using people's names in your tags who are also prominent YouTuber's.

For example, I recently used the tag 'Dr. Fuhrman' for one of my weight loss videos. Within just 3 days I received a message from Dr. Fuhrman angrily asking me to remove his name from my tag list.

Using the tags of popular videos within your niche is a great way to capitalize on the popularity of other videos, but it works better in some niches than in others. If a week passes and your video is getting very few views you may need to reevaluate your tags.

If your videos are not getting many views, consider performing some simple keyword research. For keyword research, I prefer to use [Nichebot](#), but there are quite a few other programs that you can use as well.

Keyword research is a process whereby you search for keyword words and phrases that have very little competition.

With [Nichebot](#) and most other keyword research tools, a number called a KEI (Keyword Effectiveness Index) score is generated telling you how likely you are to rank high in the search engine results for a given keyword or phrase. A score above 50 is good and anything above 200 is outstanding.

Keyword [?]	100-day count [?]	Predicted daily count [?]	Competition [?]	KEI [?]
<u>chinese astrology</u> (click to dig deeper into this keyword)	7,930	11,441	4,620,000	13.61
<u>chinese astrology signs compatibility</u> (click to dig deeper into this keyword)	2,111	<u>3,045</u>	1,180	<u>3776.54</u>
<u>chinese astrology compatibility</u> (click to dig deeper into this keyword)	1,759	<u>2,537</u>	14,500	<u>213.38</u>
<u>chinese calendar astrology</u> (click to dig deeper into this keyword)	1,697	<u>2,448</u>	1,770	<u>1627.01</u>
<u>chinese astrology romance compatibility</u> (click to dig deeper into this keyword)	1,051	<u>1,516</u>	312	<u>3540.39</u>

These are the keyword research results for the keyword phrase 'chinese astrology', a niche I recently uncovered while surfing the web.

[Nichebot](#) was able to provide me with a number of keywords for this niche with substantial search volume and very little competition. All of the above keywords would make *perfect* tags for a video on Chinese astrology.

Video Responses...

Video responses are like text comments on a video but in video format (big shock). For your video response you can create a video on the spot, add one of your preexisting videos, or upload a new video altogether. If you want to increase the amount of traffic to your videos, you can simply post your preexisting videos as video responses on the videos of others or even on your own videos.

When you post video responses on the videos of others, the video owner generally has to approve your response. If they do approve your response your video then becomes visible to all those who view that video, kind of like blog comments. All you need to do is find popular videos in your niche and post video responses on as many of them as you can find.

By posting video responses on your own videos you can spread your content around your channel and circulate your video traffic from one video to another. When adding your own video responses, make sure you only respond with your best, most relevant content and don't post more than a few responses per video.

Playlists...

A playlist is basically a sub-list of related videos within your main channel list. On my weight loss channel, for example, I have all of my videos organized into five sub-lists: diet food recipes, quick weight loss, proper nutrition, exercise and workout routines, and diet plans.

Each sub-list represents a playlist that is visible when people look at my channel. Organizing your videos into playlists makes your videos easier to find if someone is looking for a specific topic within your channel.

Make sure your channel is set to display playlists before you create a playlist. Playlists are enabled to display in your channel by default and so if you haven't changed your default settings you shouldn't have to do anything.

To organize your videos into playlists you will first need to create your playlists. To do this, log into your account and select 'Account' at the top of the page and then 'My Videos' and then 'Create Playlist' located to the left of your video list. On the next page, name your playlist, add a brief description, a few tags, select 'Public' at the bottom and 'Allow external sites to embed this playlist' and then click 'Save Playlist Info.'

Once you have saved your playlist you will then be redirected back to your video list. From your list, tick the box next to each video that you want to add to your playlist and then click on 'Copy Videos To' at the top and select the desired playlist from the drop down menu.

Once all of your playlists are created, go to my 'My Account' and then click on 'Channel Design.' At the top of the page, select your playlists and add them to 'Channel Playlists.' Once you are finished, click on 'Update Channel' at the bottom of the page.

Channel Name and Design....

Youtube and several of the other video sites allow you to use up to 16 characters for your user and channel name. If the URL of the website you are promoting is ten letters or less you can use your web URL as your user name. For example, if I was promoting the website www.sixpackabs.com with my videos, I would use *SixPackAbsDotCom* for my user name.

