



# Rapid Video Blogging

*new*

The Way To Easily Dominate Your Niche Through YouTube



**Gideon Shalwick**

# **Rapid Video Blogging™**

## **The New Way To Easily Dominate Your Niche Through YouTube**

**By Gideon Shalwick**

# Table Of Contents

<b>Praise From Other World Famous Online Business Owners...</b>	<b>7</b>
<b>Foreword By Darren Rowse .....</b>	<b>12</b>
<b>How Invisible Bits Of Electromagnetic Charges Gave Me The Ultimate Leverage And Freedom... ..</b>	<b>13</b>
<b>Who The Heck Am I And Why Should You Listen To Me? .....</b>	<b>16</b>
<b>The Exact Same System I Use That Allows Me To Dominate Any Niche Of My Choice .....</b>	<b>20</b>
<b>Introducing The Rapid Video Blogging™ System.....</b>	<b>23</b>
<b>The 7 Steps For Dominating Your Niche Using The Rapid Video Blogging™ Method .....</b>	<b>24</b>
<b>Step 1 - Select The Niche You'd Like To Dominate .....</b>	<b>25</b>
<b>The Hedgehog Model For Selecting Your Perfect Niche.....</b>	<b>25</b>
What Are You (Or Your Organisation) Truly Passionate About? .....	26
What Can You Become The Best At In The World? .....	27
Is There A Way To Make Money (Profit) From It? .....	27
<b>Step 2 - Create High Quality Videos Fast And Easy! .....</b>	<b>30</b>
<b>Speed Is Of The Essence If You Want To Crush Everyone Else</b>	<b>30</b>
<b>Why Your Videos Only Need To Be "Good Enough" And No More</b>	<b>31</b>
<b>How To Easily Create High Quality Videos At Breakneck Speeds</b>	<b>31</b>
<b>Step 3 - Set Up Your Video Domination Hub.....</b>	<b>34</b>
<b>What Exactly Is A Video Domination Hub? .....</b>	<b>34</b>
<b>Tips For Setting Up Your YouTube Channel .....</b>	<b>35</b>
Get A Channel Name That Makes Them Come To You .....	35
Build Instant Rapport And Keep The Search Engines Happy .....	36
Get A Decent Looking YouTube Background So You Look Like A Pro .....	37

**Tips For Setting Up Your Video Blog .....37**

What Exactly Is A Video Blog? .....38

Set Up A Self Hosted WordPress.ORG Blog The Help You OWN It All! .....39

Install The World’s Best Theme For SEO To Help You Rank In Google With Little Effort.....40

Install These Powerful Plugins To Optimise Your Video Blog Even Further .....41

**Tips For Setting Up Your List Building Mechanism .....42**

What To Do If You Have Don’t Have Anything To Give Away .....43

**Step 4 - Add Powerful, Response Invoking Content Like Crazy .....45**

**Why Is Video So Much Better Than Just Text Or Audio? .....45**

Reason 1 - It’s Easier For Online Video To Go Viral .....45

Reason 2 - Online Video Can Be Repurposed Into Both Audio And Text Content 45

Reason 3 - Online Video Helps You Connect Better With Your Audience .....45

Reason 4 - Online Video Ranks Better In Search Engines.....46

Reason 5 - Online Video Has A MUCH Higher Perceived Value Than Text Or Audio48

**Why You Should Create Fresh New Content Often .....48**

**The Domination Content Creation Process Revealed! .....49**

Idea Creation (Me) .....50

Studio Setup (Video Person) .....50

Record (Me And My Video Person) .....50

Upload To Computer (Video Person).....51

Edit (Video Person) .....51

YouTube Upload & Copywriting (Me) .....51

Transcribe (Virtual Assistant) .....51

Blog Post (Virtual Assistant) .....51

iTunes (Virtual Assistant).....51

SEO (Virtual Assistant).....52

<b>How Steve Jobs Can Help You Dominate Your Niche Even Further .....</b>	<b>52</b>
<b>Step 5 - Optimize The Heck Out Of Your Video Domination Hub.....</b>	<b>54</b>
<b>The Secret Of The YouTube Beach Head Strategy .....</b>	<b>54</b>
<b>Enter A Different Kind Of Matrix To Help You Nail Your Niche .</b>	<b>56</b>
<b>Strategies For Growing Each Of Your Growth Metrics.....</b>	<b>57</b>
5 Strategies For Increasing Your Number Of Views.....	58
3 Strategies For Increasing Your Number Of Videos.....	63
3 Strategies For Increasing Your Conversion To Traffic.....	66
5 Strategies For Increasing Your Conversion To Email Subscribers .....	69
<b>Step 6 - Add Some Viral Video Magic! .....</b>	<b>74</b>
<b>The Definition Of Viral Videos .....</b>	<b>74</b>
Viral Ingredient 1 - A Dirty Little Infectious Agent .....	75
Viral Ingredient 2 - A Clever Replication Mechanism .....	76
Viral Ingredient 3 - An Initial Push For Critical Mass.....	77
<b>The Viral Competition Method .....</b>	<b>78</b>
<b>Step 7 - Monetize Your New Asset.....</b>	<b>81</b>
<b>The Fast Cash Injection Method .....</b>	<b>82</b>
<b>The "Passive" Income Method .....</b>	<b>84</b>
Pay Per Click Type Ads .....	84
Affiliate Product Type Ads.....	85
Super Advertiser Type Ads.....	85
<b>The Competition Crushing Cash Method.....</b>	<b>86</b>
<b>Your Complete Rapid Video Blogging™ Action Plan.....</b>	<b>88</b>
<b>Step 1 - Select The Niche You'd Like To Dominate .....</b>	<b>88</b>
<b>Step 2 - Create High Quality Videos Fast And Easy .....</b>	<b>88</b>

**Step 3 - Set Up Your Video Domination Hub.....88**

**Step 4 - Add Powerful, Response Invoking Content Like Crazy89**

**Step 5 - Optimize The Heck Out Of Your Video Domination Hub89**

**Step 6 - Add Some Viral Video Magic .....89**

**Step 7 - Monetize Your New Asset.....89**

**“Ok, This Is All Cool, But I Need More Help To Get The Ball Rolling On This. Where Do I Go Next?” .....90**

## Praise From Other World Famous Online Business Owners...



**Yaro Starak**

*"I've known Gideon for a long time and watched as he has slowly carved out a speciality in something he truly loves. I've never seen someone so addicted to online video, which makes me very confident to say that **you don't need any other resource than this report to get started marketing with online video.***

*If you want to generate leads, become famous, sell products or just figure out how exactly people use video and sites like YouTube to actually make money and grow a business, read this report." - **Yaro Starak**, [Entrepreneurs-Journey.com](http://Entrepreneurs-Journey.com)*



**Maria Andros**

*"I have known Gideon for a little over a year now as one of our top joint venture partners and all I can say is what a pleasure it's been to getting to know him.*

***Gideon overdelivers period.** His content, passion for video and pure intention in helping people to create success with blogging, video is bar none. He has a **very clear, easy to understand, step by step approach and style of teaching.***

*I rarely endorse others and I respect Gideon because he is a person of integrity who truly cares. **The content in this report is off the hook.** It's rare to see someone like Gideon who gives away so much for free and **actual content that you can use right away to start seeing real results.** If you want to get started with video this free report has my recommendation." - **Maria Andros**, [MariaAndros.com](http://MariaAndros.com)*



**Paul Colligan**

*I'll be honest here. I had no idea who Gideon was until I read this report and then I realized something - **this is somebody I need to pay attention to and keep on my radar screen.***

*The key here is that it's about leveraging online video with the tools and services that matter - not leveraging the latest and greatest website that happens to do online video. **Read this report - but - more importantly - do what it says.***

*- **Paul Colligan**, YouTube Secret Weapon  
<http://www.facebook.com/youtubeseecretweapon>*



**Chris Garrett**

**"Gideon has created a blueprint for *how anyone can generate quality, long term traffic using video.***

*What I think is more important to take away is the credibility and relationship you can build with an audience who can hear your voice and see you.*

*Just because it is a simple system does not mean the results are trivial, anything but. I'm inspired to throw more effort into my videos now and I am sure you will be too!"*

- **Chris Garrett, [ChrisG.com](http://ChrisG.com)**



**Daniel Scocco**

**"No one can ignore online video these days, and *Rapid Video Blogging will surely give you all the knowledge you need to succeed with that.***

*What I liked about the course is that you get the details of what equipment and software you should use, how to promote your videos, how to integrate it with an email newsletter and so on. In other words, you'll just need to follow along."*

- **Daniel Scocco, [DailyBlogTips.com](http://DailyBlogTips.com)**



**James Schramko**

**"Gideon explains technical things in a clear and precise way. *You cannot ignore video traffic and media rich blogging is the perfect way to transition from job to business owner.***

*Get inside a successful system and replicate it using the real life examples Gideon has stepped out in RapidVideoBlogging."*

- **James Schramko [InternetMarketingSpeed.com](http://InternetMarketingSpeed.com)**





Dave Kaminski

*"There are two types of marketers online; good guys and bad guys. The bad guys spend all of their time making promises but no time delivering on them. While the good guys spend all of their time over-delivering on every promise they make.*

*Gideon is one of the good guys. In this report **he gives you his personal blueprint for achieving success with web video**...all the tools, all the techniques, all the how-to's and all the reasons why. It's a blueprint that flat-out works. And the only thing you have to do is follow it."*

*- Dave Kaminski [WebVideoUniversity.com](http://WebVideoUniversity.com)*



Leon Jay

*"There are few people in this world I have more respect for than Gideon Shalwick. In a world full of empty promises and false claims **Gideon truly delivers the real deal.***

*His understanding, expertise and integrity are second to none. The content he delivers (in any format) is informative, professional and easy to follow. This latest report is no exception and **should be compulsory reading for anyone starting, or running, an online business.** When Gideon speaks, it is a pleasure and an honour to listen..." - Leon Jay, [FusionHQ.com](http://FusionHQ.com)*



Adam Short

***Rapid Video Blogging is the smartest report you'll find on starting and growing a successful online business using the power of video marketing.***

*Gideon Shalwick lays out in clear, step-by-step format exactly how he grew his blog into one of the Internet's most recognized brands on the Internet on the topic of street magic, using only a YouTube channel and a simple WordPress blog.*

*He lays out a **clear blueprint you can follow to do the same thing in your own niche market.** There's simply no better resource anywhere to learn how to turn your passion or hobby into a thriving business than Rapid Video Blogging. I can't recommend it enough!*

*- Adam Short [NicheProfitClassroom.com](http://NicheProfitClassroom.com)*



**David Risley**

*"When it comes to video blogging, Gideon is the man! Gideon does a fantastic job of showing you **how to make videos and set them up, but he also thinks like a marketer.** This is a trait so many bloggers lack, yet is the key to really making it.*

*The Rapid Video Blogging book covers it from all sides and is **PACKED with actionable information.** I've been blogging for a living for over 10 years now, and I was taking notes as I read this book. Gideon, you really could have charged money for this, you know that, right? :-)" - David Risley, [DavidRisley.com](http://DavidRisley.com)*



**Katie Freiling**

*Wow! I've been doing social media and video marketing for quite some time now. And I've built up an amazing and loyal following using some simple social media tools.*

***But this... this report is something else!** The strategies you'll find inside are easy to implement, but more importantly, they will help you **get RESULTS!**"*

*- Katie Freiling, [www.KatieFreiling.com](http://www.KatieFreiling.com)*



**David Jenyns**

***"Rapid Video Blogging contains so much solid advice it's hard not to recommend it.** What Gideon gives away in this report is **better than what most people charge for.***

*The fact is, **if you're serious about building a massive following online, using video is the simplest and quickest way to do it.** Take the time to read the report, you'll be glad you did"*

*- David Jenyns, SEO Expert, [DavidJenyns.com](http://DavidJenyns.com)*



**Tyrone Shum**

*"Many months ago I was introduced to Gideon by Yaro and since then, **Gideon has been one of the best video experts I've come across!** Thanks to his training and the step by step instructions he provides, I created my own course that **has brought in a five figure income** which I am very grateful for.*

*You can not find anyone better than Gideon who will show you **how to get videos online extremely quickly.** The last video I created using this strategy only took me 30 minutes giving me the same results compared to a method which took me almost 6 hours!*

*Thanks to Gideon, I'm growing my business at a rapid rate and able to help my audience at lighting speed!" - Tyrone Shum [MassOutsource.com](http://MassOutsource.com)*



**Greg Jacobs**

*"Listen guys, there is **more useful information in this "Free Report" than in most paid courses that sell for hundreds or even thousands of dollars.** I still can't figure out why Gideon is giving it away for free. But really, the information here is **practical, methodical and without the hype.***

*The beauty is that Gideon is giving you the complete start to finish blueprint for massive traffic an profit that you can just plug, play and profit from your niche."*

*- Greg Jacobs, [WPMage.com](http://WPMage.com)*



**Reed Floren**

*"If you are looking to **dominate your niche market with online video** then you need to read Gideon Shalwick's Rapid Video Blogging, I feel that **ANYONE** can take the concepts and action items that Gideon gives you and you could **create one of the top video blogs out there just by following Gideon's step-by-step advice.** His system is very easy to follow and his writing style is straightforward and to the point. **If you were to read only one report on online video blogging make sure it's Gideon Shalwick's Rapid Video Blogging.**" - Reed Floren, [ReedFloren.com](http://ReedFloren.com)*

## Foreword By Darren Rowse

Hey there... Darren Rowse here from Problogger.net and I have something **very important** to share with you...

The online world has changed... again.... and as with every change - we are all faced with an opportunity to leverage it.

The ever changing pace of the web means that much of what was relevant only a few years ago, is now outdated. This is especially true for people interested in building their profile online and **making a solid sustainable income** from the internet.

It's no secret that YouTube has been one of the biggest movers and shakers of the past decade... errr... 5 years (who still counts in decades anyway). With over 2 BILLION views a day (that's no typo there... that's two billion with a "B"), it's totally dominating the online video world. **No one is even getting close** - YouTube has around 81.9% of the market, and it's closest competitor is Vimeo with only a meagre 8.8% in comparison.

But so what?

What does this mean for you as an online business owner. Or even if you don't have an online business (yet), how can you take advantage of one of the most phenomenal trends to ever hit the planet?

Think about it...

When in the history of the world have you ever been able to get **instant access to a 2 billion viewership** stretching all four corners of the world... every single day?

I know, I know... it all sounds a bit melodramatic, but the fact is that our world as we know it has changed drastically and those that are positioning themselves well amidst the changes are putting themselves in a **great position to reap some great rewards**.

On the flip side - those who fail to act now could be missing out on surfing one of the biggest trends of our generation and miss out on a great opportunity to make a **long term sustainable income online in a very fun and exciting way**.

Inside this report you'll find a way to help you take advantage of this amazing trend.



Gideon Shalwick, whom I've known for several years, has managed to put together **one of the most comprehensive manuals I've ever seen** on the topic, and it will help you position yourself in the best possible way to ride this gigantic wave for all that it's worth!

I've always focused mainly upon text in my blogging but have increasingly incorporated video into what I do and have found it to open up a whole new audience for me. Even though text will remain my primary focus, **online video will become a much larger part of my overall strategy** in the years to come.

My recommendation is that you stop everything you're doing right now, remove all distractions, and read this powerful report from start to finish - it's THAT important!

Darren Rowse - [Problogger.net](http://Problogger.net)

# How Invisible Bits Of Electromagnetic Charges Gave Me The Ultimate Leverage And Freedom...

Hey future video blogger!

If you told me 5 years ago that I'd be running my own business, making a full time income from selling invisible bits of electromagnetic charges (downloadable digital products) to thousands of people all over the world, I would just look at you and go...

"Huh?"

Seriously, 5 years ago I was working as a business development manager in a small research company in New Zealand. My main job was to figure out how to make money from a highly advanced technological invention.

It was a cool job, except that I hated it!

Why?

Three reasons:

1. First, I was working my butt off to make someone else rich.
2. Second, it felt like someone else "owned" me for 40-50 hours every week of my life.
3. And third, no matter how hard I worked, I never felt that I got fully rewarded for what I did.

So, it's not hard to imagine what my motivation was like, even though I wanted to produce the best work possible for my employer.

If you've ever been stuck in a job where you felt more like a slave than anything else, you'll know what I'm talking about.

- ❖ You'll know what it feels like getting up every morning, dreading yet another day of work. Another day of having your nose against the grind.
- ❖ You'll know what it feels like to get your teeth stuck into some of the world's most mundane tasks ever - or at least that's what it felt like to me!
- ❖ And you'll know what it feels like to only get paid a meagre amount for what you're really worth.

Heck, now that I run my own business, I realise how much I actually sacrificed by staying at my dead end job!

The fact is that I wanted out.

I wanted something better.



I wanted to run my own business where I could call the shots. A business where I would get fairly rewarded for the efforts I put into growing the business. A business where I would be able to live out my creativity and that would buy me freedom, so that I could do whatever I wanted, whenever I wanted to!

And today, that dream has become a reality... a reality way beyond my wildest expectations!



