

Gideon Shalwick Transcription 2/22/2013

Hey everyone, this is Adam Short. Welcome to the interview. I have a really special interview for your today. I'm here with Gideon Shalwick. Gideon is our guest for the interview. Gideon is a YouTube expert, and he set up several very lucrative businesses online, and he has grown them through harnessing the power of YouTube. So in this interview, Gideon will be sharing exactly how he does this. He'll be explaining the specific business model that he uses to actually create videos, get them on YouTube and other video sites, and then use those videos to get traffic to his pages and ultimately make a lot of money online. So we're very fortunate to be here with Gideon today. Gideon, thank you very much for being here.

Thanks for having me, Adam. I'm really looking forward to the call and sharing with our listeners and viewers some really nice gems to help them grow their businesses online with video.

I've been looking forward to this interview as well, and we can just jump into it. I supposed the first question we could start with is where should people start if they're interested in using video to grow their online business?

It depends a little bit on where people are at with their business online. If they're just starting out and aren't sure which area to go into, there's a nice little trick that I can explain to help people get started. If they already have a business up and running and they're already operating inside a niche or specific area in business, then it's a slightly different starting point, but it's still helpful to know this other stuff as well to help you hone in on the area that you want to operate in. When you start using YouTube, it's very important to have a very focused approach, especially for business – if you want to make money from this, it really makes sense to have a nice focused approach. So, if it's okay with you, Adam, I can go through the method that I use to help me really get clarity on the area, first of all, that I need to look at in terms of niches, to help me focus on the right area when it comes to YouTube. Is that all good?

That sounds great.

So the thing that I use – and it's a constant process, not something that you do just once – is something called the hedgehog concept. I often talk about this because this is something that's had a massive impact on my business, and it's really helped me become very successful using that concept. Business needs a bunch of different things to become successful, but I think this is something that is absolutely critical. So even if you already have a business, I think this is still very useful, but it is specifically useful if you're just getting started.

This is called the hedgehog concept, and it's from Jim Collins who wrote the book called *Good to Great* – a fantastic book, and I really recommend you get it to get a bit more insight into what it's all about. One of the things he talks about is the hedgehog concept, and it's borrowed from the story of the fox and the hedgehog. The story goes something like this: The hedgehog is this little animal with spikes

sticking out, and whenever the hedgehog gets attacked, he just rolls into a ball and nobody can get to this little hedgehog because they're just really good at protecting themselves when they get attacked in that sense. They're not very good at anything else, really, but they're very good at that. On the other hand, you have the fox who is the kind of animal who never really becomes good at anything in particular. For example, they might attack the hedgehog from the side one day, and the hedgehog just rolls into a ball and the fox can't get to him. The next day the fox might jump from the other side, and the following day from the top, and the next day dig a hole from underneath. The point is that the fox never really becomes good at any of the strategies.

So it's similar for us in business. There are foxes and hedgehogs around, and the businesses that seem to get to that breakthrough point of dramatic growth where they really go viral or really make a difference, most likely you'll see that they have a very clearly defined hedgehog concept. So the way to do this for yourself is to look at three different areas.

The first area is your area of passion. So in life and in business there are a bunch of things that we are interested in, things that we love doing or thinking about or talking about. That's your area of passion.

The next area in your life is the area of skill. There are a few things in life that you are already skillful at or that your business is skillful at – areas that you can develop to become even better at.

The third area is things that you can make money from. There are tons of things that you can make money from.

The secret here is to look at those three things as Venn diagram. You have three circles intersecting with each other – your passion area, your skill area, and your profit area. What you want to do is try to find the sweet spot right in the middle that overlaps something that you're passionate about, something that you can develop a really good skill in – potentially become the best or one of the best in the world at that thing – and also figure out a really nice way to make money from it. There are modifications on this model, too, but that's just the basics of it.

What that allows you to do is a number of things. First of all, it allows you to figure out clearly the area that you should be operating in. For example, if you just pick something that you're passionate about, but you don't have a skill in it, and there is no profit potential, you might have a ton of fun doing it, but you might get frustrated because you don't have any skill – you won't get any good at it and you might lose interest – and you're not making any money from it – so you won't be able to have a business. So if you pick something that you're not passionate about and you develop a skill in that, you're going to get bored. I think you can intuitively see that you need all three to have a success.