On your Youtube channel you can also add a background image to your channel. To maximize exposure to your URL, try using an image that has your web URL somewhere on it or even just a picture of your web URL itself and set that as your background picture.

To set a background picture to your Youtube channel, go to your channel design page and enter the URL of the image you want to use for your background. Once you've entered the image URL, select 'Repeat Background Image' and then 'Update Channel.'

Youtube and many of the other video sites allow you to add a clickable hyperlink right into your profile. When someone is viewing your channel they can go directly to your website. To enable this feature on Youtube, click on 'My Account,' then 'more...' and then 'personal profile' under My Channel. Once you are on this page you can enter your website URL.

Youtube annotations...

For the past few months Youtube has been beta testing something called video annotations. Video annotations are little written messages that can be made to appear at certain times in your video. They basically work like captions that add additional information to the video.

As of June 2008, Youtube video annotations are still beta testing but all Youtube users can add them to their videos. I've been adding video annotations to all of my videos. What I do is add a message like "Click Here to Learn to Golf like a Pro!" and position the message about one third down on the right side of the video and have it point to my hyperlink.

Here is an example of what I mean:

To Hold A Golf Club



From: **GolfInstruction**

Joined: 3 weeks ago

Videos: **4**

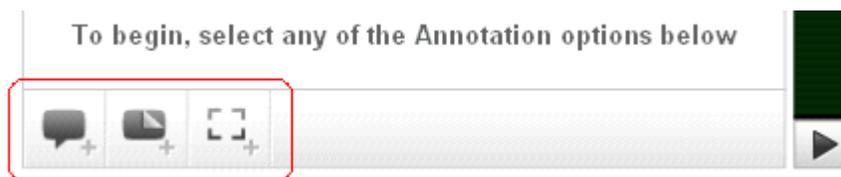
Added: **June 08, 2008** ([More info](#))

<http://www.GreatGolfInstruc...>

Holding a golf cl...

To add video annotations like this to your videos, log into your account and access your channel home page. Go down to the 'Videos' section and open the video by clicking on its title and then click on 'Add Video Annotations' located right below the description box.

On the next page, select the style of annotation you would like from the bottom left corner.



Next, type in the words you want to appear on the screen and select the start time for the annotation as well as the end time in the two time boxes located right below the description.

I prefer to have my annotations start right around the end of the video and continue on for the last few seconds. After you have entered the text of your annotation as well as the start and end time you will need to position the annotation in the place you want it to appear on the video.

If you take a ruler to the video you will see that the video box is 8.2 mm long. You want the end of your video annotation to end about 3 mm' down on the right side which is where your hyperlink will be located. To position your annotation, forward the video to the highlighted section where the annotation will appear.



The annotation will then appear on the video screen. You can move the annotation by left clicking the body of the annotation and dragging it to the right of the screen. You can also size the annotation accordingly by moving the white dots located on either side of the annotation.

Once you are finished with the annotation, click on 'Preview' to review your work and then 'Publish.' The annotations will then immediately become live. Once you have saved your annotation you can go back in and add about as many annotations to your video as you like. You could, for example, add annotations the beginning and middle of each video.

Splitting videos...

Splitting videos is where you only show part of a video on your channel and then post the rest of the video on your website. You can easily split a movie with Windows Movie Maker.

Splitting the video entices the viewer to click thru to your website to view the rest of the video. Splitting the video works particularly well if the video is very interesting or unusually long. Once the video is split you simply add a message to the end of your video and to the description box that indicates where viewers can see the rest of the video.

If the video is very interesting and you split the video at the most interesting part of the video you are practically guaranteed to draw traffic to your website. It can be a little painstaking to split videos apart and post one on your channel and the other on your website but if you have selected the right video it is usually well worth it.

In the next section we will look at what kinds of websites work well with video traffic and what kinds do not. If you are splitting videos to get traffic

4. CONVERTING VIDEO TRAFFIC INTO CASH

You make money from video traffic by converting video views into targeted website traffic. If you don't give your video viewers some where to go during and after they watch your video then you likely won't make a dime from your video traffic.

Unfortunately, not all traffic is created the same and you can not send your video traffic to just any website and hope to make some quick cash. Unless you are preselling the product or service you are promoting, your viewers are not going to be in a buying frame of mind.