**Me in front of my home studio...**

I now run a **six figure income business from home**, working my own hours, and on projects of my own choice. The stuff I deal with now is at the "bleeding edge" of the internet, and I consider myself one of the luckiest people in the world.

To me, this is the ultimate form of leverage and freedom... all because of those "invisible bits of electromagnetic charges"!

People often ask me what I do for work, and I find it difficult to explain to them that I don't actually work.

It's more like play.

That's how I look at my business - it really is me playing during the day with my favourite toy, and, just like a typical kid, I don't want to go to bed, and I can't wait to get up in the morning to start playing with my new "toy" again.

That's honestly what it feels like to me at the moment. I'm really just playing... and getting paid for it!

How sweet is that!

But all of this would not have been possible if it wasn't for the Internet... and more specifically the advent of online video (invisible bits of electromagnetic charges made to look like video on your computer screen)!

I've discovered something that is **heaps of fun to do**, and makes me a lot of money at the same time. And the best part is that this is not even a one-off fluke either. There are literally thousands of other people around the world who also make a steady income from online video in various shapes and forms.

In my view, it's definitely the **most fun and creative way of making money online today** - and possibly for all time... so far!

Inside this report, I want to share with you how I do it.

I want so share with you the exact same formula I now use to make a comfortable 6 figure income online. I've developed, and personally tried and tested this formula over the last 4 years, and I now want to reveal it to you so that you too can follow in my footsteps and start making money in brand new, creative and fun ways!

Here's what you can expect to find inside this report:

- ❖ What video blogging really is, and how it can help you to **totally dominate** your niche... even in today's crowded blogosphere!
- ❖ An **extremely fast way** to create high quality, professional-looking videos, at a budget that MOST people can afford...
- ❖ How to set up one of the **most powerful online "structures"** to help you totally dominate your niche...
- ❖ A **never-seen-before content creation system** that will help you pump out video content as fast as Pop-eye the sailor man can say "spinach"!
- ❖ 16 tried and tested strategies to help you **get more views on YouTube**, build your blog traffic, and grow your email subscriber list at exponential rates...
- ❖ 3 secret ingredients to help you make your videos **go viral online**...
- ❖ A detailed explanation of a viral strategy you can use to help **grow your following** at break-neck speeds!
- ❖ Multiple ways you can use to **make money with online video**...
- ❖ And much MUCH more!

If you're serious about entering the new world of video marketing, getting lots of attention, making great money, and having heaps of fun in the process, I strongly recommend you take some time out of your day right now, and read this important report from cover to cover.

The information and strategies inside this report are **extremely powerful**, and the sooner you can get started, the sooner you can move onto the next phase of your success online.

Stay visible!

**Gideon Shalwick**  
RapidVideoBlogging.com

Gideon Shalwick



## Who The Heck Am I And Why Should You Listen To Me?

Before I share some of my secrets, let me share with you how I got where I am today, and why am qualified to reveal this information to you.

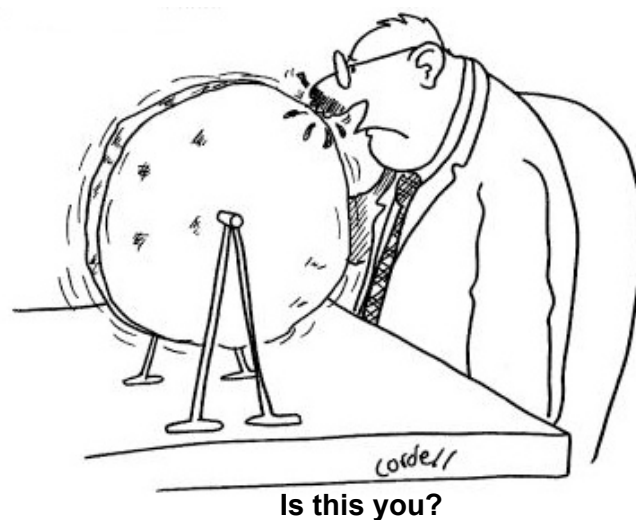
So, let's back track a little...

In early 2006, I had a pretty decent job that paid a comfortable salary with the prospect of further advancement in the company I was working for.

But I was unhappy to the core!

I was unhappy for two main reasons.

- ❖ First, I was unhappy because every day that I worked, I helped create an asset that was owned by the company I was working for. In other words, it didn't matter how much time I spent working for the company, I would never be able to leverage the business asset I was working on. I would only ever be able to get paid a salary.
- ❖ Second, I was unhappy, because if I would ever stop working, my income would go from "pretty comfortable" to "pretty much zero"! And that kind of freaked me out.



I really did not want to get to around the age of 50, get fired and be without a steady income and no business asset that I could leverage over and over.

Don't get me wrong though... I don't have anything against a job. I think it's a perfectly OK way to build financial independence if you're wise about how you invest the money you earn.

But I wanted something more... I wanted my own set of business assets that I could leverage over and over and that would provide me with a long term sustainable income to support myself and my family, and to be able to do other cool things with the disposable income - like travel, start new businesses, and help others do the same.

So, one day, I told my wife...

*"Honey, guess what? We're emigrating to Australia and we're going to start a new business there!"*

She took the news pretty well considering, and about a month later we left New Zealand where I had lived for 13 years previously, to take on the new adventure of Australia and starting a new business.



My first attempt at internet marketing was to write a new book in the personal development niche, and to sell it online with the traditional internet marketing sales page and launch method.

It worked well... for about a week!

I got a lot of initial sales during launch, but then sales started drying up and so did the money.

Of course I was happy with the initial success of my book, but I somehow had to put food on the table too, and my little book business was just not cutting the mustard!

And guess what my biggest problem was?

Traffic!

And not just any kind of traffic. I needed **highly qualified and long term sustainable traffic**.

But I had no idea how to generate that kind of traffic.



**This pretty much sums up my first online venture...**

- ❖ I tried my hand at Google Adwords for a while, but soon gave up because it just too hard to figure it all out, and besides, it was costing me money which I did not have.
- ❖ I tried article marketing, but found it extremely hard to build a sustainable stream of traffic. And after a while gave up on it because it just did not give me the results I was after.
- ❖ I tried searching for affiliates to help promote my product, but because I was a “nobody” in the industry, I hardly got any big hitters to promote for me. With my Rapid Video Blogging™ method, you don’t even need affiliates eventually! You’ll see why soon...

I then decided to run a series of video interviews with some of the world’s top internet marketers to try and figure out what the heck it was they were doing to run long term sustainable businesses online.

Because I did everything on video, it was a HUGE project and I managed to learn a ton about online video production and marketing and **how to make money from it**.

One of the people I interviewed was Yaro Starak, who was just starting to become a well known blogger and internet marketer at the time. It was a great setup, because Yaro was living in the same city as I did at the time, and that meant that he could come over to my house and do the recording there.

I must have sufficiently impressed Yaro, because soon after our interview he asked me to create some instructional videos for his blogging students. The project was a **huge**

**success with our videos getting hundreds of thousands of downloads**, and we then decided to create a video based membership site targeting beginner bloggers.

That was an even greater success, and **we managed to get around 2,000 members in our first year, earning us around \$20,000 per month on average...** which to be honest, was life changing!

And this did not even include income from any of the affiliate promotions we did to our nice fat list we built up... which was significant.

Before this point, it was a pretty tough gig...

When my wife and I decided to emigrate to Australia and start the business, she actually went to work, while I stayed home to set up the new business. For two long years, my online business pretty much just broke even, and we had to count every single cent before spending it!

For example, we only went out for dinner about once every 4-5 months, we didn't own a car, had to walk everywhere, and I don't think we even bought any new clothes... except for the essentials of course!<sup>1</sup>

So, things were pretty tight. I'm sure you'll know what I'm talking about if you've ever gone through starting a new business yourself.

The new income we received from this video project, meant that my wife and I could buy new clothes again and go out for dinner more than twice a year... phew, those were the days!

Oh, and we were able to buy a brand new car as well! That was cool.

In the 4 years leading up to this point, I built up some pretty good experience:

- ❖ I had **studied internet marketing principles to death** and got some pretty good results...
- ❖ I got incredible experience with online video marketing with my interview series...
- ❖ And with the Become A Blogger project I did with Yaro, I managed to learn even more about how to blog properly and **how to make a lot of money from online video...**

My next project was with my friend Jay Jay, a professional magician I met on an acting gig (Don't ask... that's a topic for another report).

I was really keen to get into this new project, because I wanted to prove to myself and to my followers that its **DEFINITELY** possible to make money from niches other than the "make money online" niche.

---

<sup>1</sup> Compared to people in third world countries we were still living pretty comfortable. But going from an awesome salary, to earning zero was quite a shock to the system...

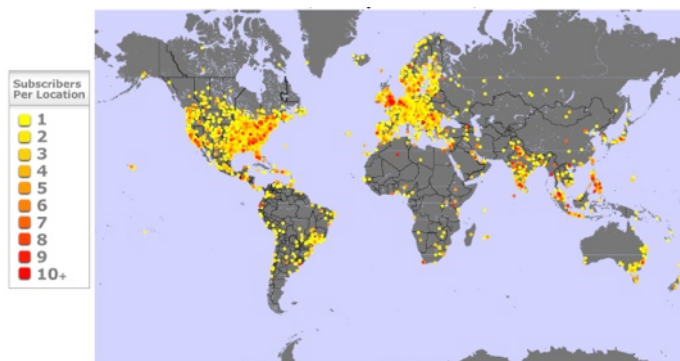
*"...we managed to get around 2,000 members in our first year, earning us around \$20,000 per month on average... which to be honest, was life changing!"*

When I first met Jay Jay, I was incredibly impressed with his skill in close-up magic. And it wasn't long until we hooked up and decided to do a project together - the arrangement was that Jay Jay would do the magic, and I would take care of the internet marketing side of things.

Because magic is such a visual art, and because of my previous success with online video, we decided to see what would happen if we used video as our main marketing tool.

The results were simply amazing...

Our site is growing day by day and our FreeMagicLive brand is getting incredible exposure around the world.



**“...our newsletter is now being distributed to over 160 countries!”**

**In fact, our newsletter is now being distributed to over 160 countries,**

(see map on the right showing where all our subscribers are in the world), we have a following of over 25,000 people, and we're getting around 100 new signups every single day!

Do we feel a little famous?

I guess you could say that ;)

It has certainly been an incredible journey to say the least, and I'm now in a position to share with you what I've learned over my last 4 years of operating full time in the internet marketing space, and showing **incredible results with online video marketing** in particular.

Inside this report I want to show you the **exact same system** I developed over the last 4 years. A video marketing system that you can easily implement to help you drive insane amounts of traffic to your site, help grow your email list at a phenomenal rate, and turn your video views in to cold hard cash!

If you're interested in making a real income online, and getting massive exposure for whatever you're doing online, I know **you're simply going to LOVE the information I'm about to share with you** inside this report.

To my knowledge, **no one else in the world** has completely nailed how to turn YouTube and blogging into a lucrative income source. So, buckle up, and get ready for a very interesting ride that will show you the way to massive exposure online using the latest online media techniques...

# The Exact Same System I Use That Allows Me To Dominate Any Niche Of My Choice

I have now used my system of online video marketing in two very distinct niches to get massive worldwide exposure, and to make a full time income from the internet.















My first massively successful project was with Yaro Starak and Become A Blogger ([www.becomeablogger.com](http://www.becomeablogger.com)), where I created some simple and free instructional videos to kick off the process.

In about a year,s time, we managed to:

- ❖ Get around 250,000 views on our free videos.
- ❖ We've built up our email list of over 27,000 keen bloggers.
- ❖ We've had over 2,000 people go through our membership course.
- ❖ We've made over \$300,000 over the last financial year.
- ❖ And we've set ourselves up as the premier educators for beginning bloggers.

Here's a daily snapshot of our ClickBank account for Become A Blogger...

## Daily Sales Snapshot

Tue	May	12	\$330.63	
Mon	May	11	\$3,619.96	
Sun	May	10	\$1,845.57	
Sat	May	09	\$677.32	
Fri	May	08	\$951.16	
Thu	May	07	\$467.20	
Wed	May	06	\$3,536.20	
Tue	May	05	<b>\$4,941.66</b>	
Mon	May	04	\$2,986.96	
Sun	May	03	\$850.11	
Sat	May	02	\$530.34	
Fri	May	01	\$169.72	
Thu	Apr	30	\$24.33	
Wed	Apr	29	\$0.00	
Tue	Apr	28	<b>\$151.12</b>	

**A daily snapshot of income from the Become A Blogger ClickBank account.**

Note that this does not even include any income from affiliate promotions.

And next up, is the project I did with Jay Jay, the magician...

As I said before, our results have been pretty spectacular... for a niche market anyway (of course for more main stream topics the results may be even better!) But let's quickly recap to summarise the results we've been able to get:

## FreeMagicLive.com Video Blog Results

- ❖ **Unique Visitors:** 30,000+ views per month
- ❖ **Total Visits:** 273,992

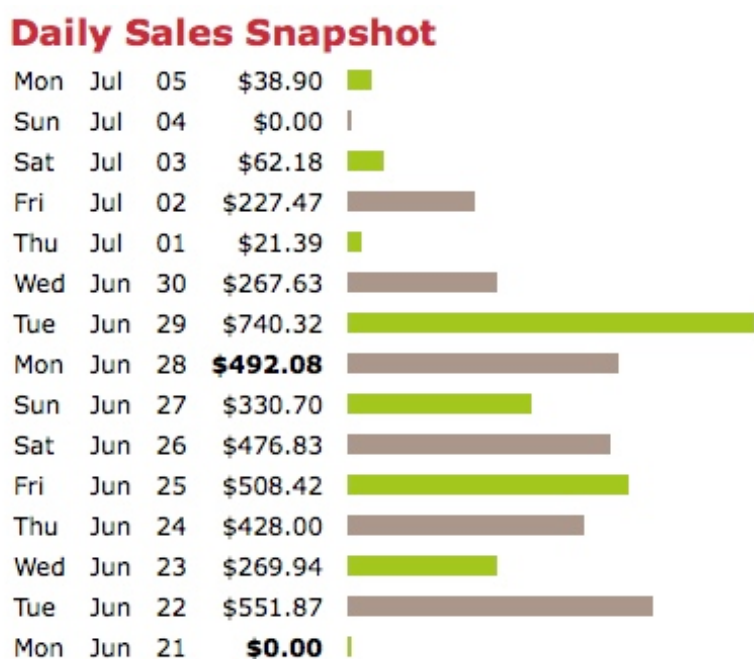
## FreeMagicLive YouTube Channel Results

- ❖ **Video Views:** 180,000+ per month
- ❖ **Total Video Views:** 1,762,094 (That's almost 2 Million views!)

## FreeMagicLive Newsletter Results

- ❖ **New Signups:** 100 per day
- ❖ **List Size:** 24,718

And we've only really just started exploring monetization strategies. But here's a screenshot of one of our most recent weeks inside ClickBank:



### **A daily snapshot of income from the FreeMagicLive ClickBank account**

And of course, once again this does not include any income from affiliate promos or money we're getting from the YouTube Partner program.

Keep in mind, when you look at these statistics, that **we started from scratch with no list, no relationships with anyone in the market...** we were pretty much nobodies in our niche.

Today, we're no longer nobodies inside the magic niche.

People are starting to recognise the FreeMagiclive brand as global brand to be reckoned with. The future is looking pretty rosy for this project. And it's all because we've been able to build a following. A following that not only gives us credibility, but that's also turning us into a "go to" place for street magic on the internet.

Reckon this is a powerful position to be in?

You bet!

Just imagine what kind of influence you'll be able to yield with a follower-generating machine like this behind you.

In the internet marketing niche, the industry standard is that you can make around \$1 per month for every subscriber you have on your list.



**Maybe your name on here soon?**

So, the theory is that if you have an email list of say 10,000 people, you should be able to make around \$10,000 per month, if you know how to monetize it properly.

To put some more numbers to it...

Say you submit a video and you get around 10,000 real views on it over a month. If you follow some simple marketing principals and strategies (which I teach), and you get around 5% of people going to your website and sign up for your newsletter, you could end up with around 500 new people on your list. This would equate to around \$500 per month extra in your pocket!

Of course that's just an example, but it gives you an idea of what's possible. Our most popular video on YouTube has now had over 156,000 views! And we now almost have 100 videos on our channel.

If we can keep up our current growth rate for our magic channel, our list will grow by at around 36,000 people every year (not even taking growth in signups into account). So, in another year's time, we'll have an email list of around 60,000 people. And then, in another year, our list size is likely to be sitting close to 100,000 people, **all because of the system I've set up to provide us with a long term sustainable stream of traffic!**

If you could do this in your own niche as well... how do you think that would effect your life?

I can see your imagination going wild here :)

But before you get too carried away, there are a few steps you need to know about to help you set up your own traffic generating, money making, niche dominating Rapid Video Blogging™ system. And luckily, I've already gone through the process now and have fine tuned absolutely every bit of detail and have put it together in **an easy to follow system that you can just duplicate for your own niche.** In other words, I've done all the hard work so that you wont have to!