So that's one thing to help you clarify the area that you should be operating in. Some people call this your niche or your target area. As you figure out your profit circle, that really comes down to thinking about your target audience which is super important. Who is it that you want to target and are they the right kind of people? Do they actually have access to money? Would they be interested in buying something from you online. So those are the sort of questions you ask for that circle. So it really

clarifies your focus point – what you focus on for your passion, what you focus on for developing a skill, and what you focus on for making money from.

The second thing that it does is that it allows you to eliminate distraction. This is more of a subtle thing. If you ever get an opportunity that comes your way and it does not fit in with your hedgehog concept – it does not help you grow or achieve your hedgehog concept or clarify your concept even more, then it's a really clear cut decision – you just say no. Very easy. So if a course comes along online and it doesn't support your hedgehog concept, it's really easy to say no.

On the other hand, if it is supporting your hedgehog concept, then it becomes very easy to say yes to something, yes, this opportunity is aligned with my hedgehog concept and I can now just focus on it because I know it's going to help me get much better. So it gets rid of that SOS thing – that shiny object syndrome thing. It really help you have this message clarity and message focus, and I think it's absolutely critical in business.

So how this relates to YouTube is if you can operate in that sweet spot of yours, it's going to become a lot easier to figure out who you should be targeting on YouTube. It's a little bit deceiving because if you go to YouTube, you mostly only see what's called the short tail. If you browse around, you often see the top dog videos – the ones who have millions and millions of views on them, and you don't see the long tail kind of videos that don't get as many views. But it's something like 1% of videos on YouTube that get more than a million views. It's like 99% of videos on YouTube that get less than a million. I heard a statistic awhile ago that if you're getting more than 1,000 views in general views on your video, you're in the top 20% of YouTube videos – which is remarkable. It really is remarkable.

All I'm trying to say is that YouTube is a huge place. There's a ton of different niches operating on YouTube, so your job is to figure out which particular area you want to target, if it's big enough, if there are enough people, and if they have enough money. Another distinction here is very important on YouTube because it's very easy to get side tracked with this. It's not only about views. You need to find a spot where it's about the target audience and if you can basically build a business from that.

An example makes it very clear. If you're running a business and you had the choice between getting a million views from a group of teenagers with absolutely no money and no access to a credit card or you get 100 views from 100 millionaires, and they're all extremely interested in what you're doing – which would you choose? For a business, it's a simple choice. So it's not just about the views.

To summarize that and get your hedgehog concept really clear, that will help you figure out who to target on YouTube, and once you know that everything else becomes so much clearer and so much easier. You just have this laser focus to go after that target audience and you can just nail it. That's been the beginning point for all the successful channels that I've started on YouTube – and businesses too – to help me get success as fast as possible.

That makes a lot of sense. And on the internet, it's so easy to get distracted. There are so many directions that you can go in, and I completely agree. The hedgehog concept focuses you, gives you a

structure, a way to make decisions to say yes to certain things and no to other things, and that's one of the keys, really, to being successful online.

Absolutely. I'm not sure if it was Warren Buffet or another successful dude who talked about how the hardest thing in business is to know what to say no to. I think Jim Collins also mentions it. How do you get to a position where you can say no to all the good opportunities and only yes to the great ones. I think if you can know what to say no to, that's a very powerful skill to have in business. As a business owner or entrepreneur, there is so much opportunity. So I think the challenge is not figuring out what the opportunity is, but the challenge is which one. You have to say no to all the other ones.

Well I know that you're going to be talking about your full business model for how you're using YouTube and generating traffic and revenue, but maybe we can just start at the beginning and talk about video production. Maybe you can talk about what the best video gear is to start with just to start shooting your videos.

Sure. My general advice for just getting started, and it doesn't matter where you are on the experience level – and I got this tip from Jules Watkins who runs iVideo Hero, and amazing little course if you want to check it out – but he said whatever camera you have at the time, that's the best place to start. Use whatever camera you have at the time. I think it's a really good tip because each person who is interested in doing video stuff has different needs and requirements and aims and goals, and there is just a myriad of different cameras you can choose for different purposes. As you grow, you kind of figure out more what your needs are and which specific camera you should use.