This means that if you send your video traffic directly to some kind of sales page you will experience appallingly low conversion rates. You will experience low conversion rates even if the sales page you are sending traffic to is dynamite and would normally produce a higher than normal conversion rate.

For a one week period, as an experiment, I funneled some of my video traffic directly to a few affiliate programs I wanted to promote. Each product had a very nice, professionally designed sales page, was perfectly targeted to my video niche, and *should* have produced a few sales.

Here are the results of the promotion:

Campaign Stats							
(Showing Favorites) Show: Favorites Hidden All							
Name		Raw Clicks	Unique Hits	Sales	Refunds	Conv.	Tool
Default Campaign for NEW! Beginner's Gui	Hide	161	127	0	0	0%	Just Link
Auto Created For NEW! Beginner's Guide T	Hide	1	1	0	0	0%	Default
Totals:		162	128	0	0	0%	All

Promotion Tools And Links						
Code	# Hops	# Sales	# Refunds	# Chargebacks	# Net Sales	\$ Sales
NO TRACKING CODE	154	0	0	0	0	\$0.00
Total: (1) rows	154.00	0.00	0.00	0.00	0.00	\$0.00

As you can see, over the course of a week I was able to drive 316 visitors to the sales pages of two different products. The end result of all this traffic was 0 sales and a 0% conversion rate!

I admittedly was not expecting much of a conversion rate from my video traffic but at the same time I wasn't expecting to refer this much traffic and not make a single sale. The lesson learned is that video viewers are not likely to click thru to your website and buy much of anything.

The reason video traffic converts so poorly into direct sales is because people watching your videos are looking for information, not products to buy. The only way to convert video traffic into direct sales is to warm up or presell your viewers before they visit your website. You can do this by creating what are essentially video commercials and adding them to your channel.

The only problem with video commercials is that they are a pain to make and may not necessarily result in any kind of payoff. Homemade video commercials can work fabulously if you know what you are doing but if you are a lazy marketer with a limited amount of time on your hands, video commercials are probably not for you.

What does work with video traffic...

In my experience only two kinds of websites give you the opportunity to monetize your traffic: squeeze pages and content sites.

A squeeze page offers information in exchange for a name and email address and allows you to build your all your important list and presell the product or service you are promoting. Squeeze pages work great with video traffic because you are giving them exactly what they are looking for; information.

If you don't know how to build a squeeze page, you can get 5, professionally designed video squeeze pages [here](#) for just \$7.

What kind of information you decide to give away is entirely up to you, but it should be informative and highlight the advantages of the product or service you are promoting.

Here are some tips for squeeze page success:

- 1) Powerful attention grabbing headline
- 2) Audio clip, video clip, or both
- 3) At least 3 days worth of autoresponders
- 4) Reliable list building and autoresponder service, I use [Aweber](#)
- 5) Link to a privacy policy statement located near the opt-in form
- 6) An exit, opt-in pop under resistant to most pop up blockers ([Aweber](#) currently provides this).

[Here](#) is my best performing squeeze page that I am currently promoting within my weight loss niche. This squeeze page, as well as the prewritten autoresponder messages, was actually provided to me free of charge when I joined the affiliate program. I then took the main squeeze page and customized the heck out of it.

Autoresponder messages...

The purpose of your autoresponder messages is to offer tidbits of information while at the same time enticing the prospect to check out your affiliate product or service. In order for the prospect to actually visit the site you need to have an affiliate link in each of your messages.

The trouble is, most affiliate links tend to look suspicious and unprofessional and are not likely to produce many click thrus. Fortunately there is very easy solution to this problem. To cloak your affiliate link you can either purchase a brand new URL and redirect it or you can create a subpage redirect.

New URL redirect....

Go to [godaddy.com](#) and purchase a '.info' domain extension for \$1.15 (you can purchase whatever extension you like but these work well for me). It will take up to a few hours for account to setup. Once it is setup, log back in to your account and click on 'Domains' and then 'My Domains' from the drop down menu.

Tick the box next to the domain you want to redirect and select 'Forward' at the top. Then select 'Enabled,' enter your affiliate link below, and then 'Moved Permanently,' and then click on 'Save.'

Within a few minutes the selected URL will redirect traffic to your affiliate sales page and can be used in your autoresponder messages.

Subpage redirect...

A subpage redirect is a page of code you upload to your host that redirects traffic to your affiliate sales page.

