



Todd Bobal



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Step by Step Videos

1) Come up with idea for the video and create it.

Get ideas by watching other videos, reading blogs, forum posts, <http://answers.yahoo.com> or <http://www.ask.com> or setup Google alerts <http://www.google.com/alerts>

2) Edit and produce video, add clips, add transitions, add captions...etc..using

Windows movie maker (free), or Camtasia studio (paid), or any other video editing software.

3) Once you decide on a topic, do keyword research to find a keyword phrase that is related to your video topic (see tools below, and/or check other related videos).

Keyword Research Tools:

These are the tools I use when doing keyword research:

a) Adwords Keywords Tool (free)

<http://adwords.google.com/select/KeywordToolExternal>

b) Wordtracker Tool (free version)

<http://freekeywords.wordtracker.com>

BOTTOM LINE: Use above tools to find terms with 3+ words that return less than 15k sites when doing a phrase match google search (within “ “).

mama bear	→	broad match
“mama bear”	→	phrase match → use this method to determine competition
[mama bear]	→	exact match

4) Upload to youtube as follows:

- Put keyword in Title
- Put your URL on the first line of description by itself (including http://, otherwise it will not be clickable) like this: <http://michellaliberte.com>
- Put keyword in description text more than once if possible. The longer the description the better.
- Put main keyword in Tags as the FIRST keyword then followed by 3 or 4 related keywords.

5) Upload to all other sites using <http://www.tubemogul.com>

You need to create an account with all video sites listed in Tubemogul

6) Share your video with your Youtube friends. Use Youtube option Share>More share options to post to social sites.

7) Create a basic <http://www.squidoo.com> Lens to link to your video and embed your video on your blog If you have one.

8) Go to <http://www.pingoat.com> and ping your Squidoo Lens.

9) Use <http://www.socialmarker.com> to bookmark your videos.

***Hot tip: <http://www.onlywire.com> can post to about 20 sites for you (huge time saver)

10) Be active on Youtube, send friend requests, comment on other people's videos, subscribe to other channels...

ATTENTION!! Due to recent events with Youtube – they are cracking down everything that seems suspicious – We DO NOT recommend the use of automated software to add friends, comment on videos...etc...Youtube WILL close your account if you do so...

Additional training videos:

- **How to do keyword research**
<http://www.youtube.com/watch?v=c3xg9z-a1Sc>
- **How to create awesome videos with just pictures using Animoto**
<http://www.youtube.com/watch?v=48194ShehLI>
- **How to edit videos using Windows Movie Maker**
<http://www.youtube.com/watch?v=tYmW2pYJJ0k>
- **How to convert a video to other formats**
<http://www.youtube.com/watch?v=LSIbdfNxbNw>

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THE END...but in reality...just the beginning!