But just to give you some guidelines for a progression of gear you could get into, if you're getting started, iPhone is amazing or mobile viewer camera – you can do amazing videos – and if its okay, I can talk about some different tools you can use to just instantly lift the production quality of the videos. There are some cool little things you can do there with just a very simple camera. So iPhone or mobile video camera is fantastic. I guess the next level up is something like video DSLR cameras. I own a Canon 60D, and what's great about that camera is that it records in nice quality video, and you can put different lenses on so you can get that nice depth and feel which is very nice. It comes with its own little challenges. For example, it's much harder to get to know that camera if you're just getting into it. So if you're just getting started, I wouldn't recommend you jump straight into that. Just get a few runs on the board first with whatever gear you have.

And then if you really want to go pro, you can get into some very expensive gear when it comes to video cameras. My level has kind of stopped at the Canon 60D because the quality of the video that I can get from that is just incredible. Something else to notice with a lot of the DSLR cameras is that they often have a time limit recording per video file. For example, mine by default is 12 minutes on the highest quality setting. There are hacks, like you can install different things to make it up to 30 minutes or something like that. And, of course, different cameras have different specifications. That's just something to watch. So those are two specific kinds of cameras that I would recommend.

In terms of just some general principles here to help you get really great quality video on a budget – and this is interesting when people hear this, the reaction that I get often – the video camera is less important

than two other things: The sound quality of the videos and the lighting quality of your videos. Those two things are more important than the quality of the video camera, especially nowadays because the quality of even the entry level cameras is so good now that it doesn't matter as much anymore.

So for sound, always make sure that your camera has an external microphone jack so you can plug an external microphone in there that you can use with the camera – like a little lapel microphone. That will just help you get much better audio for your camera. So both my iPhone and my Canon 60D, for example, have that which allows me to get very nice audio. That's very important. Just as sort of an exercise for your mind to visualize to get this, imagining watching a video and the picture quality is just superb, but the sound is scratchy and really annoying and turns on and off and actually grates your ear. You're going to stop watching that video real soon. You're not going to last more than 10 seconds and you're just going to turn it off because it's so annoying. Now compare that to another video where the picture quality is kind of average – maybe not quite in focus or maybe even shaky, but the sound quality is amazing – you just have perfect sound quality. My bet is that your chance of watching that whole video is much higher than the previous one. Once again, the sound is very, very important, and most people don't realize this. You can turn an average video into something a lot better if you just improve the sound.

The next thing is lighting. The better you can light your object or the thing that you're recording, the better the end result is going to be. I have some nice professional lights. You can get some really cheap ones these days, some nice halogen lights which gives you a nice constant lighting level, and you can pick them up very affordably from the hardware stores to help you light up your subject. On my YouTube channel I have some great resources there if people are interested in learning more about the specifics of video gear that they need and the lighting setup that I have.

But that's really the basics. I guess another tip is don't feel like you have to get it perfect the first time. Just get some runs on the board. Just get started with whatever you've got. With each new video you get a little bit better. Make your overall aim for perfection, but your short-term goals are just to improve a little bit for each video on your way to perfection in the distant future sometime. So don't feel like you've got to have it perfect the first time around.

That makes sense. So it's important to have certain things right, like audio and lighting... and it's true, people aren't going to judge and think this person could be better on camera – it's more about the content, right and what you're delivering in that regard.

Absolutely.

I agree, people shouldn't be too hard on themselves about getting in front of the camera because you're always much harder on yourself than anyone else is.

Obviously, it is nice if you can get a nice quality production, but if you're doing this yourself on a budget, don't be too hard on yourself. There's a ton of amazing videos on YouTube that look pretty average, but there is something special about the content that would go viral – but the production quality was certainly not up there. Of course, I think everyone should aim toward better quality videos.