## Introducing The Rapid Video Blogging™ System

You can probably already guess the main parts of the system I used. When looking from the outside, it's pretty simple actually. Here's a diagram that shows you graphically how it all fits together:



And in English...

Using a YouTube channel, in conjunction with a search engine optimised video blog, with a list building mechanism in place, and applying some clever online video growth strategies, you can get massive, worldwide exposure and start making a steady income!

Phew! That's a mouthful! But just look at the pictures above again - they may make it easier for you to see how it all fits together.

Ok, so how does this all work together?

- ❖ First, use YouTube for submitting great videos, building an audience of raving fans and building a steady stream of views.
- ❖ Second, direct the traffic you're getting from your YouTube Channel to your video blog... which essentially is just a normal blog with your own YouTube videos embedded on it.
- ❖ Third, set up a list building mechanism to capture the contact details of your blog visitors so that you can stay in touch with them and drive them back to your site over and over.
- ❖ And finally, apply some clever growth strategies for exponential growth and massive exposure to help you make a solid income!

Simple?

Yes, in concept, and all you have to do is just follow my steps and implement my ideas. It's totally worth it though, and what's great about this system, is that it can provide you with, what I believe, to be **the holy grail for any online business... long term, sustainable,**

**targeted traffic to your site that you can then easily monetize in a number of different ways!**

For the remainder of this report, I want to show you how you too can set up a sustainable, traffic generation system just like I did and how to monetize that traffic. I've created 7 easy steps you can follow for implementing your own Rapid Video Blogging™ system.

## **The 7 Steps For Dominating Your Niche Using The Rapid Video Blogging™ Method**

There are 7 steps for dominating your niche using the Rapid Video Blogging™ method. Each of the steps build on each other, and it's therefore critical that you follow each one of them in the right order... otherwise you won't end up with the same results.

Here they are:

- ❖ Step 1 - Select The Niche You'd Like To Dominate
- ❖ Step 2 - Create High Quality Videos Fast And Easy!
- ❖ Step 3 - Set Up Your Video Domination Hub
- ❖ Step 4 - Add Powerful, Response Invoking Content Like Crazy
- ❖ Step 5 - Optimize The Heck Out Of Your Video Domination Hub
- ❖ Step 6 - Add Some Viral Video Magic
- ❖ Step 7 - Monetize Your New Asset

I'll now go through each of these 7 steps and explain in detail what you need to do for setting up your own niche-dominating Rapid Video Blogging system™...



## Step 1 - Select The Niche You'd Like To Dominate

Before you get started with any kind of video production, or even setting up your own YouTube channel, **it's absolutely critical that you think carefully about the niche you'd like to operate in.**

The thing is, if you pick the wrong niche, you could end up wasting a lot of time going in the wrong direction. And I certainly don't want you to fall into that trap. **There's nothing worse than putting your heart and soul into a project, and never getting rewarded for your efforts.**

So, to prevent you from getting into the wrong niche and to make it easy, fun and straight forward for you, here are some things to keep in mind when selecting your niche...

### The Hedgehog Model For Selecting Your Perfect Niche

When I interviewed Mike Filsaime (a very well known internet marketer) a few years ago, I asked him what it was that influenced him to become so successful.

One of the things he shared with me was the **Hedgehog Concept for long term success** as described by Jim Collins in his amazing book "Good To Great".

Since then, I've been applying that exact same model in my own life and business, and I believe strongly that's a big reason for my recent success online.

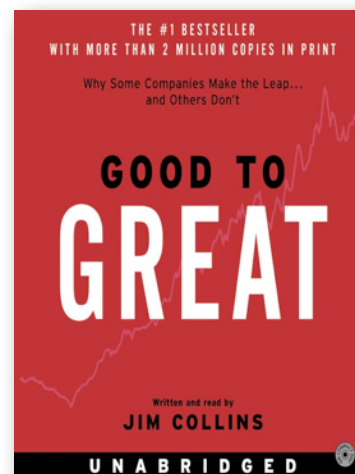
Let me quickly explain it to you...

Jim Collins did a massive amount of research to figure out what exactly it was that gave some companies that extra "edge"... that ability to get to a breakthrough point and totally dominate the niche they were operating in.

He identified 5 key things each of these "great" companies had in common. And one of them was what he called the "Hedgehog Concept".

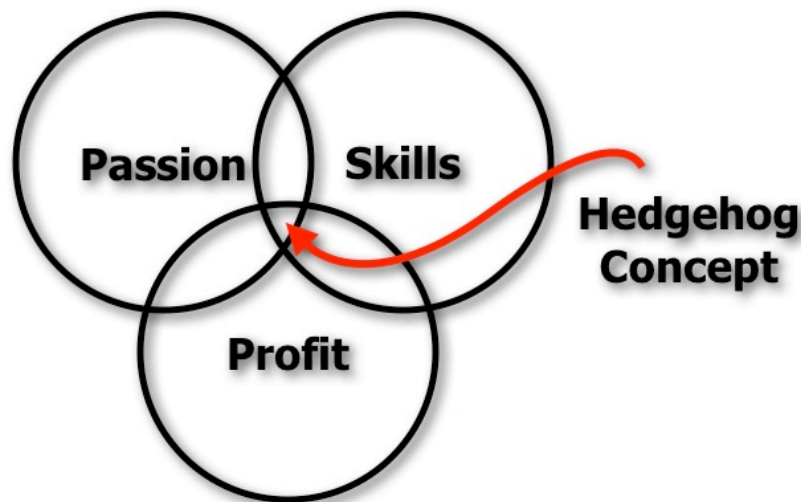
He explained it as the intersection of three things...

- ❖ What you or your organisation are truly passionate about...
- ❖ Whether you can become the best at it in the world... or at least one of the best in the world...
- ❖ How you are able to make money from it... or as he calls it, your profit per "x"



**Essential reading from Jim Collins - get this book ASAP!**

Graphically, the Hedgehog Concept looks something like the image below...



### **The Hedgehog Concept For Helping You Find Your Niche And Becoming Super Successful...**

Let's quickly look at each of these three areas as they relate to my Rapid Video Blogging™ method...

#### **What Are You (Or Your Organisation) Truly Passionate About?**

All right... out with it!

What are you truly passionate about?

Sounds like a simple question right? But the reality is that **so many people and organisations don't have a clue what it is that really drives them internally.**

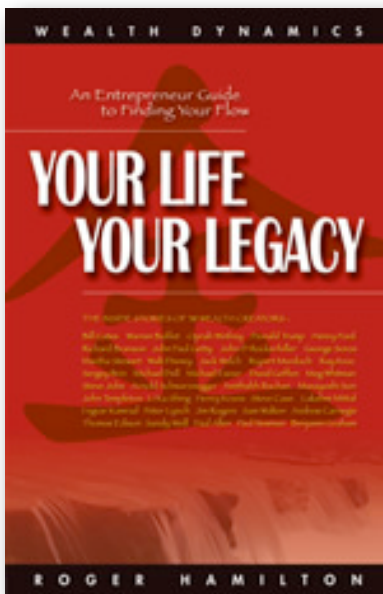
And the reason for this?

My theory is that **each of us knows (or used to know) exactly what we are passionate about on an intuitive level at a very young age.** But the trouble is that we've been conditioned so much by our environment (like parents, siblings, friends, other peoples opinions, television, the media and a whole range of other things) that most us have forgotten what our true calling in life is.

And the only way back is to do some pretty deep (but very worthwhile) "soul searching" to peel away all of those years worth of conditioning... just to get back to knowing what we naturally love doing. And this can often be a very hard process to go through... for both individuals and larger organisations.

Jim Collins talks about how it sometimes took larger organisations up to 2 to 3 years to get clear on their Hedgehog Concept. Of course, for individuals it MUCH faster since it's a much simpler process, and you're only dealing with one entity... YOU!

But the point is that you have to seriously start thinking about what it is that makes you or your organisation tick.



**Another awesome book that's compulsory reading for long term success!**

A really amazing book that I would recommend for this is “Your Life, Your Legacy” by Roger Hamilton. Inside his book, Roger helps you figure out **how to get into your natural flow state**... doing things that you are passionate about and absolutely love doing!

But just knowing what you're passionate about is not enough. There are two more dimensions to the Hedgehog Concept...

### **What Can You Become The Best At In The World?**

The second thing you need to figure out is the exact thing that you could become the best at in the world... or at least very competent at.

This dimension relates to your level of skill in a certain area, which is based on your passion.

For example, say you're really passionate about animals, and more specifically about dogs. An example of a core skill you could develop could be that of the hygiene of certain types of dogs. Over a period of time, if you focussed on it, you or your organisation could become one of the world's leading authorities on the subject.

And if you can achieve that, it's a very powerful position to be in.

To be successful though, this is still not enough. There is one more key dimension...

### **Is There A Way To Make Money (Profit) From It?**

Finally, it's no use if you're operating in a niche that you're totally passionate about, and you've even developed a really strong skill in it, but there is not much potential for making money from it!

But don't worry, there are two really easy tests you can apply online to help you figure out whether your niche will be profitable or not. Basically, you'll need to figure out two things:

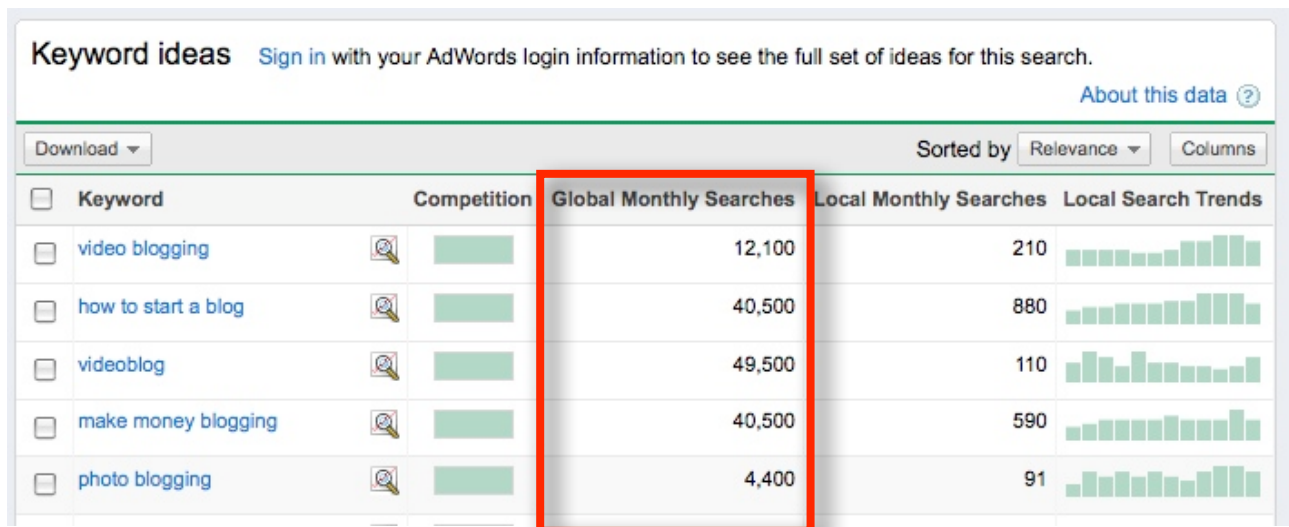
- ❖ Is there enough people in your niche to provide you with a critical mass?
- ❖ Do the people in your niche have money to spend or is there proof that they are already spending money in your niche?

Without the internet a few years ago, these two things were actually quite a hard thing to figure out. Luckily for us, it's pretty easy now.

Here is one of many ways to help you get some answers:











Use Google's keyword tool.

For the first part, to figure out whether there are enough people in your niche, use Google's keyword tool to figure out how many people are searching for the keywords that relate to your niche. For this you just look at the "Global Monthly Search Volume" column for the results related to your keyword phrases.

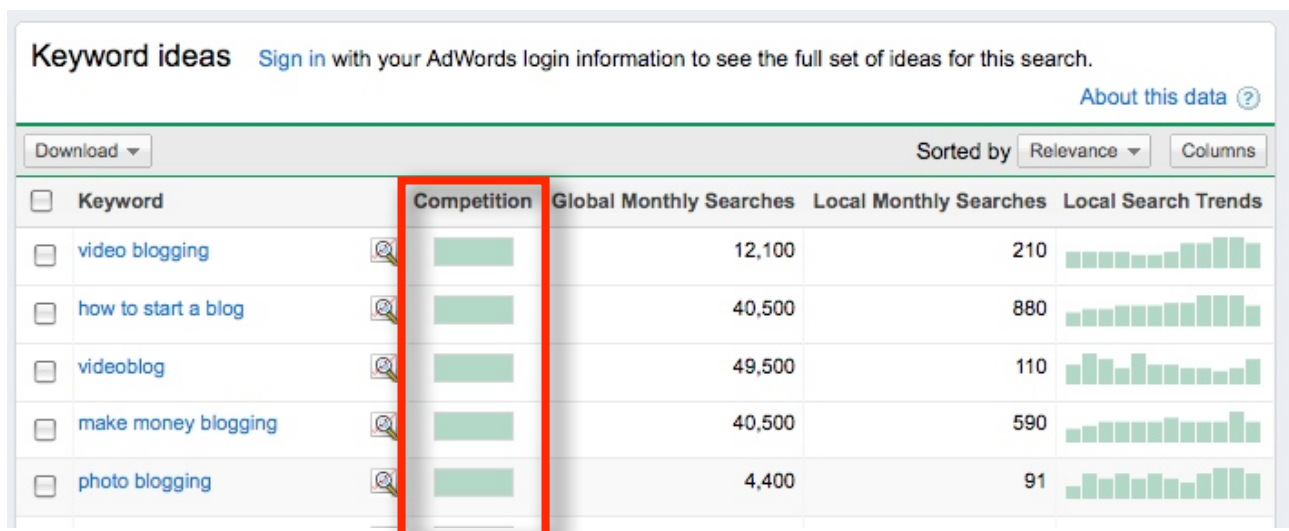


Keyword ideas Sign in with your AdWords login information to see the full set of ideas for this search. About this data ?

Download ▾ Sorted by Relevance ▾ Columns











<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	video blogging		12,100	210	
<input type="checkbox"/>	how to start a blog		40,500	880	
<input type="checkbox"/>	videoblog		49,500	110	
<input type="checkbox"/>	make money blogging		40,500	590	
<input type="checkbox"/>	photo blogging		4,400	91	

And for the second part, finding out whether people in your niche have any money, you can simply look for evidence that other companies are spending advertising money on the keywords in your niche. And for this, you simply look at the "Competition" column for your keyword phrases.



Keyword ideas Sign in with your AdWords login information to see the full set of ideas for this search. About this data ?

Download ▾ Sorted by Relevance ▾ Columns

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	video blogging		12,100	210	
<input type="checkbox"/>	how to start a blog		40,500	880	
<input type="checkbox"/>	videoblog		49,500	110	
<input type="checkbox"/>	make money blogging		40,500	590	
<input type="checkbox"/>	photo blogging		4,400	91	

You could even look at the Local Search Trends column on the right to give you an idea whether your keyword phrases are trending up or not. Very useful!

You can access Google's keyword tool here:

❖ <https://adwords.google.com.au/select/KeywordToolExternal>

Obviously this is not a fool-proof method for determining whether your niche will indeed be profitable, but it gives you an *indication*. The way it normally works for me, is that I have a gut feeling about a certain niche. I then do some very quick initial research to figure out

who else is operating in the niche, and make a decision whether I want to operate in it as well.

Not very scientific I know... but then again, for some things you simply just can't do any market research... new disruptive technologies like the computer being a good example of that.

Similarly, another thing to keep in mind with this technique is that it does not tell you which niche areas may become hot in the future. For example, before the iPad was invented, no one would have searched for it online. And of course, now it's a different story.

But I think you get the idea.

Niche selection is very important, but don't spend sleepless nights over it. The important thing is that:

- ❖ You pick a niche that you will love for sure...
- ❖ That you know there are enough people around who would be interested in it...
- ❖ And that there is a likelihood of making money from it...

A lot of this stuff you kinda figure out as you go... and you refine it until it meets your needs.

**So, my best advice is to just get started.** Even if you're not entirely sure which niche to select, just pick one and get started. You'll very quickly figure out all the "ins and outs" of your niche as soon as you start getting involved in it.

Once you're clear on which niche you should be operating in, you're ready to move onto the next step...

Learning how to easily create super fast and high quality online videos...

## Step 2 - Create High Quality Videos Fast And Easy!

This is the step where the “rapid” comes into the whole equation of Rapid Video Blogging.

I’ll show you the simple and very affordable tools I use to create high quality videos at “the speed of thought”!

I suspect you’re going to love this step, because once you’ve seen my solution, you’ll realise that online video is now one of the easiest and fastest ways of creating compelling content online... yes, it even beats text content in my view!

But before I reveal my easy solution to you, let me share a few important things with you to help set the scene...

### Speed Is Of The Essence If You Want To Crush Everyone Else

*“It’s the fast that win the race, not the big...”*

I’m sure you’re familiar with the story of the hare and the tortoise. While I understand the moral of the story, in the sense that it’s normally the slower and consistent workers who get the best results over the long term, I think **I may have stumbled upon a caveat in that old fable...**

Well kinda...