A subpage redirect will look something like this:

www.amazingweightloss.info/fatlosssecrets

The coded page you need to create a subpage redirect is located within your download folder along with instructions on how to create your redirect.

Content sites...

A content site is any site that doesn't directly sell anything but rather contains primarily informative content. Content sites generally earn revenue from AdSense ads and affiliate banners and links.

Content sites can be great long term earners but they can be kind of a pain to create and if you don't understand basic web design then you are completely out of luck. I prefer to purchase premade niche content sites that already have everything I need on them including content.

With premade content sites, all you have to do is some minor customization through an easy to use control panel, add your AdSense ID and affiliate links, and upload the site to your host.

All of this can be done in just a few hours and you don't have to know jack about web design. Premade content sites range widely in price with some costing hundreds of dollars.

When I need a premade, quality content site I usually look to Ebay auctions. On Ebay you can find premade, professional looking content sites in just about any niche at bargain basement prices.

Just recently I purchased the following site off a seller on Ebay:

www.interestingastrology.com

Here is how much I actually paid for the website:

rwshost (996 ☆)	1	\$18.37	\$18.37	Jun-11
PROFITABLE ASTROLOGY HOROSCOPE BUSINESS ADSENSE WEBSITE (320259260369)				
gotvape (2268 ★)	1	\$17.95	\$17.95	Jun-06
VOLCANO VAPORIZER REPLACEMENT BAGS BALLOONS HERBAL 4 PK (320257363671)				

I got somewhat lucky with this website as it was an open bid auction and there was only one other bidder competing with me. If I was so inclined, I could build the traffic to this website using nothing but free video traffic and then put the site right back on Ebay and relist it for dozens of times what I paid for it initially.

In other words, using nothing but free video traffic I could invest absolutely **no money** whatsoever into the site and still substantially **and** rapidly build the sites market value. In fact, I could even sell the site in the very same marketplace I originally purchased it from only a few months before. I happen to think this is 'neato.' 😊

If you don't know web design or you're just a lazy cash lover like me, premade niche content sites are the way to go. They are cheap, easy to setup, and are potentially good long term income earners if you periodically buckle down and add new content to your channels and to the site itself.

If you are going to be using nothing but videos as your source of traffic you may want to consider purchasing a video content site. These are essentially the same as a regular content site except all of the content is in the form of videos. Video content sites seem to be priced at the same price as other content sites and can of course be purchased right on Ebay.

In the next section we will take a look at some of the other video sites and how you can submit each of your videos to 15 of these sites with basically one click and without spending a dime.

5. EASY MASS SUBMISSIONS & OTHER VIDEO SITES

While Youtube is by far the largest of video sites, it is not the only game in town and there are plenty of other sites you can submit videos to. Granted, most of the other video sites do not have anywhere near the volume of traffic that Youtube has but mass submitting your videos can still offer you additional exposure and more traffic.

The main problem with mass submitting your videos is that the whole process of mass submission is **extremely** time consuming if you try to submit your videos one at a time per site. In fact, depending on the file size of your video as well as your connection speed, it could easily take you more than 3 hours so submit one video to just 10 different sites.

There are currently several different software programs on the market that can automatically submit each of your videos to dozens of different video sites. All you have to do is add the video, the tags, title, and description, push a button and sit back while the software does the rest of the work.

Here is a short list of mass submission video software programs:

[Video Wildfire](#)

[Video Traffic Assistant](#)

[Video Post Robot](#)

While these software programs may seem attractive, they are really not worth the money. First of all, many of the video sites that that programs submit to have very little traffic and therefore will not produce many additional video views. Secondly, the programs do not submit your videos all at once but instead submit your videos one at a time to each site.

While you do not have to be present for the software to work, using your computer during the submission process is next to impossible and the whole process for just one video can take several hours to complete. These video submission software programs are also expensive and range in price from \$47 to \$19.99 per month.

Fortunately for lazy cash lovers there is a mass video submission program that is not only better but also completely free of charge. The program I am referring to is called [Tubemogul](#) and it is a godsend for Internet marketers.

Tubemogul will submit each of your videos, one at a time, to 15 major video sites including Youtube. Unlike the other software programs on the market, Tubemogul doesn't take hours to submit a single video but just minutes. Before you can get started with Tubemogul you will first need to open up user accounts on the 15 video sites you will be submitting to (14 if you already have a Youtube account).