One thing to keep in mind also is that you don't have to do it yourself. You can get other people to help you – especially if you're a business and you have some money coming in, hire someone. Don't try to learn it all yourself – just hire someone. You don't even have to be in front of the camera yourself. Hire some talent or get someone within your business who loves being in front of the camera. You can outsource all the video editing. For example, the way I do it is I record all the videos myself here. I don't have a cameraman in general unless I'm doing something special. But in general it's just me with my camera. But then I have a team of video editors that do the video editing for me. That just speeds up the process tremendously. So I'm must in the front of the camera when it records. Once it's done they take care of the rest. It saves you a lot of time and a lot of hassle.

So speaking of editing, if someone does have to do the editing themselves, is there video editing software that you would recommend that they use?

I'm super biased. I've been on Mac now for a few years, and when I switched over from PC to Mac, it was just an incredible change. This was a few years ago, and my PC, I must say, was three years old at the time as well when I switched over. But I had at least a 10 times increase in productivity for video work when I switched over to Mac. And I know PC has caught up a little bit since I switched over to Mac, but I'm fully sold on Mac when it comes to video. So on Mac I use ScreenFlow for my own editing. I don't even go near iMovie. It's nice, but it's just too limited if you want to add some extra video tracks or images – and it's just as easy as iMovie, but it's better. It's about \$100 which I think is an extremely reasonable price for what the software can do. Now, they keep on updating it. They even added the chroma key thing if you want to have a green screen background, you can even do that now which is great.

If you want to do anything more fancy, there are some extra little tricks you can use to lift your production quality. The service I've set up for myself is called Splash. The business creates little video clips that you can use inside your videos to instantly lift the production quality of your videos, and that works really well. I kind of set up the business myself because I found a lot of other people needed that too. But that's something you can do alongside with ScreenFlow or whatever simple software you're using on Mac or PC to lift that production quality.

Anything more than that, if you're doing this yourself, I would really just hire someone to get it done for you. Otherwise, you're going to have to learn something like Adobe After Effects or Final Cut Pro, and unless you want to become a pro video editor, there's really not much point. I'm not as clued up on PC anymore because I've really just been working on Mac, but the software that I always recommend is the Sony Vegas Studio. I think it sells for about \$40 and that, once again, just gives you more options than say the Windows Movie Maker. You can do all the same things that you can do in ScreenFlow with Sony Vegas. It's a little bit more tricky to use, I guess just because it's on PC. Mind you, that I haven't looked at it for awhile, so they might have improved the interface, but it's a great software tool just for your basic videos – getting them out there as quick as you can.

So, once again, if you want to do anything more than that – unless you want to become a pro video editor, I would outsource it to someone who is a pro already.

That makes sense. Could you share some of your secrets for just being good on camera. Are there any essential tips that you could provide?

Sure. If you're going to be on camera yourself, or if you're the person behind the camera, this is something you can help the person in front of the camera with. The biggest challenge, and all of us have this. I haven't met one person yet who this was not the case for. All of us when we see ourselves for the first time and when we see ourselves for the first time on video, we kind of freak out a little bit. That's one thing. There's also another thing where we just freak out when that little red light goes on when the camera starts recording.

So let's tackle the first thing of seeing and hearing yourself back on the video. So if I ask you a question – where do you see yourself most often, and also how do you hear yourself most often? Just think about that.

That's a tough question.

Perhaps in the morning when you're brushing your teeth? In front of the mirror, right? So we see ourselves most often in front of a mirror. And, of course, that's not a true image of what we really look like – it's a mirror image. And the difference when you see yourself on video is that it's a true image. So what it means is that when you watch yourself on video for the first time, you see an image that's flipped compared to what you normally see yourself as. The trouble with that is that if we all had 100% symmetrical faces down the vertical line, but because very few people, if any, have a very symmetrical face, so when you flip that around on video you kind of look skewed to your subconscious mind that has been seeing yourself in the mirror image. Because the picture you have of yourself in your head is the mirror image – it's not the true image. So your mind kind of rejects that. It says, I'm sure I don't quite look like that. Everyone else tells you that you do look like that. But our minds kind of freak out.

And the same thing happens to the audio thing. When we hear ourselves most often – sound travels through the air, but it also travels through your face and your bones and whatever else is in your head to get to your eardrum. When everyone else hears you or listens to you, the sound travels through the air and into the eardrums. So your voice sounds different to everyone else than it does to yourself. So once again, your self conscious mind has been trained to hear something that is not really the true sound. And when you hear yourself back on video once again, you think that sounds nasal or weird – or doesn't sound like my voice and sounds awful. But it's just your mind playing tricks on you.