You see, what I’ve been able to figure out over the last 4 years online, and especially the past year, is that **speed is of the essence if you want to succeed online**. And it’s even more important in the fast changing online video world.

It’s about how fast you can implement your ideas and how fast you can go from concept to the realisation of your concept.



**It’s the fast that win the race these days!**

**It’s no longer the bigger companies that dominate online... it’s the fast!**

So, if you know how to get things done really fast online, I firmly believe that you will win the race... and yes, even beat some of the bigger slower companies out there!

I’ve figured out a **super easy way to create very high quality** videos that look, sound and “feel” like professionally produced videos... **at breakneck speeds**. And the best part is that all of it is on a budget that’s only a small fraction of what most other video people spend.

So, with my solution, you’ll be able to easily get your videos created **fast, at really high quality, and at a cost that suits your bank balance**.

Happy?



## Why Your Videos Only Need To Be "Good Enough" And No More

Another thing I realised about video blogging, is that **your videos don't need to look like professionally produced Hollywood productions** to be able to have an amazing effect. They only need to be "good enough" for their intended purpose.

And for the kind of videos you'll be creating online, my method helps you create videos that are "good enough"... and then some!

*"...your videos **do not** need to look like professionally produced Hollywood productions..."*

But it's really easy (and fast), as you'll soon see.

So, before you get into this, just realise that your videos don't need to be perfect. And you're certainly NOT competing with Hollywood style productions. In fact, if your videos come across as too "professional", it could actually affect your results negatively.

**Your video audience online is totally different to the audience on TV.** TV viewers expect Hollywood style productions, while people watching YouTube videos for example, expect videos with a real life component to them. Which makes it really easy, because it means you can just be yourself in the videos, and people will love you for it. I've tested this and the results speak for themselves!

## How To Easily Create High Quality Videos At Breakneck Speeds

Ok, so enough talk... let's get our hands dirty and dig into the specific video production solution that I use for creating videos super fast and at really high quality... for both audio and video quality.

You'll need only 3 bits of equipment... maybe 4 at the most, one software program, and an internet connection.

That's it!

To give you a taste of what you'll be able to do with this solution, here is a video I created that took me less than 30 minutes... ALL up!

<http://www.youtube.com/watch?v=kUTot4Wsu3k>

Pretty nifty huh?

Seriously, once you try out this solution you will be so excited about how easy it is, and how much fun it is, you won't want to stop creating your own little videos!

So, it's extremely simple and extremely easy to use, and **it will cost you WAY less than other solutions** on the market, but you'll still get comparable quality videos.

Here's what you'll need:

- ♣ One Flip Ultra HD Camera - around \$250 (this is my recommendation but you may already have your own camera that you can use).

- ❖ A digital voice recorder - I recommend a Sony digital voice recorder - around \$150 - and also a simple lapel microphone worth around \$30 (this is totally optional, but it can help you improve the quality of your sound... which is nice of course!).
- ❖ Some kind of lighting solution - sunshine or a simple halogen light will do.
- ❖ A fairly new computer - a PC or Mac with 2GB of RAM will do you fine.
- ❖ Simple but powerful editing software - Vegas Movie Studio HD for PC users and ScreenFlow for Mac users - around \$100 - of course, you can also use free solutions like Windows Movie Maker (for PC users) or iMovie (for Mac users), but I wanted to recommend the exact same tools I use...

Here it is in graphical format so that you can appreciate the simplicity of this solution...

### Equipment For Mac Users



### Equipment For PC Users



And that's it!

If you're just starting out with this, and you already have a computer, your total investment to get all the right equipment for Rapid Video Blogging™ will be minimal!



Normally, it could cost you anywhere between \$5,000 and \$20,000 to set up a professional video recording studio. But with my solution, you'll be able to get similar high quality results as the pro's... but **at a fraction of the cost!** Me likey!

Here's another example of a video I created just a few days ago with the exact same set of tools:

❖ [http://www.youtube.com/watch?v=gwYAic6\\_PRg](http://www.youtube.com/watch?v=gwYAic6_PRg)

As you can see once again, the end result is pretty impressive. And that particular video only took me about 30 minutes to create... including EVERYTHING, from recording, to editing, to exporting to uploading to YouTube.

3 years ago, a video of similar quality would have taken me around 3 hrs to create... 6 times as long! So, with my little solution, you can increase your video production speed by about 600%!

Not bad!

That's exactly what I thought when I first stumbled upon this solution. I really love it (as you can tell), because of the amazing potential it holds for someone who wants to **create high quality videos online really fast**.

*"...with my little solution, you can increase your video production speed by about 600%!"*

I would love to show you here how to do editing the right way, but because the instructions are rather visual, it's better presented with video.

Inside my Rapid Video Blogging™ Course, I show you exactly how I get all of these components to work together, and all the short cuts I use for getting the amazing results I've been getting.

If you're interested in learning how you can do it too by following my step-by-step instructions, have a look here:

❖ [www.RapidVideoBlogging.com/join](http://www.RapidVideoBlogging.com/join)

## Step 3 - Set Up Your Video Domination Hub

Once you know how to create super fast, high quality videos with ease, you're ready for the next step, which is to set up what I call your **Video Domination Hub**.

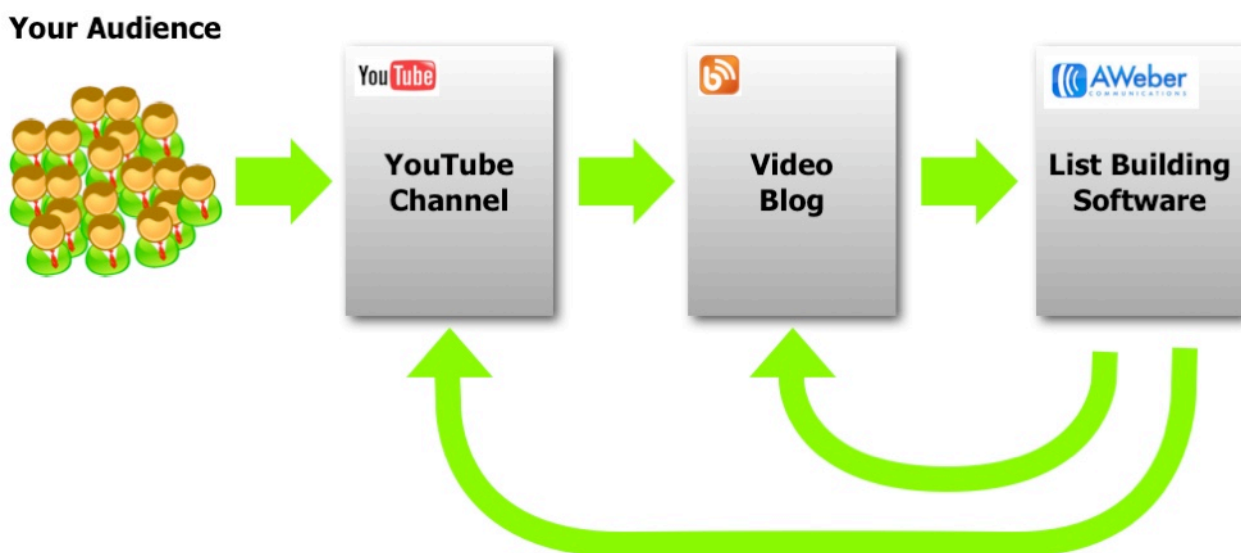
Setting up your Video Domination Hub will require a little bit of technical know-how, but don't let that put you off. **You don't actually have to do any of the technical stuff yourself**, and even if you really want to do it all yourself, I'll provide you with some resources that will help you with the process.

So, what exactly is a Video Domination Hub?

Let's dig into it...

### What Exactly Is A Video Domination Hub?

In it's simplest form, your Video Domination Hub will look something like this:



And in words... your Video Domination Hub is the combination of three things:

- ❖ Your YouTube channel
- ❖ Your video blog
- ❖ And your list building mechanism

This is how it works...

You use your YouTube channel for attracting a lot of attention, using my Rapid Blogging™ method, direct that attention to your video blog, and then use your list building mechanism to capture the contact details of people who visit your video blog.

Simple really.

But alas... **the devil is in the details!**

Don't worry though, I'll share my strategies with you inside this report... enough to get you started and seeing for yourself that this is the best way yet to build a massive following online.

It will all make sense very soon...

Next, I'll give you some tips for setting up your YouTube channel, your video blog and also your list building mechanism.

## **Tips For Setting Up Your YouTube Channel**

Setting up your YouTube Channel is pretty straight forward. Just go to YouTube.com, create a free account, and you're away!

However, there are a few things you'll need to do to make sure that it's optimized and that it will give you the best chance possible for getting found on the YouTube and Google search engines.

Therefore, here are few tips for making sure you set up your YouTube channel to give you the best chance of success:

### **Get A Channel Name That Makes Them Come To You**

When selecting the name of your channel (it is the same name as your username that you use when creating your account), think carefully about it before you choose something

*"...make sure that your YouTube channel name **contains the main keyword phrase** that you potentially want to rank for."*

random. Your channel name is similar to the domain name of your website. Not only does it need to be memorable, but if you can, **make sure that it contains the main keyword phrase that you potentially want to rank for.**

All this helps for ranking better in the search engines for your keywords. For example, say you're in the dating industry, instead of choosing a user/channel name like spacedude777, rather pick something like DatingForTeens. Your YouTube channel address will then be:

❁ [www.youtube.com/user/DatingForTeens](http://www.youtube.com/user/DatingForTeens)

This also increases your chance of getting clicked on more often. For example, if someone in the dating industry sees both the above channel names side by side, which channel do you think they are more likely to click on?

Do some keyword research first, to make sure you create a channel name that is both keyword rich, but that also makes sense in English for your future audience.

You get the idea...

## Build Instant Rapport And Keep The Search Engines Happy

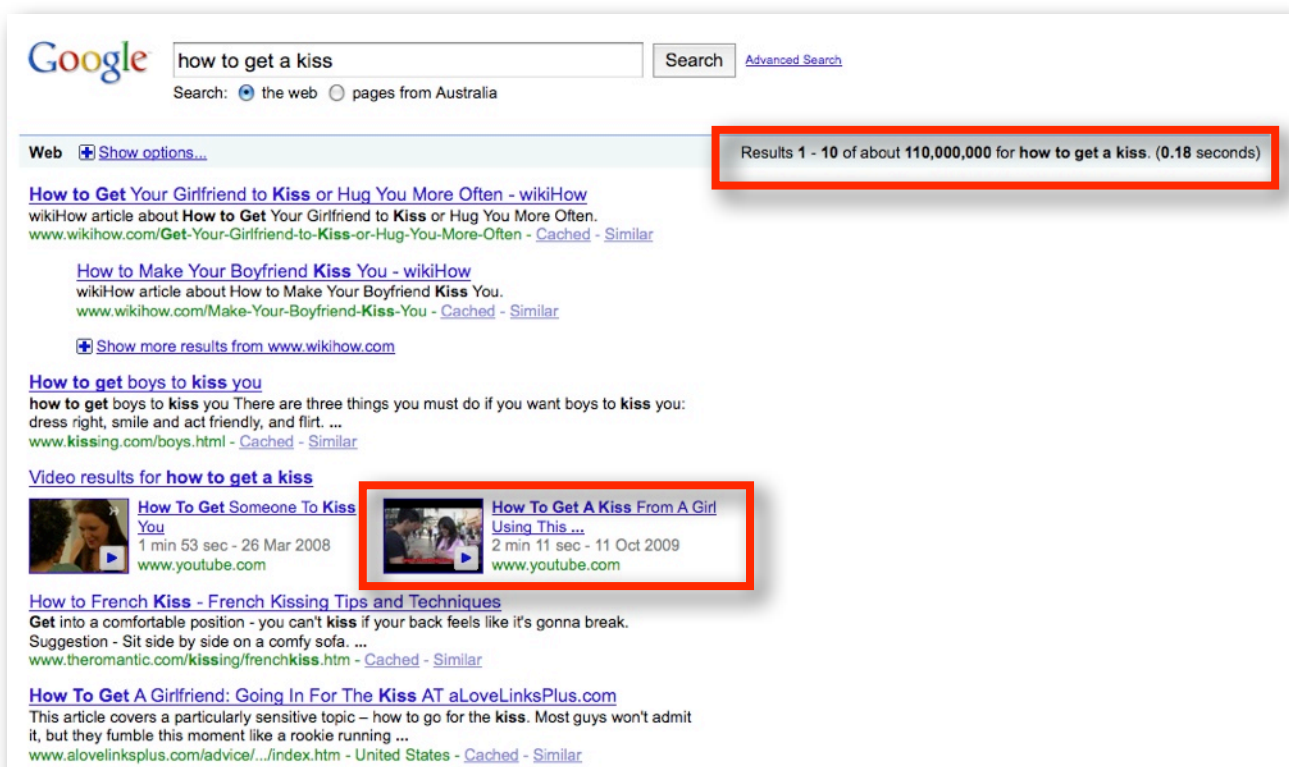
Ok, this is something that VERY few people do well. I'm talking about adding the right kind of information about yourself and your business to your channel.

There are two main reasons why this is extremely important:

- ❖ If you have the right kind of content on your channel, you'll be able to build instant rapport with anyone new who visits your site.
- ❖ And at the same time, you'll also make sure that your channel will rank for the keyword phrases that you'd like to rank for in the search engines eventually.

At first this may not seem like a big deal, but the longer you keep your channel, and the bigger your following becomes, and the better your Google Page Rank becomes for your channel, the more your videos will start appearing at the top of both YouTube and Google search engine results.

Take for example our FreeMagicLive channel at [www.youtube.com/user/freemagiclive](http://www.youtube.com/user/freemagiclive). If you do a Google search now for "how to get a kiss", one of our videos will come up on the first page.<sup>2</sup> And we'll definitely be on the top 10 if you do the search on YouTube.



The screenshot shows a Google search for "how to get a kiss". The search bar contains the text "how to get a kiss" and the search button is visible. Below the search bar, there are search results for "Web" and "Video results for how to get a kiss". The "Web" results include links to wikiHow articles and a Kissing.com page. The "Video results" section shows two video thumbnails. One video is titled "How To Get Someone To Kiss You" and the other is "How To Get A Kiss From A Girl Using This ...". A red box highlights the video results section, and another red box highlights the search results summary at the top right, which states "Results 1 - 10 of about 110,000,000 for how to get a kiss. (0.18 seconds)".

A few months back, our video did not rank anywhere. But because we've been adding content regularly, and many other sites are now linking back to our channel, **we now have a Google Page Rank of 6 and our videos are showing up higher and higher in both Google and YouTube searches.**

<sup>2</sup> This result is accurate at the time of writing this report.

Cool huh?

You ain't seen nothing yet! (More cool stuff to come).

So, **make sure you enter as much detail in your channel fields as you possibly can**, and also make sure you add all the tags (keywords) that you want to rank for eventually, even though you may not rank for them just yet.

### **Get A Decent Looking YouTube Background So You Look Like A Pro**

This one is not the “be all and end all” of your success with YouTube. But it's still important to get right.

Having a great looking YouTube Channel background is just one of the ways that you can set yourself apart from everyone else. I've actually noticed that you don't have to do all that much to stand out from the crowd. You just need to do that little bit extra, and it can make a big difference.

*“...you don't have to do all that much to stand out from the crowd. **You just need to do that little bit extra, and it can make a big difference.**”*

You can either get a professional design done for you, or you can just grab some free ones and upload them to your site.

Easy.

Here are a couple resources you can use for this:

- ♣ Professional custom made channel design - submit a project at [www.99designs.com](http://www.99designs.com)
- ♣ Get free professional looking channels - [www.backgroundtube.com](http://www.backgroundtube.com)

To upload a new background to your channel, log into your account, then go to your channel page, then go to the “Themes and Colors” tab, and click on the “Show advanced options” link. There will then be an option to upload your new channel background.

Don't agonise over your channel background too much though - you can always change it in the future. But just get something up that looks professional or semi-professional so you can move on with setting up the rest of your Video Domination Hub.

There are a number of other cool things you can do with your YouTube channel to make sure that you have it set up correctly, giving you the best chance of success. Inside my Rapid Video Blogging™ Course, I talk more about each of these things, and show you step-by-step how to set everything up.

### **Tips For Setting Up Your Video Blog**

Bloggng has now been around for quite a few years. And it seems that today every man and his dog have a blog. So the big question is...

*“Is it still possible to build an authority blog in today's competitive blogosphere?”*

And the answer is...

Yes, it's still possible, but it's a LOT harder than it used to be... with text based blogs in any case.

There are just SO many blogs out there covering almost every topic you can think of. And creating your own blog now seems like you'll have to do A LOT of catching up before you'll even stand a chance to get noticed on the blogosphere.

But...

**This is not the case for video blogging**, as Jay Jay and I discovered for our video blog at [www.FreeMagicLive.com](http://www.FreeMagicLive.com) over the last 12 months.

### **What Exactly Is A Video Blog?**

Well, it's not actually that much different from a normal text based blog, except that the content for a video blog is predominantly video, or a combination of video and text (more on this later).