Here are the sites you will need to register for:

[Blip](#)
[Google Video](#)
[Veoh](#)
[Crackle](#)
[Metacafe](#)
[Dailymotion](#)
[Revver](#)
[Myspace Video](#)
[Yahoo!](#)
[Stupid Videos](#)
[Sclipio](#)
[Viddler](#)
[Howcast](#)
[5min](#)

As you are opening your accounts, be sure to save your user name and password either in a word document or on [Google notebook](#). It will undoubtedly take you a couple of hours to open accounts on all these sites and you will have to confirm your email address on each and every one otherwise you will not be able to submit videos. Make sure to customize your profiles on each site just a little by adding some kind of pic, a brief bio, and of course your URL in the space each site provided.

Once you have successfully opened your account on each video site and confirmed your email address, go to [Tubemogul](#) and open an account.

After your Tubemogul account is created you will be able to immediately start uploading and distributing videos.

To begin, upload a video you'd like to distribute and click on 'Upload Video.' Enter all of the information that goes with your video remembering to enter your hyperlink into the top of the description and click 'Upload.' After your video is successfully uploaded, click the green upload button at the bottom.

On the next screen is where you will enter your user names and passwords for all of the accounts you created earlier. After all of your information is entered, click 'Launch!' at the bottom of the screen. Within a few minutes you will see confirmation that your videos were successfully uploaded.

You will not be able to upload to a few of the video sites right away as some of them are specialty sites. You will first have to make a written request to Tubemogul who will then decide whether or not your content is appropriate for the specialty sites. Within 3 days you should be able to submit your videos to all of the video sites if your application is approved.

Note: To maximize your traffic, you should not upload your videos to **Metacafe** using Tubemogul. The reason for this is that you are allowed to place a clickable hyperlink right below your video if you submit each video manually. If you upload your video to Metacafe with Tubemogul you will **not** be able to go back in later and add the hyperlink.

Aside from being free and easy to use, Tubemogul also lets you track your videos performance across multiple networks all in one central location. In addition, you can also view detailed traffic statistics for each of your channels.

Most of the video sharing sites can not give you anywhere near the volume of traffic that Youtube can. But, at the same time, some niches that are either not very popular on Youtube or too competitive can be very popular and uncompetitive on other video sites. You never really know what kind of results you'll get until you upload some videos and wait a few weeks.

Conclusion...

Online videos are one of the most powerful, immediate, and cost effective forms of advertising ever invented. As we have seen throughout this report, video marketing is not only extremely effective but also extremely cheap and easy.

I now have several small streams of online revenue in place that literally only cost me \$10 to get off the ground. Assuming there are no major disruptions in the way the major video sharing sites operate, I can surely continue growing these revenue streams gradually overtime and without spending a penny of my own money.

Of course, as I said at the very beginning of this report, many of the video sharing sites very likely will alter the way they do things at some point in the future (although they could just as easily make things easier for video marketers too). This is precisely why you need to get started with video marketing right away.

With video marketing outline I have provided you with you can't possibly appeal to a lack of funds as an excuse not to get started. The only money that you must spend to get started is the following:

- (1) **Domain name** - \$1.15 for a '.info' at godaddy.com
- (2) **Hosting** - \$4.99 per month at godaddy.com
- (3) **Squeeze pages** - \$7 at [Video Squeeze Pages](#)
- (4) **Autoresponder** - \$19 per month at [Aweber.com](#) but comes with a free test drive

This means that your total cost for this first month is only **\$32.14**. Remember that the [Aweber](#) autoresponder can be used on essentially unlimited accounts up to 500 subscribers for the same monthly price. If you don't have \$32, seriously consider selling a few things on Ebay to raise the money; I doubt you will regret the decision.

As with most money making ventures, the key to success is diligence and patience. Don't get frustrated and give up if you don't make any money the first few days or if your videos aren't delivering the traffic you hoped for.

One of the really, really great things about video marketing and online marketing in general is that it is extremely cheap to fail. If you find a niche and throw everything you got at it and you don't see any results after the first few weeks, pick another niche and start over. The most you stand to lose financially from a failure is a couple dollars of your own money.

I hope you found this report informative and I wish you the best of luck in your video marketing adventures!