And there is a really simple fix which is to retrain your subconscious mind. And the way you do that – I haven't found any other way, this is the only way that works from what I've seen – and that is to retrain your subconscious mind through repetition, through watching yourself on video over and over and listening to yourself over and over on video. As you do this, you retrain your subconscious mind to accept the true image of you and the true audio of you as well.

I must say, it does help when you have good lighting and good audio gear to improve the true image and true sound of your voice and image. It does help, but the main thing is to retrain your mind and ear. So that's the one thing that you're going to struggle with at the beginning.

The next thing is being freaked out in front of the camera – just turning into a brick or piece of concrete when that little red light goes on for the recording. Something funny happens, and I don't know exactly what it is – I haven't done the research – but my gut feeling is that we've been so conditioned with television and movies and Hollywood that there's an assumption in the back of our mind that there are millions of other people watching. So maybe what we're thinking is that once we get in front of the camera, there could potentially be a lot of other people watching us eventually once it gets online, and that's kind of freaky. It's a bit like public speaking because all of a sudden you're making yourself a little bit vulnerable to other people and what other people might think of you. That's one of the biggest fears that people have – the fear of what others might think of us if we do something wrong.

What you've got to realize is that no one really cares. You're the person who cares the most. A beautiful book on this is by Steven Pressfield. It's called *Going Pro*. It touches on that. He says, guess what? No one really cares what you look like or sound like. You're your biggest critic. If you realize that, it allows you to ease a bit and chill a bit in front of the camera. It's not the fear of the camera, it's the fear of potential rejection by all these millions of people who could be watching you.

So one way to overcome that is to follow the interview method where instead of looking at the camera, you get someone else to interview you. You actually look at them and the other person is not on the screen. A good example is the Apple videos they have where they have little documentary-type things. That works really well because it just removes that thing of looking into the camera, and it's not actually a human being – it's an object. It just loosens you up a bit which is a great method. Of course, the other one is just to do it lots and become used to talking to the camera.

And this is another tip – right now I'm talking to the camera. I'm not actually looking at your face. If I look at your face, it's down there, Adam, but I've tried to put your face close to the webcam. But I'm looking right into the camera there. This is the other thing to help you come across good on the camera, and that is to really focus in on the camera lens. If you can imagine where the iris is for the camera, see if you can focus on that when you talk to the camera. And that will help you make a subconscious better connection with your audience. To you audience it will feel like you're actually looking right at them into their eyes. So it's a little trick to help you make better engagement.

The other tip that I got from one of my subscribers a long time ago – when you talk into the camera you imagine it's a friend that you're talking to, and that works well. But to take it a step further, imagine that the person that you're talking to is someone that you're in love with and that you're making a special connection with that person through the lens. I found that in most cases that works really well. That does make a difference. All these things are quite subtle cues. And this is the beautiful thing about videos is that you can make that connection with the audience. Body language is so powerful. I think something like 80% of communication is through body language, and our eyes probably take up a ton of that percentage in terms of making a connection with our target audience. So if you can make that connection through the lens to your viewer, that's beautiful.

Another little tip that is gold is whenever you're making a video, talk to the camera as if it is one person so you're only talking to one person at a time. Mostly when people watch your videos, they're sitting there in front of the camera. It's not like you have a thousand people watching you all at the same time. So if you're saying, "hey everybody" or "you guys" – I notice a lot of people do this – just says "What do you think?" "Why don't you go and click on my link below the video." You make that personal connection with one person at a time.

So that's what I use, and I think it makes a big difference to making that connection much better and coming across authentic and getting people to keep in coming back. Because if people don't make a connection to your videos, they're not going to come back. They're not going to feel like they're engaged with the conversation with you. That's very, very important.

Those are some awesome tips for video production. And then there's the other side of the coin which is actually getting your videos out there and using them to actually get traffic and generate revenue and things like that. Maybe we can move to the second part of this. So assuming that you're watching this and you have some videos produced and now you want actually use them, what would be the next step in terms of getting your videos out there and using them to get traffic?