But the point is that because video is, or at least used to be, more difficult to create than text (I believe the opposite is now true of course), less people get into it. And another reason is because of search engines - many text bloggers still think that they have a monopoly on getting search engine rankings because the Google algorithm can't search text inside videos.

Well, that's all changing now with Google's advanced voice recognition algorithms. While not perfect, it's pretty darn good at automatically transcribing your video into searchable words... **words that could very soon rank inside Google and YouTube's search results!**

[Slight geeky aside here: Apparently it's a good thing to include your main keyword phrases at the start of your videos. There are rumours that Google actually decipher those first few words and use it as part of their indexing! Yes I know... this is super geeky stuff here. But also controversial, slightly mysterious and known only by true video geeks!]

Cool huh? Told you there's lots more cool stuff to come!

Ok, but so what?

Google may be searching for text inside your YouTube videos, which is cool for SEO on your Youtube videos and channel, but how does that actually help your video blog for search engines?

Well, there's an easy workaround for this - **simply transcribe your videos, and post the text below your videos on your video blog**. That way, you keep both the search engines and your viewers happy.

For an example of this, check out my personal blog at [www.GideonShalwick.com](http://www.GideonShalwick.com).

While the transcribing thing with Google and YouTube is still in it's experimental stages, this is certainly something to keep an eye on over the next couple of years.

But what about your actual blog? What are some key tips for setting it up?

Before I tell you, just a quick note for those people who already have a WordPress.org blog set up and running:

If you already have a WordPress.org blog set up and running, there's no need to start a totally new blog just for your video blog, given that you want to operate in the same niche.

**You can use your existing WordPress.org blog and just start applying the concepts I'm teaching inside this report.** That way you take advantage of any work you've already done on your current blog and any page rank you may have already earned.

But if you don't have a blog yet, or you want to set up a new video blog to apply what I'm teaching inside this report, here are some great tips:

### **Set Up A Self Hosted WordPress.ORG Blog The Help You OWN It All!**

There still seems to be much debate (among beginner bloggers) as to which blogging platform is the best to use. To me, there is really no contest.

*"...the Wordpress.org blogging platform along with all it's customisations and plugins is **THE BEST solution** for setting up a video blog.*

In my view, the Wordpress.org blogging platform along with all it's customisations and plugins is **THE BEST solution** for setting up a video blog.

I still get people asking me regularly whether just a free hosted WordPress.com or Blogger blog will be ok. And my answer is always a resounding NO!

Why?

Because, when you're hosting your blog on a free service, you don't actually own your blog or it's content. In other words, if your free host one day decides to close down, or cancel your account for whatever reason, you can lose all your hard work overnight.

This has actually happened to some of my students, and it's a very sad thing to see someone's blog getting totally wiped out overnight just because of some silly policies from the free hosting service.

So, just bite the bullet, pay the extra 10 bucks a month and host your own WordPress.org blog. It's not a big deal in the big scope of things.



Sure, it may take a little more effort to get set up and customised, but over the long term **it's totally worth it**, because you'll own it and you'll have full control over what happens to your blog.

You can either install WordPress yourself, or get someone who's technically qualified to set it all up for you.

My recommendation is that you get someone else to set it up for you. That will just make your life so much easier and will help you focus on the more important aspect of video blogging... creating powerful content!

But if you insist, I've actually created a set of 10 FREE videos that shows you, step-by-step how to set up your own self hosted blog with WordPress.org. You can access them here:

❖ [www.becomeablogger.com](http://www.becomeablogger.com)

### **Install The World's Best Theme For SEO To Help You Rank In Google With Little Effort**

Once you have your WordPress.org blog installed, the next thing I recommend you do is to install the world's best theme for search engine optimisation... imho (in my honest opinion) at least!

It's called the [Thesis Theme](#), and since it's introduction it has penetrated the blogosphere to a huge degree, so much so that even some of the biggest internet marketers in the world are using the exact same theme!

It does cost money though, but hey, this is about setting up a long term sustainable business right? So wouldn't it make sense to get the best possible tools?

You can get your own copy here:

❖ [Click Here To Get The Thesis WordPress Theme](#)

The other really cool thing about Thesis is that you can customise the look and feel of your blog quite a bit, **without touching the core theme files**.

What this means is that you can easily update the look and feel of your blog at any stage, without installing a new theme, and thereby risk getting SEO penalties.

For an example of a heavily customised blog using the Thesis theme, just to see what's possible, have a look at my magic blog here:

❖ [www.FreeMagicLive.com](http://www.FreeMagicLive.com)



**WordPress - the best blogging platform around...**



I never thought I'd say this, but I think a black background for your video blog design is actually a good thing. Traditionally for text based blogs, I would ALWAYS recommend you use a white background with black text, because it increases your readability.

But because we're doing a video blog here, the emphasis is not so much on the text, but on the video. And **having a darker or even black background may help you get your viewers focussed on your video content...** which is really what it's all about.

Try and experiment a little with different color backgrounds for your main content, and decide for yourself. I have not done any tests on it, but this is just what makes sense to me.

## **Install These Powerful Plugins To Optimise Your Video Blog Even Further**

The [Thesis theme](#) is pretty cool already when it comes to being optimized for SEO and other features. But there are a few great plugins you can install that can help a lot to increase the usability of your video blog... especially applied to having videos on your blog. Here are my favourites:

### **Basic MUST HAVE General Plugins:**

- ❖ The Subscribe To Comments Plugin which allows people to subscribe to your blog comments and keep on driving them back to your site - <http://wordpress.org/extend/plugins/subscribe-to-comments/>
- ❖ The WWSGD Plugin that allows you to put a box with either your RSS link or any link of your choice to new visitors to your video blog. This can help greatly with increasing either your RSS subscribers or even email subscribers when you link straight to your optin page. More on this later - <http://richardkmiller.com/wordpress-plugin-what-would-seth-godin-do>
- ❖ The Akismet Plugin which is simply a MUST HAVE plugin if you want to get rid of comment spam. And trust me, you WILL get comment spam - <http://en.wordpress.com/api-keys/>
- ❖ The Sociable Plugin which is great for helping your audience spread the word about your great video blog posts - <http://wordpress.org/extend/plugins/sociable/>
- ❖ The XML Sitemap Generator Plugin which is another amazing plugin that makes your site Google friendly and help all your pages get indexed properly - <http://wordpress.org/extend/plugins/google-sitemap-generator/>
- ❖ The TweetMeme Plugin which is a crazy cool plugin that lets your video blog readers easily retweet your posts. This is amazing for getting extra traffic to your videos - <http://wordpress.org/extend/plugins/tweetmeme/>
- ❖ The FaceBook Like Button Plugin that allows FaceBook users to vote for your posts, and it also ads your post links straight to everyone's FaceBook page

whenever they vote for you post. Another great traffic getting plugin - <http://wordpress.org/extend/plugins/facebook-like-button/>

### Video Blogging Specific MUST HAVE Plugins:

- ❖ The Smart YouTube Plugin to make it easy to embed YouTube videos on your blog - <http://wordpress.org/extend/plugins/smart-youtube/>
- ❖ The Genki YouTube Comments Plugin which automatically ads comments from your YouTube videos straight to your blog posts. This is great for SEO, social proof and buzz - <http://wordpress.org/extend/plugins/genki-youtube-comments/>
- ❖ The Flash Video Player Plugin which is just awesome for customising the player of the YouTube videos on your video blog - <http://wordpress.org/extend/plugins/flash-video-player/>

These are some of the most useful plugins I've found for using on my video blog. There are literally thousands of different plugins out there. But don't get too distracted with these. Your video content is more important than any of the fancy plugins you will ever use. But they do help in the long run. Just keep that in mind.

### Tips For Setting Up Your List Building Mechanism

If you've been involved in Internet Marketing in some shape or form, you'll know how important it is to build your email subscriber list for the success of your online business.

The catch phrase normally goes:

*"The money is in the list!"*

... referring to the fact that you can most easily make money from email marketing.

But even though it's a great catch phrase, it's not complete. I strongly believe that:

*"The money is in both the list, **AND** the relationship you have with the people on that list."*

Basically, people buy stuff from people they like.

And that's why I think the Rapid Video Blogging™ method is so particularly useful for this. Not only does it help you get traffic to your site and build your email list, but at the same time, because it uses the medium of online video, **it automatically helps you build an extremely strong bond with the people on your list.**

*"The money is in both the list, **AND** the relationship you have with the people on that list."*

By the time your subscribers get your first email or newsletter, they may have seen you multiple times on your videos. And whenever they receive an email from you, they will always look forward to opening your email and consuming your content.

Jay Jay and I have been getting spectacular open and click-through rates for our emails - evidence, that the people on our list have a great relationship with us.

Building your own email subscriber list is one of the most powerful things you'll ever do, and not only will it allow you to keep on driving people back to your site over and over, but **you'll also set up a much more sustainable long term online business.**

### **What To Do If You Have Don't Have Anything To Give Away**

One of the best ways of building your newsletter subscriber list is to give something of great value away for free, in return for people's contact details. This is a pretty old technique that still works extremely well even today.

But what if you don't have a free resource that you can give away?

This is especially apparent for people just starting out, or even if you're a seasoned marketer creating a new video blog.

The answer is simpler than you think.

Give away a promise.

That is, give away a promise of delivering a resource some time in the future. I normally do this by telling people that I'll add them to my early notification list and then let them know as soon as my resource is complete. As I'm writing this, my video blog at [www.GideonShalwick.com](http://www.GideonShalwick.com) does not have anything to give away, except for a promise to deliver it (this report) some time in the future. And even though there is no immediate gratification for people to sign up, I'm still getting signups!

*"...you might as well start building your list **as soon as you can.**"*

My reasoning is that you might as well **start building your list as soon as you can.** And, at the beginning, right after you've set up your Video Domination Hub, you most likely won't have anything to give away, and that's when this strategy makes sense.

Of course, with an actual free resource, you'll get more people opting in. The better your free resource, the more people will talk about it to their friends, and eventually the more people will sign up to your newsletter.

Another great idea, if you're short on time, is to create a quick series of, say 7 videos, using my super fast video creation method, and then get people to sign up for those. That's what we did for [www.FreeMagicLive.com](http://www.FreeMagicLive.com) when we were just starting out. We did not have a free report until about 6 months into the project, but the free video series helped us build our list to about 5,000 people. **The videos only took us about one day to create, so it was totally worth it!**

So far, my most successful free resource has been in the form of a valuable free report or ebook - one just like the one you are reading now! My aim with free reports like this one is to pretty much blow people away with the calibre of the content. Content that you'd

normally have to pay for. In fact, I often get my subscribers asking me whether they were supposed to pay for my free report, because they could not believe that it was actually free!

**That's exactly the kind of response you want from your free resource**, because not only does it make you look like an expert, but it also helps you build amazing trust with your audience.

Which leads me to the next step... adding powerful content to your video blog. I've developed a very unique process that will help you ramp up your video content creation even more!

## **Are You Liking This Report So Far?**

### **Why Not Share It With Your Friends?**

**Just Click On The Image Below To ReTweet This Report To Your Twitter Followers Now...**



**And You Can Also Share It On FaceBook By Clicking On The Image Below:**



## Step 4 - Add Powerful, Response Invoking Content Like Crazy

If you've been hanging around the Internet Marketing crowd for a while, one of the most common phrases you'll hear people say is that "Content Is King".

That's true, but just as you get different kinds of kings in the real world, you also get different kinds of "kingly" content on the internet.

For example, King Arthur has a considerably higher status than the King of Beer Drinking (although some would probably debate that too!).

In the same way, **some content is better than other content**. And in my view, with the advancements that has been made over the last 4 years on the internet, **the best kind of content is online video content**.

*"...with the advancements that has been made over the last 4 years on the internet, **the best kind of content is online video content.**"*

### Why Is Video So Much Better Than Just Text Or Audio?

Here are 5 really good reasons...

#### Reason 1 - It's Easier For Online Video To Go Viral

Because of the nature of online video, it's so incredibly easy to just grab the embed code of any video on YouTube or other video sharing sites, and post it on your own blog, or send an instant message or email to all your mates with the video link inside it.

Trying to do this with text or audio is quite a bit harder. In fact, I don't really see that happening at all, not to the same degree as it happens with video anyway.

#### Reason 2 - Online Video Can Be Repurposed Into Both Audio And Text Content

Once you've created a video, it's easy as pie to repurpose it as both audio and text. You simply extract the audio from the video as an mp3 file, and then you transcribe the audio into text.

Wham! Instant content! So easy and so fast!

#### Reason 3 - Online Video Helps You Connect Better With Your Audience

Let's face it... **text is no match for carrying across your personality the way that video does**. You simply cannot connect as well with text as you can with video on your website. Ok sure, some people still prefer consuming text to watching video, but that's a different discussion.

**Hint:** people who don't like watching videos are not your target market in any case... so don't worry too much about them complaining. Besides, there are some clever ways that

you can use videos now to help people “scroll and scan” through your content. I show you how to do this inside my Rapid Video Blogging™ Course, so it’s not a big deal.

## Reason 4 - Online Video Ranks Better In Search Engines

Whenever someone grabs the embed code of your video, and ads it to their website, not only does it give you extra views on your video and gets more traffic back to your site, but **it also provides you with a backlink to your video**, increasing the chances that it will rank inside search engines.

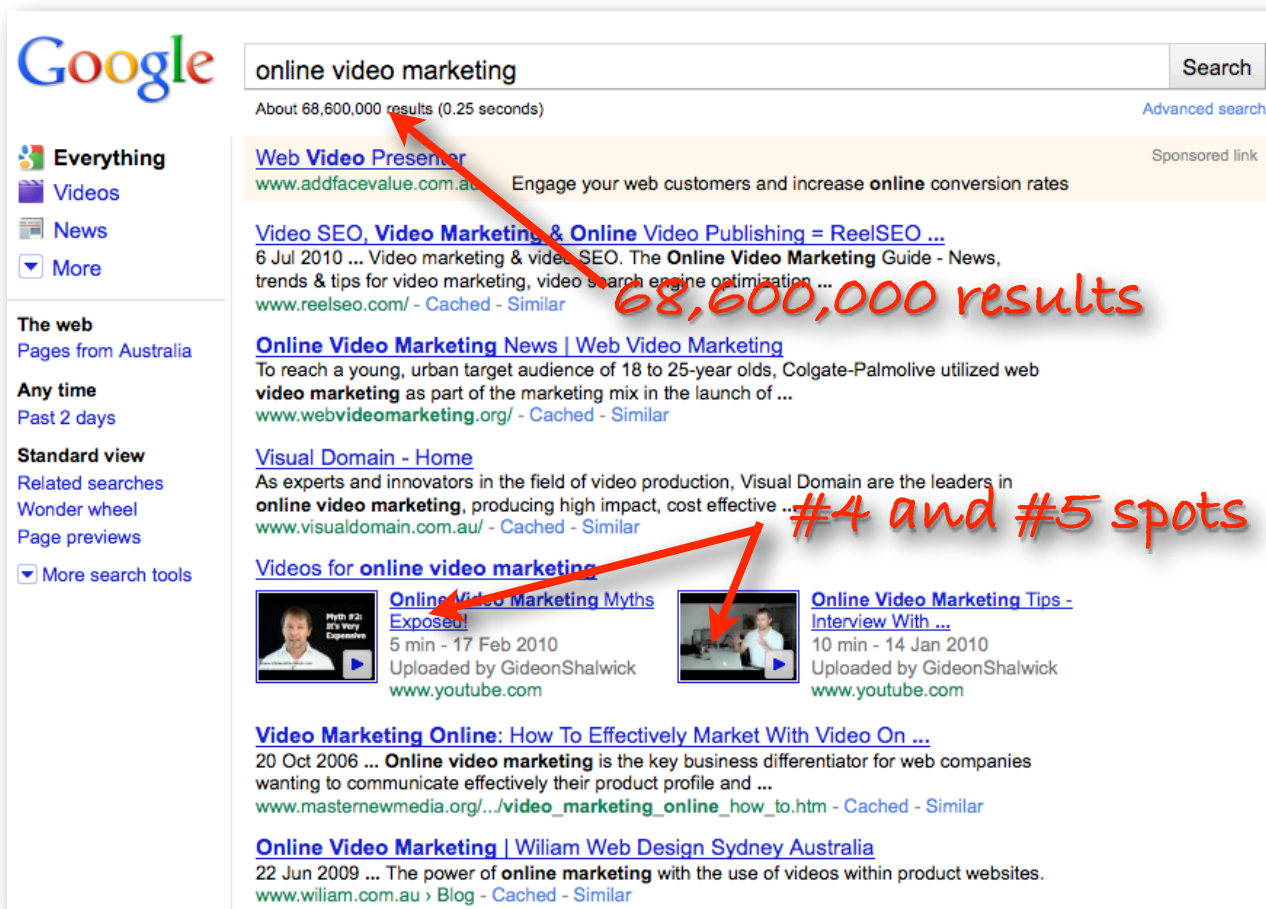
Did you just get that?

Whenever someone embeds your video on their site, it gives you a backlink back to your YouTube video! **The more of these you get, the easier it is to rank inside both the Google and YouTube search engines.**

In fact, I’ve done multiple tests on specific keyword phrases, and with only a few links back to my channel from the video embed code, I would get first page on Google. Nice!

For example, when you do a Google search for the following phrases, the results are pretty convincing:<sup>3</sup>

**“Online Video Marketing” - #4 and 5 out of 68,600,000 results...**



<sup>3</sup> These results are accurate at the time of writing this report.



“How To Amaze A Pretty Girl” - #4 & #5 out of 3,130,000 results...

The screenshot shows a Google search for "how to amaze a pretty girl" with approximately 3,130,000 results. The search bar is at the top right. On the left, there are navigation options for "Everything", "Videos", and "More". Below that, "The web" section shows "Pages from Australia" and "More search tools". The main search results area includes:

- How to Impress a Girl - wikiHow**: "Everyone can name someone who's nice, pretty, smart, funny, etc. Want to impress that certain girl? Here's what to do and what not to do. ..." (www.wikihow.com/Impress-a-Girl - Cached - Similar)
- How to Impress an Italian Girl | Italy Travel Guide**: "9 Feb 2010 ... If that's the case then you need to know a few things about how to impress an Italian girl – some of this stuff will seem pretty ..." (www.italylogue.com/.../how-to-impress-an-italian-girl.html - Cached - Similar)
- How to impress a girl - by Spencer Penell - Helium**: "1. if you do all this and don't do all that I told you, you might actually get a nice pretty girl that will really care about you. ..." (www.helium.com/items/828387-how-to-impress-a-girl - Cached)
- Videos for how to amaze a pretty girl**:
  - How To Amaze A Pretty Girl At A Coffee Shop ...**: 3 min - 12 Jun 2010, Uploaded by freemagiclive, www.youtube.com
  - How To Find Your True Love!? Impress A Pretty ...**: 2 min - 25 May 2010, Uploaded by freemagiclive, www.youtube.com
- Joe Jonas Tried To Impress a Pretty Girl at a Game by Sending Her ...**: 20 Jun 2010 ... Joe Jonas Tried To Impress a Pretty Girl at a Game by Sending Her a Hot Dog. June 20, 2010 // 8:40 AM // Article by Team Bloginity ... (www.bloginity.com/...impress-a-pretty-girl.../29454/ - United States - Cached)

Handwritten red annotations include "3,130,000 results" pointing to the search bar area, and "#4 and #5 spots" pointing to the first two text-based search results.

“How To Make Money With Online Webinars” - #1 out of 849,000 results...

The screenshot shows a Google search for "how to make money with online webinars" with approximately 849,000 results. The search bar is at the top right. On the left, there are navigation options for "Everything", "Videos", and "More". Below that, "The web" section shows "Pages from Australia" and "More search tools". The main search results area includes:

- Videos for how to make money with online webinars**:
  - How To Make Money With Online Webinars**: 8 min - 2 Feb 2010, Uploaded by GideonShalwick, www.youtube.com
  - Do you want to money on the in**: 8 min - 18 Jun 2008, www.metacafe.com
  - How to Make Money Online \$\$\$ Using Webinar ...**: 8 min - 18 Jun 2008, www.metacafe.com
- X-Factor Video: How To Make Money With Online Webinars (Watch All ...**: X-Factor Video: **How To Make Money With Online Webinars** (Watch All 3 Videos Below). by Gideon Shalwick on February 2, 2010 · 57 comments. Make sure you watch ... (www.becomeablogger.com/.../how-to-make-money-with-online-webinars/ - Cached)
- Learn How To Make Money Online At The Keyword Academy**: 21 Apr 2010 ... Easy-to-follow lessons that teach you how to make money online. ... point after listening to either Court or Mark during a live webinar. ... (thekeywordacademy.com/ - Cached - Similar)
- Easy, Open and Affordable Web Conferencing and Webinars | Dimdim**: Dimdim lets anyone host and attend online meetings, demos and webinars using just a web browser. Save money, time and travel by instantly sharing documents, web pages, whiteboards, audio, ... **Make Money** · Affiliates. Company ... (www.dimdim.com/ - Cached - Similar)
- How to Make Money from Home Holding a Webinar | eHow.com**: **How to Make Money** from Home Holding a Webinar. Webinars, or online workshops, are the new way to make money from home. If you have a skill that you can ... (www.ehow.com > ... > Marketing & PR > Online Marketing - Cached - Similar)

Handwritten red annotations include "21,000,000 results" pointing to the search bar area, and "#1 spot" pointing to the first video result.

Pretty cool huh?

Trying to do the same with text will take you MUCH longer and MUCH more effort. No contest. And what's even cooler about the above graphics, is that it's even easier to rank



**well in YouTube than it is to rank on Google** - and YouTube is now the second biggest search engine online!

Think about it... This is HUGE!

And don't forget that, because you have video on your blog, it generally means people stay on there for longer, which in turn makes you look good in the eyes of Google.

### **Reason 5 - Online Video Has A MUCH Higher Perceived Value Than Text Or Audio**

This final reason is really a no-brainer. Video simply has a much higher perceived value than text or audio. And the proof can be seen all over the internet with video products fetching MUCH higher prices than just text and audio products.

Why is the perceived value higher?

Because people still think that it's harder, and that it requires more resources and money to create video products. And hopefully by now you know the truth about that.

See why I'm saying it's a no-brainer? In my view, video products are easier to create than text products, and it has a higher perceived value. Together, those two things can give you incredible leverage.

*"In my view, **video products are easier to create than text products, and it has a higher perceived value. Together, those two things can give you incredible leverage.**"*

There are plenty more reasons, but I'm sure you're starting to get the picture.

### **Why You Should Create Fresh New Content Often**

Write this down and put it in front of you somewhere where you will see it all the time:

*High Quality, High Frequency Submissions WILL, Over Time, Demolish Your Competition.*

Combining high frequency video submissions with a bit of time will wipe out your competition sooner than you think.

Napoleon Hill talks about persistence and how it's one of the keys to success in any undertaking. This is it. This is the way you do it

It requires persistence yes, except, it's fun and easy using my super fast video creation tips I mentioned before.

It's a bit like trying to demolish a huge block of concrete with one little sledge hammer. You just keep tapping away lightly, and initially you don't see any signs of making even a dent in the concrete. But then, because of breaking the inner structure of the concrete, little by little with each tap, it eventually comes crumbling down with one final tap.

In other words, by quickly and easily submitting videos regularly to your YouTube channel and video blog, you will start dominating your niche before you know it!

The best part of all this is that the process is actually fun because it's so easy and fast. And throughout it, you get to know your audience extremely well and figure out exactly what their needs and wants are... putting you in an excellent position to create solutions that they'll want to reward you handsomely for!

Six months after starting the FreeMagicLive project, we didn't even feature on the first 10 pages of Google for the keywords "free magic tricks". **At the time of writing this report we rank #13 out of 18,600,000 pages.** That's a big number.

And all of this is because we have been persistent in adding content to both our YouTube channel as well as our video blog.

*"Add new videos to your YouTube channel and video blog as often as you can, for as long as you can. This is a sure-fire way to eventually dominate your niche online."*

The moral of the story?

**Add new videos to your YouTube channel and video blog as often as you can, for as long as you can.** This is a sure-fire way to eventually dominate your niche online.

Powerful stuff this.

Next up is a powerful process that I've fine tuned over the last 4 years. This simple process will help you get the exponentially increase the "rapid" into Rapid Video Blogging™... even more so!

## **The Domination Content Creation Process Revealed!**

Anything I've ever done successfully online used some kind of a tried and tested formula, system or process. And it's no different to the content creation process for Rapid Video Blogging™.

**It's important to have a process in place because it helps you systemize everything you do, which in turn helps you get the same fast and high quality results every time.** It also provides you with a kind of a "map" so you don't have to think about where to go next. You just follow the steps.

Another really cool thing about having a process in place where all the different tasks and activities are clearly defined, is that you're able to outsource some of it, freeing yourself up to focus on the important things in your business.

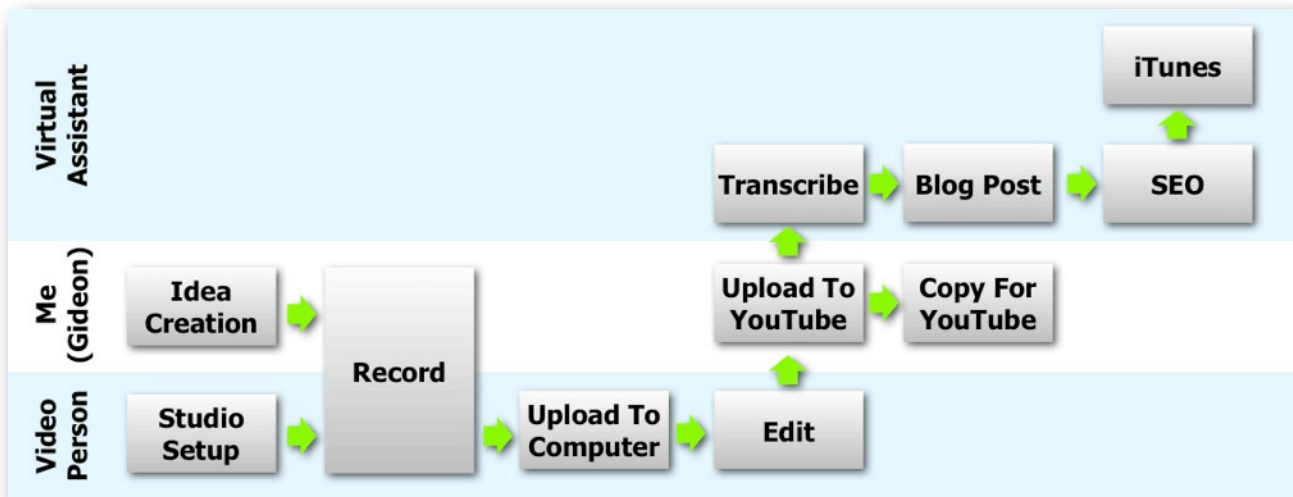
And this of course means that the process becomes even easier and faster because you don't actually have to do all that much yourself!

Before I explain the process, just keep in mind that this is a process that works for *me*. Of course you are welcome to use the exact same process, but you may want to tweak it to make it optimum for your own situation.

Ok, here is a very simple diagram showing you the main things that need to happen for each and every video that I create. Don't get freaked out because you see so many different boxes... they're all pretty simple, and remember that **you don't have to do all of**

**it yourself** (but you can if you wish - that's in fact how I started out). As you can see from my example, I've divided the tasks into three "channels", one for each person working on the project.

The top "channel" is for my virtual assistant, the second "channel" is for me, and the third channel is for my video person. So, as you can see, at the moment, I pretty much just "turn up" for the recording part, and also help a little with adding the copy for my videos. Everything else gets taken care of by someone else, freeing me up to spend time on other activities of my choice.



**My Domination Content Creation Process.**

Let's look at what each of these boxes mean...

### **Idea Creation (Me)**

The whole process kicks off with Idea Creation. This is normally where I start thinking about my next video, which includes any research, brainstorming, mind mapping and the creation of any Powerpoint slides that I may want to use inside the video.

### **Studio Setup (Video Person)**

While I'm getting all my creative ideas together for the video, my video person already starts setting up our home studio and gets ready for the recording. This includes setting up the camera with a tripod, any lights that we may need, the laptop as a teleprompter if needed, and making sure that the recording area looks respectable.

### **Record (Me And My Video Person)**

Next up is recording. And this is where I pretty much just get in front of the camera, and start doing my thing, while my video person hits record on the camera and the voice recorder.

## **Upload To Computer (Video Person)**

Once we're happy with our recording, my video person goes ahead and uploads the video files from the Flip camera onto the computer where the editing will take place.

Because we're using this simple setup with the Flip Camera and voice recorder, this stage is extremely fast compared to traditional video cameras and audio equipment - no laborious and frustrating video tape or huge files!

## **Edit (Video Person)**

Then my video person goes ahead and does the editing, and afterwards, exports the edited version of the recording to the right format. Of course, I'm just lazy, but there is no reason why you can't do all the editing yourself. It's pretty easy and fast once you know how to do it.

## **YouTube Upload & Copywriting (Me)**

Ideally I would like this task to be done by someone other than myself, but because the copywriting that goes with my videos is so essential, I normally take care of this part. One day, once I've trained up my video person, or someone else with a natural knack for copywriting, I'll just get them to take care of this task as well.

## **Transcribe (Virtual Assistant)**

Once the video is uploaded and I've added all the right copywriting to the video, my virtual assistant can convert my YouTube video into an audio file, and either do the transcribing themselves or sends it off to one of my favorite transcribing services, Words Into Profits at [www.WordsIntoProfits.com](http://www.WordsIntoProfits.com).

But you can actually just do this step yourself too. Because your videos won't be all that long on YouTube, it won't take you heaps of time to quickly transcribe it.

## **Blog Post (Virtual Assistant)**

Once the transcription is ready, my virtual assistant can go ahead and create a blog post with the video, as well as the transcript text below the video. Here's a typical example on my personal video blog:

❖ <http://gideonshalwick.com/ed-dale-ipad-tips/>

## **iTunes (Virtual Assistant)**

If appropriate, my virtual assistant will also create a special iTunes submission for that video (see next section), to give me extra exposure there. This is an area that shows A LOT of potential. Especially now with all the cool Apple products on the market.

## SEO (Virtual Assistant)

Finally, my virtual assistant will go through our normal process of optimising the video blog post as well as the YouTube video page for search engines. This, for example, will include creating back links from other sites and submitting the page to article directories etc.

So that's my whole process in a nutshell!

I do realise that there are quite a few steps there, and at first it may come across a little daunting. **But trust me, once you've gone through it a couple of times, and you start outsourcing other tasks where you don't HAVE to be present, the process really becomes SUPER fast!**

At the end of it, you've done more in terms of great content creation, search engine optimisation and getting traffic from alternative sources than MOST other people online!

This is part of the reason why my system works. Not many people know about all these steps, and therefore your competition is pretty slim.

The results speak for themselves, so try it out and see for yourself!

## How Steve Jobs Can Help You Dominate Your Niche Even Further



Steve Jobs leading the Apple revolution...

One of the steps inside my Domination Content Creation Process was to get my videos into iTunes as a podcast.

Not many people are taking advantage of this amazing opportunity, and to be honest, it kind of boggles my mind why not!

I guess most people just put it in the too hard basket, but if you set up your domination hub the way I show you, you're in a really amazing position to dominate your niche on iTunes as well.

For [www.FreeMagicLive.com](http://www.FreeMagicLive.com), **we are now one of the world's top magic channels** on iTunes. And

for most of our keyword phrases that we want to rank for (like street magic, card magic and coin magic for example), we normally come up as the top result in iTunes.

What makes this extra cool, is that we're not even the biggest magic website in the world. There are many other magic sites WAY bigger than ours, but because of the way we have things set up, we are able to outperform all these big (and slow) organisations on iTunes.

They just don't "get" this stuff!

Just think about..

*"...with the introduction of the iPad, **things are only going to ramp up even more.** There are some **incredible marketing opportunities here**, that **VERY** few people are taking advantage of."*

The way that iTunes is growing is incredible. And now with the introduction of the iPad, things are only going to ramp up even more. **There are some incredible marketing opportunities here, that VERY few people are taking advantage of.**

**iPad Tip:** When creating your videos, make sure you export them as HD (high definition) videos. That way, when people watch your video on their iPads, your videos stand out from the crowd... which once again will give you that extra edge over everyone else.

This is just ONE more way that you can dominate with online video.

That's the content creation process. Once you've got all your components of the process set up and streamlined, you'll be surprised at how much faster you can create content for your Video Domination Hub!

Next up is the "active" ingredient of the whole Rapid Video Blogging™ process - **a set of powerful growth strategies wrapped up in a solid system for helping you grow your exposure exponentially...**

## Step 5 - Optimize The Heck Out Of Your Video Domination Hub

Ok, you're getting to the crux of Rapid Video Blogging™ now...

Inside this section I'll show you some of **my most powerful and most effective strategies** for leveraging your Video Domination Hub to help you **get masses of traffic** and to **grow your email subscriber list** at breakneck speeds.