Alright. So I have a bit of a system that I follow to help me make sense of all this stuff. It's just a nice structure to use to think about traffic. It really involves four or five metrics that you can use for using YouTube to grow your online business.

The first metric is your number of views that you're getting on YouTube. Remember, though, it's not all about views – and you'll soon see why. The second metric is your number of videos on YouTube. The third metric is the traffic that you can get to your own website. So turning those views that you get on YouTube into traffic on your site. The fourth metric is turning the traffic that you get on your site into leads – people that sign up for your newsletter or get into your database. You can add a fifth one which is turning those leads into customers.

So for each of those stages, except for the video one, there's a conversion process. You're converting views into traffic, you're converting traffic into leads, and you're converting leads into sales. So when you look at it from that perspective, it really becomes beautiful because then you can isolate each stage. You can say, alright, here are the five different things that I want to increase. I want to increase number of views, I want to increase number of videos, I want to increase the traffic and the leads and the sales.

There are five areas that you can focus on individually to have an overall multiplication effect. These things multiply. If you can imagine going down a funnel, when you increase the conversion rates just a little bit for each stage, it multiplies the overall effect down to the bottom which is your sales – increasing the bottom line of your business. So that's a really neat way to look at it.

For example, you can now just focus on getting more views to your videos. So assuming you have some videos on there, you just want to get more views. Some simple things you can do is to go through what we talked about at the beginning – really get clear on your target audience. I think once you have that

right, that will help you create really engaging content that people would want to watch and would want to share naturally without any other little tricks or strategies. That is the core of everything else – creating great engaging, valuable, share-worthy content. That is really the first thing that will allow you or help you get more views.

Then there are a ton of other things you can do. For example, if you're new to YouTube or creating content on YouTube, it's a social thing. It's not just creating a video and uploading it and then waiting for the world to come. It's certainly not like that. You have to engage with everyone else – with the community on YouTube. There are communities and sub-communities, and your challenge is to find your out all the players within your community, make friends with them, interview them – whatever you can do to get them to your channel and to boost your views. Once, again, it's based on providing great value through your content.

There are things like watching other people's videos in your niche and building a relationship with those people. So one thing I did in the magic niche, which was real fun, was at the beginning we searched on YouTube for specific keyword phrases. For example, we would search for magic tricks or card tricks or coin tricks. YouTube would list all the top videos for those key phrases. We'd go and watch those videos, check out the channel, see if they've got a website, if they're building a list, and make friends with those people. We would interview them and get the interviews on our channel. And what they would often do is upload that same interview to their own channel as well, and it worked like gangbusters. And if you target the right people with a big enough audience, that's going to instantly increase your views as well.

There's one example where this guy, ericserve6, he's a good fun guy. He had about 30,000 YouTube subscribers, so we targeted him. And we found him just by doing keyword searches. So before we interviewed him, we built up a relationship with him first, watched his videos, left comments on his videos, and after a month or two, we sent him an email saying, "We've got this magic channel. We'd love for you to be featured on there. Would you be interested in an interview?" And he said we were the first guys to ever ask him for an interview. We got the interview, it went really well, and what happened next sort of surprised us. He actually uploaded that same video to his own channel and linked back to our channel with an annotation. So that guy was an instant audience of 30,000 people without really doing that much.

And then we repeated that process. We found other YouTubers with big audiences, did interviews with them, and some of them did the same thing where they would link back to us or tell the audience about us with an annotation back. And that gives you a massive boost in subscribers. What I've just explained there is the collaboration method. That is probably the most powerful way that you're going to build traffic on YouTube for your videos. It's very, very powerful.

But there are other things you can do like regularly commenting on other videos, going to people's channels, leaving comments there. That creates a backlink back to your channel, but sometimes people click on your link as well – especially if you leave an intelligent comment. But really the key thing for me for leaving comments is leaving them on strategic places like other peoples channels who I'm

interested in becoming friends with – people who have big audiences. That's really the main reason for building the comments on those channels. So it's not just a random approach.

Just getting engaged in the YouTube community and providing great content, that will automatically help you grow your views.