I've come up with three very unique and powerful concepts that will help you leverage YouTube, your blog and your email list to it's fullest potential. I've never seen anyone else talk about these concepts in this way, so as far I can tell, you're the first to hear it from me. The three concepts are:

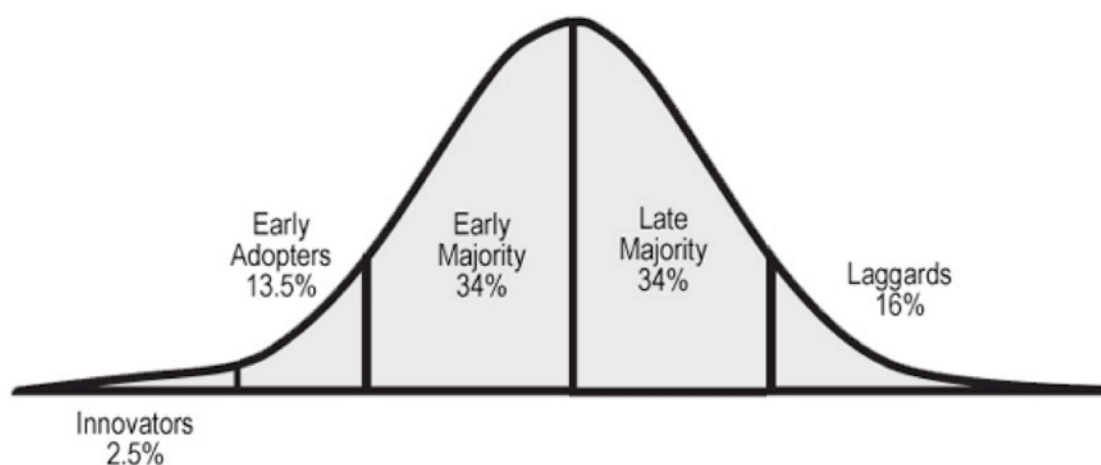
1. The YouTube Beach Head Strategy
2. The Video Domination Matrix and
3. YouTube Growth Strategies

I'll now reveal each one of these concepts so that you too can "get" YouTube marketing and get some pretty powerful results...

### The Secret Of The YouTube Beach Head Strategy

My YouTube Beach Head strategy is something that I've developed using the "Beach Head" idea from a very influential hi tech marketing author, Geoffrey Moore. Let me quickly explain the concept...

Any new product has a life cycle in the market place. Normally, it starts off with a small number of sales, if successful, goes through a rapid growth phase, and then tapers off until not many sales are taking place any longer. The diagram below shows the adoption rate of a new product in a market:



There are four kinds of customers in the life cycle of new products:



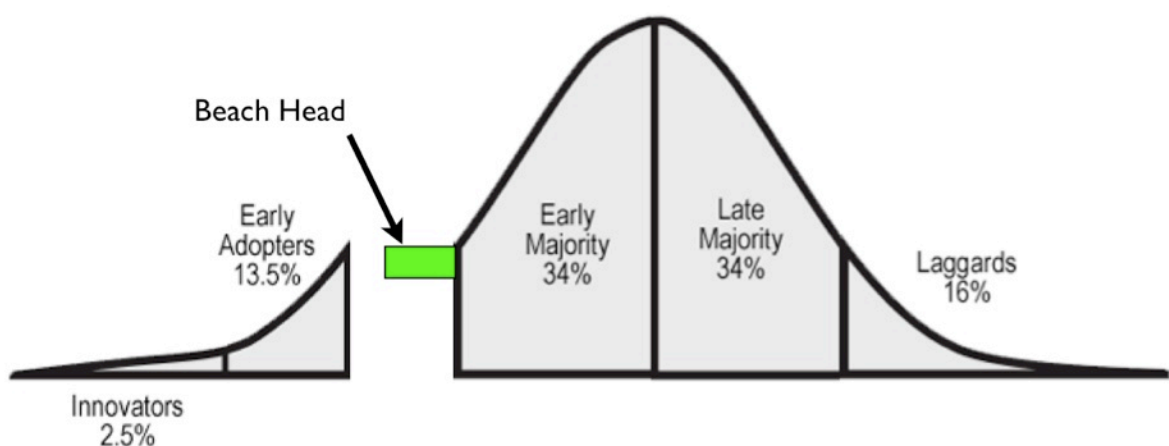
- ❖ The first kind of customers to buy new products are known as “Innovators”. They’re the kind of people who really love anything new. The people who always get the new “toys” before anyone else.
- ❖ Following close second are the early adopters, who are not too different from the innovators, but they do wait a little longer for the initial bugs of the new product versions to be sorted out first before they buy.
- ❖ Then, there’s the early and late majorities, who are part of the largest part of the market - around 70%. And this is where most companies make most of their money. If you can reach this part of the market, you’ve reached, what Malcolm Gladwell (another very influential author I recommend you follow) calls The Tipping Point.
- ❖ And finally, the “Laggards” only buy “new” products once they’re not new any longer... or they are kind of forced to start using the new technology. This reminds me a little of my parents and the remote control of the VCR- hehehe!

Now, here’s what Geoffrey Moore discovered...

He figured out that **MOST hi tech companies fall into what he calls “the chasm”**, which he defines as the “space” between the Early Adopters and the Early Majority. This is the point at which most hi tech companies fail because they run out of their initial spurt of customers, and hence money.

What Geoffrey also figured out was that all of the companies who managed to get into the Early Majority had one thing in common... what he called a Beach Head.

This was simply one big player in the Early Majority that started using the company’s product. And because these bigger players were normally perceived as trustworthy players in the market, it would create a lot of social proof in that market, and as a result, heaps of other companies would jump on the bandwagon and adopt the new technology.



In other words, the companies that succeeded with the Early Majority and reached that “break through” point that Jim Collins talks about in “Good To Great”, all had some “help” from a big player that they piggybacked on.

The secret for these new companies was to focus ALL their attention on that single ONE big player until they would purchase their product.

Focus was the keyword.

And that’s exactly the way I look at YouTube. **It’s a BIG player that you can use as a leverage point to help you reach YOUR “Early Majority.**

And the keyword here too is FOCUS.

In other words, what I’m saying here, in a long winded way, is that **you have a MUCH better chance of succeeding with Rapid Video Blogging™ if you just focus on ONE big video sharing website... and YouTube is the obvious choice.**

This means that you don’t worry about all the other video sharing sites like Viddler.com, Revver.com, MetaCafe.com and many many others. They are great, but...

*“...you have a much better chance of succeeding with Rapid Video Blogging™ if you just focus on ONE big video sharing website... and YouTube is the obvious choice.”*

YouTube is HUGE!

And if you focus your attention on YouTube and it’s community there, you will get results MUCH faster than spreading your attention over several video sharing sites.

So, my advice: forget about all the other video sharing sites (initially at least) and just focus all your attention on making YouTube work for you.

And that’s the YouTube Beach Head Strategy (thanks Mr Moore!).

## **Enter A Different Kind Of Matrix To Help You Nail Your Niche**

Now comes something that I’ve developed and fine tuned over the last 12 months that has helped me apply incredible focus to what I do online with YouTube.

It’s called the Video Domination Matrix, and it uses 4 growth metrics, that **when used together can multiply your results from YouTube exponentially.**

The four key growth areas are:

- ❖ Your number of YouTube video views
- ❖ Your number of YouTube videos
- ❖ Your conversion of traffic from YouTube to traffic to your video blog
- ❖ Your conversion from traffic to new subscribers or leads

If you increase each of these areas by only a relatively small percentage, your overall number of leads can be increased by a much larger percentage.

Let's look at an example...

Say, on average, you're currently getting 500 new views per video on YouTube every month, and you have 10 videos in total. That means, your total number of video views per month on YouTube is equal to 5,000.

If you manage to get 20% of the people watching your YouTube videos to visit your website, it means your website traffic from YouTube will be around 1,000 visits per month.

And if you manage to get 30% of those 1,000 people to optin to your newsletter, you will have gained 300 new optins for that month.

Now, if you only increase each of the 4 metrics by 30%, you'll manage to rake in a whopping 857 leads for the month - that's a 186% increase in leads!

In matrix form, this is what it looks like:

	<b>Before</b>	<b>Improvement</b>	<b>After</b>
<b>Metric 1: Number Of Video Views Per Video</b>	500	30%	650
<b>Metric 2 : Number Of Videos</b>	10	30%	13
Total Number Of Video Views	5000		8450
<b>Metric 3: Conversion Into Website Traffic</b>	20%	30%	26%
Website Traffic	1000		2197
<b>Metric 4: Conversion Into Email Subscribers</b>	30%	30%	39%
<b>Number Of Optins</b>	<b>300</b>		<b>857</b>
		<b>Percent Increase</b>	<b>186%</b>

With the strategies I'll reveal to you shortly, you should be able to get at least a 30% improvement for each of the 4 growth metrics, and maybe even a lot more!

## **Strategies For Growing Each Of Your Growth Metrics**

What I'm about to reveal to you is **some of the most powerful information I've ever released online for helping you get extra traffic to your site**, and grow your email list.

Once again, the beauty of this whole system is that not only do you get traffic and grow your email list, but you also develop, at the same time, a really strong bond of trust with your audience - a very key factor to help you build a long term sustainable, cash generating business online.

Without further ado... let's get into it...

## 5 Strategies For Increasing Your Number Of Views

What follows are my top five strategies for increasing the number of views on your YouTube videos. Even though some of the tips here may seem simple and straight forward, when you actually implement them, over time **you WILL see a difference!**

As famous internet marketer Ed Dale says... "The numbers don't lie people!"

### 1. Optimise Your Video Title To Keep Both Search Engines And People Happy

This is the most basic of all the tips I can ever give you, yet it can have a PROFOUND effect on the number of views you get on your videos.

It's about using "the right" words for the video title of your YouTube video during the upload stage of your video.

Basically, you want to make it easy for people to find your videos, and at the same time, you want to make sure that you rank for the right keywords inside the YouTube search engine.

This is critical stuff - you need to get this right.

How?

Easy...

You make use of two things:

1. Common sense and
2. The YouTube search tool

First, let's take a look at common sense.

When you search for anything inside Google, what do you type into the search box? For example, say you're looking for some tips on how to train horses, you'd probably type something like "Horse Training Tips" into the search box. The sites which are optimised for those keywords will then come up first in Google.

Simple right?

Well, it's pretty much the same deal in YouTube.

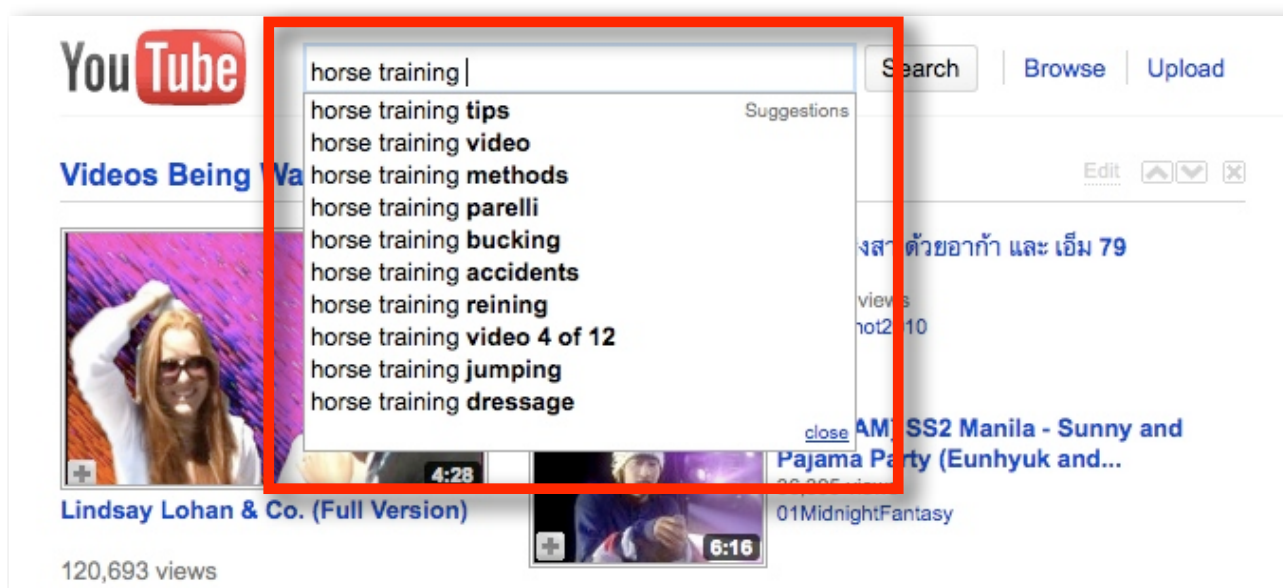
*"...you want to **make it easy for people to find your videos**, and at the same time, you want to **make sure that you rank for the right keywords** inside the YouTube search engine."*

So, for the same example, say you are a horse trainer, and you've created and uploaded a video on YouTube marketing your horse training services. All you have to do, is to use the words "Horse Training Tips" as the first words in the title of your video, and then add anything else that you think may be relevant for that video.

That's pretty much it.

Now, to make make sure that your title is even more optimised for both human beings and the YouTube search engine, you can make use of the "Suggest Tool" that comes with the search function inside YouTube.

Using the same example, when you type "Horse Training" into the search box on YouTube, it will come up with a bunch of other relevant search phrases. This will then give you some more ideas for keywords you can use (see picture below for an example).



Remember this...

At the time of writing this report, **YouTube is the second largest search engine in the world**, after Google (perhaps by the time you read this, YouTube may have overtaken Google?).

You know what this means right?

It means that already, people mainly look for information on either YouTube and Google. **And since YouTube is the "new kid on the block" it's MUCH easier to rank inside the YouTube search engine than in Google.**

Oops... I think I may have just revealed something extremely profound here (especially if you realise the long term implications of this on your business).

**Hint:** The implications are HUGE. Think about it).

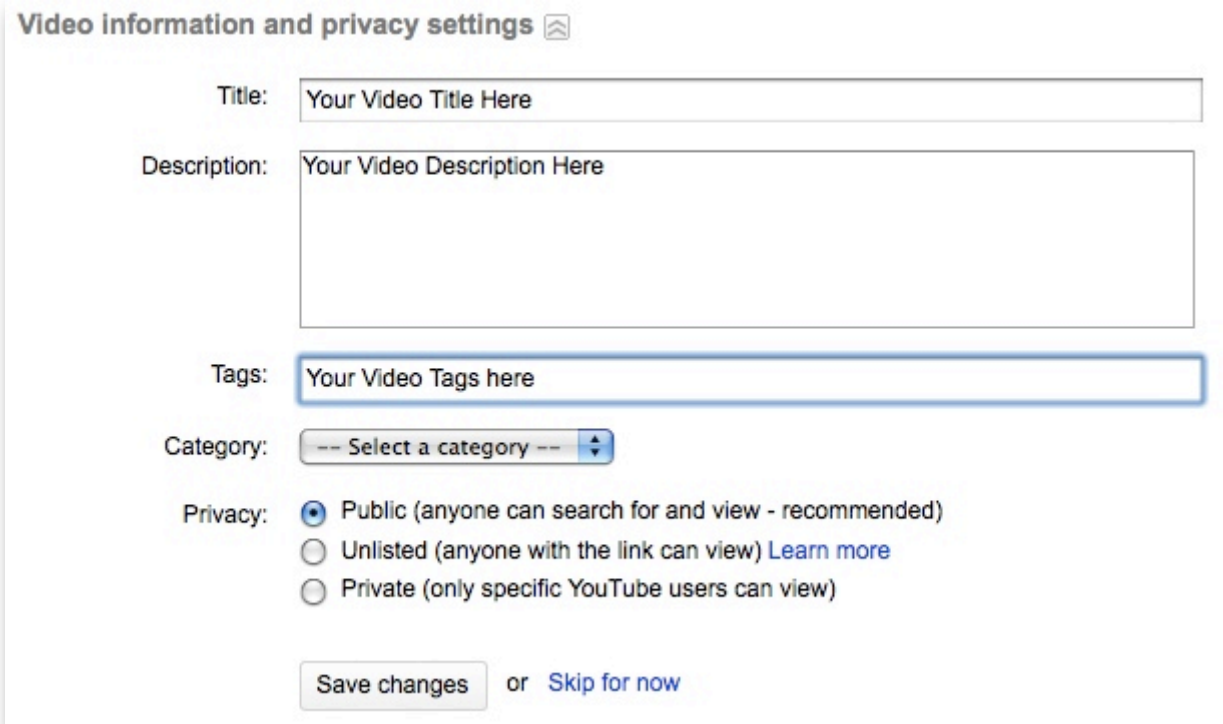
As I said... simple stuff, but incredibly powerful. And I am just amazed at how few people are actually doing this right!

Ok, onto some more cool tips...


## 2. Optimise Your Description Area To Help Google Love You Even More!

Here's another no brainer...

As part of the upload process, you are also required to add a description of your video inside the description area.



The screenshot shows the 'Video information and privacy settings' form. It includes fields for Title, Description, Tags, and Category, along with privacy options (Public, Unlisted, Private) and buttons for 'Save changes' and 'Skip for now'.

**Video information and privacy settings** 

Title:

Description:

Tags:

Category:

Privacy:  Public (anyone can search for and view - recommended)  
 Unlisted (anyone with the link can view) [Learn more](#)  
 Private (only specific YouTube users can view)

or [Skip for now](#)

**A screenshot of where to add your Title, Description and Tags inside YouTube when you upload your video...**

Most people only enter minimal information here because you're required to at least enter something there. But what they don't realise is that YouTube uses the text and keywords inside your description area to help figure out what your video is about, and whether to serve it to people when they type in the right keywords into the search box.

In other words, if you do a poor job of filling out your description area, you reduce your chances of getting found inside YouTube... and for that matter Google as well!

Now, what's the best way to enter information inside your description area?

**Hint:** Do NOT stuff your description area with a bunch of keywords in the hope that you'll rank better for those. The YouTube (Google) search engine algorithms are pretty clever and determining whether you are keyword stuffing or not, and may label you as a spammer if you do that.