I'm not sure if this is appropriate here, but I'll cover this a little bit. Turning those views into traffic is obviously very important because you want to build your own database. You want to build something that you own yourself. Because you don't actually own your own YouTube channel even though it might seem like it. We've had cases where people would build a really nice following on YouTube and then get terminated by YouTube. They just lose it overnight and they have lost all their hard work. So you need to build up your own insurance strategy. You build your own traffic and build your own leads and build your own database.

So how do you turn those views on YouTube into traffic? Well, really simple – you ask people. You ask people to visit your website. A really good way is to have something that you can give away for free on your website, like a free report or a free little video course or a free email newsletter or whatever it is. At the end of your videos, you can invite people through your call to action to go and visit your website. Always have the link of your website in the description area below your video, and when tell people there is a link below the video that will take you straight to the website. Just something as simple as that can make a big difference – just asking people to do it.

You can now – I'm not sure if everybody has this yet, but perhaps eventually everyone will – is associate your main website with your YouTube channel. It will perhaps give you some search engine optimization benefits, but it also allows you to have clickable annotations inside your YouTube videos that takes them back to your actual website. So it's a relatively new thing that's very exciting. YouTube has been very hesitant to bring that in, but they have brought that in now, so you can send people to your own website. So if you have a blog, you can send them to any page on your blog. You can create a landing page on your blog, for example, that's a squeeze page – and however other many other pages you want to create.

That's amazing.

Yes, it is amazing, and that can really help grow your own database much faster. Now they're very strict on that, so you only have the one website that you can use for that. Also, you can't do redirections and dodgy, fancy things. Just keep it clean. Just play by the rules, because if you get caught up, that's going to remove that privilege. So respect that and play by the rules of YouTube.

Another thing that I don't do as much anymore, but it's handy to do at the start. We would list our website address somewhere on the bottom of our video or at the top so that people could always see that. What I mean is that it would be inside the actual video during the editing process – we would add the website address. The benefit of that is that people sometimes embed your video on their site that's not on YouTube. So if you tell people to click on the link below your video, there might not be a link there,

but if they see your website address at the bottom of your video or somewhere on your video, then you still give them that opportunity to get to your site. So that's another little tip that you can use as well.

As you get involved and start playing, you figure out stuff for yourself as well. There's a ton of different strategies that you can use to get traffic back to your site. But the key principle is to tell people. Call them to action. Tell them to go visit your site and there's something cool they can get.

There's another one that you can use as well. It's a little bit more sneaky, and you might annoy some people by doing it, but perhaps you can use this not with every video, but maybe one of every 5 or 10 videos. This is where you create a two-part video. You upload the first part to YouTube and the second part you have on your website. You use another service like Vimeo Pro to host that video or you could still use YouTube but make it unlisted. So you can still embed it on your own site, but your YouTube audience won't see it in their streams. So you have the first video and at the end you say, okay, want to see the second part, go to my website and you can watch it there. So that will get nice traffic back to your site as well.

That sounds very effective as well.

I think if you use it sparingly it can work well. I haven't used that much myself but if you want to experiment with that with your audience, you can see what happens.

I definitely plan to use that one. That sounds awesome. It's the whole cliffhanger technique, right? That's used all the time in advertising. It's very effective.

There's one more thing I'd like to say about this whole views thing, and that is not to get too carried away with just views and thinking you should get a ton of views. It's not just about views. With YouTube especially, it's not about views anymore. They've changed how they use their algorithms for ranking your videos. They don't just look at views for ranking your videos. They look at a number of other factors. I guess the word engagement probably summarizes a big part of what they're doing. They're really looking for that engagement. They obviously look for it through views as one of the indicators, but they also look at how many people are actually commenting on your video and how many people are liking your video, thumbs up or thumbs down, how many people are sharing your video on the social networks or how many people are embedding your video on their sites.

So there is all this stuff to help you rank better in the related videos or the suggested videos and in the search engines. That's very important.

Something that I didn't mention that's very important that I kind of take for granted is to make sure you get your on page optimization, and that's making sure you use the right keyword phrases in the title of your video, your description area, and your tags. That's very important so make sure you get that right.

So now that it's not just about views anymore, it sounds like that Google and YouTube, which is owned by Google, they really just want video creators to focus on making the best videos they can, creating the best content they can. And I think what's behind Google's approach is that if you do that, your video is

naturally going to be shared on social sites. It's naturally going to be viewed. People are going to sit there and watch the whole thing. People are not going to leave your page and go search for another video because your video solved their need. In a way, that's really nice because it relieves us of the pressure of having to get so many views, and we can just focus on – if we're going on the hedgehog concept like you talked about – we're already involved with our passion, so now we can just create the best content that we can, and naturally it should start becoming popular.

Absolutely. When you look at the point of view of Google and YouTube as businesses, their prerogative is to serve the most relevant and the best possible content for their audience. And they know that the more engaging your videos are and the more helpful they are, the more relevant those videos are to serve up on the search engine. So if they don't do that, they will kill themselves. So it's a pure business decision to make sure they serve the most relevant and the best possible content. And with you providing that content, that puts you in a really good position to rank really nice and high in the search engines for that.

So we've talked about video production and talked about how to harness the power of YouTube to get traffic back to your site, would you be open to talking a little bit about what you do with that traffic when you get it back to your site. I know everybody has a different way of monetizing traffic, but could you talk about your specific model. I think a lot of people listening would be really interested in that.

Sure. You can use a ton of different things, but the model that I have mainly used is to get the views from YouTube, turn the views into traffic and then turn the traffic into leads. So I basically grab people's email address in return for a free resource like an ebook or a video course. Once those people are in my database, that's when the magic happens for making money. Because that allows me to continuously get in touch with these people for either promoting my own products, for promoting other people's products, for simply sending people back to my own site where I sell advertising. I get paid for advertising on my site – so increasing the traffic on my site means I can charge more for advertising. And that's basically it. It actually becomes quite simple and easy to make money once you have figured out all the other stuff – once you know how to get views and turn those views into traffic and leads. Once you have your audience, the money side of it is like printing money. Because if you have that ready made audience, you just flick out an email or two to make a ton of money.

My most fun example was when I promoted a course, and it was an affiliate promotion. All I did was have four emails that I sent out over a 10-day period, and I had one video that I created as part of that as well and one of the four emails sent out to that video. I sold close to \$100,000 worth of product over that 10-day period. I was just blown away by that because my list wasn't exactly huge. But the reason it worked so well is because I had super high engagement for my audience and they loved what I was doing. So there was an extremely high level of trust that people responded really well to. I think that's partly the power of video and being clever about it and really providing great value to your audience to build that relationship. But it's also because I had the audience. I was able to just send out an email, have a video up, and make those sales. Promoting affiliate products is amazing. You don't have to create the product. You don't have to create the marketing material – which I think is a bigger deal than just creating the product. You don't have to maintain the product if it's a technical thing like software. You don't have to build a team, you don't have to pay rent for that. All you have to do is send an email

and send some traffic and collect a check. It's a beautiful model, but you need an audience to be able to do that first.

Providing your own product, of course, is always going to be the most profitable because you get 100% when you promote them. But also you can invite other affiliates to promote your own products and give them a share in the action.

So those two would be my main sources of income for the information publishing business, and there has been a bit in advertising commerce as well. The advertising thing I haven't focused on much, but really, those three sources have been the main sources of income for me for the information publishing business.

Well Gideon, thanks so much for sharing all this awesome information. I know you have a really good course where you teach this entire model in depth, all the way from video production to video marketing to monetizing the traffic that you get from your videos. Just for everyone watching, there is a link on this screen somewhere that you can access that course if you want to learn more about this and learn exactly what Gideon is doing. And correct me if I'm wrong, Gideon, but in that course you share some of your actual business – your actual sites that you're doing this with and making great money with, so people can see live examples.

Absolutely. So depending on when you're watching this, at the moment, there's a free version, but there's also a paid version. The paid version is not available right now, but there's a free version where you get access to a 92-page report, and that goes through the whole system that I use. So it will explain probably in more clarity and more cohesion the system that I use for generating income online using video. It's also a big of a philosophy as well, but you can download it for free. It will cost you your email, but then it's also followed up by a 7-part... **(cut off)**