*"Create the content for your description area in the same way that you'd write an article or a blog post."*

So, my best advice is to **simply create the content for your description area in the same way that you'd write an article or a**



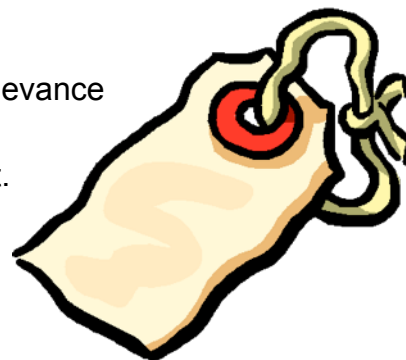
**blog post** about what's inside your video. In other words, the more organic you make your content look and feel, the better.

No "fake" keyword stuffing please! Ok?

### 3. Optimise Your Tags To Help You Get Found Easily

Tags?

Yes tags. They're like keywords, except they have special relevance for your YouTube videos. Their main function is to "tag" your videos with words so that people can easily find your content. Again, you add them to your video during the upload stage on YouTube.



**Use video tags to help people find your videos on YouTube...**

This is where you can go a little more nuts with adding keywords for your videos - in other words, don't go nuts with stuffing your video title or description area with keywords, and instead, add your most important keywords inside the tags area... where they belong.

Once again, you can use the YouTube search tool to help you come up with relevant keywords (tags) for your video. The operative word here is "relevant". Just as with Google, YouTube's success is based on serving relevant content to their users so that they have a good experience and keep using their service.

What that means is that YouTube wants to make sure that **whenever they serve a video, that the content is actually relevant to what people are expecting**. For example, if your video is about law contracts, but you decide to enter a tag like "Rihanna Music Video" because you think that will get you more views, you're actually doing yourself, as well as the YouTube community a disservice.

I'm a firm believer in playing by the rules of the big guys like Google and YouTube. Because you really don't want to be on their wrong side. **If you treat them well, they treat you well back in return over the long term.**

### 4. Channel And Video Comment Marketing To Create A Large Network Of "Backlinks" Back To Your Channel

This a technique where you leave comments on other people's videos and YouTube channels - especially other YouTubers in your niche who already have a significant following.

By doing so, not only do you get noticed by the owner of the video or channel, but you also create a "YouTube backlink" back to your own channel.

I'm not entirely sure whether there are SEO benefits for your channel with this technique, but you'll at least get a few clicks back to your own channel as a result and you become more visible to your community on YouTube.



While it's hard to prove a correlation, for our FreeMagicLive channel, we've been adding comments to other people's videos and channels for the last 12 months, and now, our channel already has a Google Page Rank (PR) of 6! (Google the phrase "Page Rank" if you don't know what this means...)

This is an incredible feat for such a short period of time.

## **5. YouTube Joint Venture Marketing - The Ultimate Strategy For Exponentially Growing Your Following**

Finally, I want to share with you a strategy that can help you take huge leaps in views for your YouTube videos. And that's with YouTube Joint Ventures.

Basically, all it is, is finding other larger YouTube players in your niche, and then doing cool video stuff together with them.

A simple joint venture like this has the potential to give you an increase of thousands of views in one single day!

For example, if somehow, you're able to convince a power YouTube user with a large following to either feature your video on their channel, or even just to link back to your video using an annotation (more about this inside my course), you can instantly get HUGE traffic back to your own channel or specific videos... and in the process increase your own following on YouTube.



**Don't underestimate the power of collaboration on YouTube...**

These 5 strategies will already help you increase your number of views by a significant amount, but if you are interested in learning more strategies like these, I cover them in detail inside the Rapid Video Blogging™ course.

Here are 18 more strategies to give you a feel for what's on the inside:

- ❖ How to optimize your keyword phrases so you'll get found in search engines...
- ❖ Content creation tips for improving your videos to help you get more user engagement and more views...
- ❖ Tips on how to increase your production quality to make you come accross more like pro and stand head and shoulders above everyone else...
- ❖ How to use competitions in a clever way to create buzz and grow your traffic...
- ❖ A clever trick for easily adding new friends and subscribers to your YouTube Channel every day...
- ❖ Where exactly to embed your videos to help you get better page rank and more traffic...
- ❖ How to set up automatic Facebook and Twitter updates to increase your audience even further...

- ❖ How to find other BIG traffic sources and how to get them to host your videos for you...
- ❖ How to use your friends and family to help spread the word about your videos...
- ❖ Why it's important to get people to vote for your videos and favourite them whenever they can...
- ❖ 11 offline strategies to get access to even greater crowds of people...
- ❖ How to use online advertising for instant extra views and traffic...
- ❖ How social bookmarking can help you get backlinks as well as multiple streams of incoming views...
- ❖ Clever SEO strategies to help your YouTube channel and videos rank even better in search engines
- ❖ How to get the most optimum thumbnails showing on your videos, which will gain you extra attention and extra views...
- ❖ How to use annotations the right way... and trust me, there are very wrong ways of using annotations and you don't want to get this wrong...
- ❖ The importance of playlists for ranking inside YouTube and how to set them up the right way...
- ❖ How to use video responses in the right way so that you actually get a decent amount of traffic from them...
- ❖ And much MUCH more!

For more information about how you can get access to these strategies, please visit:

- ❖ [www.RapidVideoBlogging.com/join](http://www.RapidVideoBlogging.com/join)

Next up, some cool strategies for increasing the number of videos on your channel... this is fun!

### **3 Strategies For Increasing Your Number Of Videos**

It's simple really - the more videos you can submit to your YouTube Channel, the more often, the faster your influence will grow.

If you look at ALL the most popular YouTube channels, they all submit videos very regularly and at a high frequency, mostly 3 to 4 times a week, but sometimes even every day or more than once a day!

For [www.FreeMagicLive.com](http://www.FreeMagicLive.com) we do our best to submit around 3 videos per week. We started with 2 videos per week, and sometimes we may only submit one video a week. But because of the success we've had so far, we are planning to ramp up our video production quite a bit - **the ultimate would be to have a new video every single day.**

But what's the big deal about adding new videos more frequently?

I've already alluded to the fact that, by adding more videos more frequently, you can demolish your competition almost purely by "outnumbering" them with the amount of great content you have "out there".

But another incredible benefit about submitting videos more frequently is that **YouTube and Google likes you more because of it, and therefore give you better rankings in search engines** - that's my suspicion at least, because they don't actually reveal this stuff,

but it's still possible to make an educated guess about it.

***"This is a fact - YouTube ranks new videos right at the top of search results for about a day."***

But this is a fact - **YouTube ranks new videos right at the top of search results for about a day**. So, even though you may not rank long term

for the keyword phrases you're using, the more frequent you submit videos to YouTube, the more frequent your videos will appear at the top of YouTube search results for your keyword phrases.

And over time, this could guarantee you a nice increase in overall views and subscribers to your channel. The point is, that by adding new videos regularly, you become more visible on YouTube. **And if you're more visible, you WILL get more traffic.** Period!

So, I hope you understand now why you need to become an expert at creating high quality videos **FAST**... (emphasis on the fast in case you did not notice).

Enough of the pep talk... lets get down and dirty with the tips...

### **1. Use My Super Fast Video Creation Method To Pump Out Videos Effortlessly And At The Speed Of Thought!**

Obviously I've already been hammering you over the head with my fast video creation method. But seriously, I am *still* SO excited about the solution I've stumbled upon for creating high quality videos really fast.

Creating videos fast is one thing, but producing them in high quality is a different story. But with the solution that I revealed to you inside step 1, you'll be able to pump out videos like a pro (except, without having to go through the effort that pros have to go through!).

Just do it!

### **2. Create Screen Capture Videos Even Faster Than Super Fast**

If you've been online for a while I'm sure you'll be aware of screen capture software like Camtasia for PC and ScreenFlow for Mac. These are two amazing pieces of software that allow you to quickly and easily record your computer screen and the sound from your microphone.

What's great about both these two software programs is that you don't even need a camera! You literally just need your computer, the software, a microphone and an internet connection and you can create some pretty impressive videos very quickly.

But if you're on a shoestring budget, and you're interested in creating videos even faster, you can make use of two more great online services:

❖ [www.Screenr.com](http://www.Screenr.com)

❖ [www.JingProject.com](http://www.JingProject.com)

These two services also let you record your screen and sound from your microphone and while not as good as Camtasia and Screenflow, they offer you a really amazing solution.

Screenr is a real favourite of mine because it lets you record your computer screen straight from your internet browser... **you don't even need to install any software!** You just go to the website, create an account, record your videos, and everything gets uploaded to their server. And you can even upload the videos to YouTube. It's a brilliant service for creating instructional videos really fast.

### 3. Recycle Your Videos On Other Services For Multiplied Exposure

Although I'm not a big fan of this strategy, it definitely is a way of increasing the number of eyeballs that get to see your videos.

I'm talking about submitting your videos to video sharing sites, other than YouTube, thereby leveraging your existing video content even further.

And if you're real keen, you could even use services like [www.TubeMogul.com](http://www.TubeMogul.com), [www.HeySpread.com](http://www.HeySpread.com) or [www.TrafficGeyser.com](http://www.TrafficGeyser.com) to automate the whole process for you.

But my biggest gripe with this strategy is that **you are essentially spamming the online world with duplicate content.**

Sure, there is an argument that other video sharing sites serve different niches. But seriously, YouTube is so huge that I can't imagine other video sharing sites really making too much of a dent. In other words, in my view, if you have your videos on YouTube, you're pretty well covered!

But, as they say in internet marketing... test test test! Test this strategy and see if it works for you. I used to follow this strategy for a while, but I then stopped because my conscience was bugging me too much!

#### One Word Of Caution...

If you really want to try out this strategy, **make sure you're actually submitting really high quality and high value videos.** There's no point spreading useless video content online that simply eats bandwidth and clutters the system unnecessarily...imho.

### 3 Strategies For Increasing Your Conversion To Traffic

Up to this point, I've been focussing on getting more views on your YouTube videos and YouTube channel, which is the starting point of of the whole system.

The next challenge is to convert those views from YouTube into solid traffic to your blog (or sometimes a targeted, well designed optin page). And inside this section, I'll reveal 3 of my top strategies for diverting traffic back to your blog.

Why is this important?

Because it's the only way that you can actually OWN the traffic that you're getting from YouTube. **Don't forget that you don't actually own your YouTube channel...**

**YouTube does!** And this means that THEY are in control over your channel, not you. That means, a year down the

track, if they somehow think you've trespassed some of their terms, they may just cancel your account, and then you could lose everything.

*"Don't forget that **you don't actually own your YouTube channel...** YouTube does!"*

And that's why you need to drive people back to your blog, "capture" that traffic and build your own email database, so that you can "own" that traffic yourself. Of course, always make sure you keep backups of your videos too... just in case!

Ok, let's get into it...

#### 1. Make It Easy For People To Visit Your Site By Adding Your Full URL In Your Video Description Area

I'm still amazed and puzzled when I see really popular videos on YouTube, ones with millions of views within the first few days of getting uploaded, and they have NO link back to their website or blog or Facebook page or Twitter account... nothing!

It's like throwing traffic down the drain!

And it's such an easy and quick little tip to implement.

All you have to do, is add your URL right at the top of your description area. And I mean RIGHT at the top... the first line.

This is important, because the description of your video often gets minimised so that people won't see the rest of the description text at first glance, but the top few lines are visible.

Also remember to use the right format for your link so that it's actually clickable! This format here:

❖ <http://www.YourDomainName.com>

Notice the “http://” in front of the whole thing? That’s what makes it clickable. So make sure you ALWAYS add that to your URL’s whenever you’re inside YouTube.

Here’s an example (see inside red rectangle):



## 2. Embed Your URL Inside Each Of Your Videos In Case People View Your Video Somewhere Other Than YouTube

Another really important way for getting people to visit your blog is to have your URL embedded inside your actual video... the one that you upload. This is something that gets done during the editing stage of your video, and I show you how to do that inside the Rapid Video Blogging™ Course.

It’s pretty easy and only takes a few seconds, but it’s CRUCIAL for two reasons:

1. When people watch your video on YouTube, they often want to visit your site for more information. And when your URL is nice and visible, it makes it much easier for them to quickly hop on over to your site - obvious one.
2. Here’s the less obvious reason... **your videos will often get embedded on other people’s sites if they like your content.** This means that the visitors on those sites will not be able to see your clickable link like they would on YouTube. And the only way to make your URL visible then, is by having it embedded inside your video.



Jay Jay and I normally like embedding our URL right at the bottom and centre of our videos, so that it's still visible, but obviously out of the way.

Here's an example (see inside the red rectangle):



### 3. Create An Incentive To Visit Your Blog

Finally, create an incentive to visit your blog. Give them a reason to want to visit your site and check out the rest of your content there.

There are various ways of doing this. Here are three easy ideas:

- ❖ Offer a free report or other resource that they can ONLY get on your blog...
- ❖ Only show part of the information inside your YouTube video, and tell your viewers to get the rest on your blog...
- ❖ Tell people that you'll answer their questions on your blog only...

The first one is my favourite, and is the one I use most often for my videos.

If you watch any of our videos on [www.YouTube.com/user/freemagiclive](http://www.YouTube.com/user/freemagiclive), you'll notice that we ALWAYS provide an incentive for people to visit our blog.

Easy?

You bet!

But not many people do it. And that's another reason why the opportunity on YouTube is so HUGE!



That's only 3 of the strategies I use to drive people back to our blog or other web pages. Here are 6 more strategies I cover in detail inside the Rapid Video Blogging™ Course:

- ❖ One thing you can tell people to dramatically increase the chances of them visiting your video blog...
- ❖ How to create a sense of mystery inside your videos, so that people can't help but watch the whole thing and immediately go to your site afterwards... (this is truly magical!)
- ❖ How to use psychological triggers to sub-consciously get people to click away from YouTube and onto your site...
- ❖ The ONE most important thing to collect on your video blog...
- ❖ How to write your channel description to build instant rapport and get people to immediately take action... like visiting your site or buying your products...
- ❖ All the the places where you can link back to your video blog, right from inside YouTube...
- ❖ And much MUCH more!

If you're keen to learn about these, go here now:

- ❖ [www.RapidVideoBlogging.com/join](http://www.RapidVideoBlogging.com/join)

## 5 Strategies For Increasing Your Conversion To Email Subscribers

Here's the deal...

The faster you can build your email list, the faster you'll become successful online, given that you're doing everything else right of course, like building a nice and strong relationship with your followers.

That's why I now want to share with you 5 powerful tips for helping you increase the speed at which you can build your email list...

### 1. Use A Reputable List Building Service Unless You Want To Throw Money Down The Drain

This is critical.

I often get people asking whether it's ok to just host their own email script on their own server, or to even just collect email into a spreadsheet on their computer and then to do a mail merge every time they want to send out a message.

While this sounds like an affordable option, **over the long term it can cost you A LOT.**



**Building your email list is one of the most important online activities you'll ever do!**

I've often heard horror stories where people build their email list using one of the two options above, or a variation on it, and then they get blacklisted by their ISP as a spammer.

If you build up a sizeable list in few months time, this is the worst thing that could happen to your business, because it means you won't be able to get in touch with your subscribers any more.

Disastrous in other words!

Instead, I HIGHLY recommend that you use a reputable service like [Aweber](#) or GetResponse as your autoresponder. Even though there's a monthly fee with these services, **the benefit you get in return is many times the cost.**

This is a place where you need to think BIG and "future proof" your business with a robust list building solution like [Aweber](#).

I consider my email list as the single most valuable asset for my business. Without it, my income would be significantly lower!

## 2. Position Your Optin Form In The Best Possible Place For Maximum Exposure

Many different studies have been done to show which areas of your website get the most attention from your visitors. The bottom line is that **whatever exists above the fold on people's screens, gets most of the attention.**

So, keep it simple - add your optin form somewhere at the top of your video blog. I like having my optin form on the top right hand side, but you can experiment with the left hand side as well.

I think my business partner Yaro Starak has done a particularly good job with the positioning of his optin form... right at the top, as the first part above the main content area. See below (inside the red rectangle):

The image is a screenshot of the Entrepreneur's-Journey.com website. At the top, there is a navigation bar with links for Home, About, Articles, Podcasts, Reviews, Forums, Coaching, Advertise, and a search bar. Below the navigation bar, there is a featured article titled "How I Realized My Sense Of Self And Why It Changed Me Forever" by Yaro Starak. To the right of the article, there is a sidebar with social media links for RSS, Twitter, and Facebook, and a section for "Blog Sponsors" featuring "Human Rewriter" and "4 Simple Ways To Make People BUY YOUR EBOOK". In the center of the page, there is a yellow box containing an optin form. The form is titled "Join my blog tips newsletter and get a free copy of my Blog Profits Blueprint". It includes a video player, a list of benefits (e.g., "Makes \$20,000 per month", "Attracts over 25,000 daily readers"), and a form with fields for "Your First Name" and "Your Primary Email", and a "Free Instant Access" button. A red rectangle highlights the entire optin form area.

If you're really serious about testing where the best position for your optin form would be, you can use a handy service like [www.crazyegg.com](http://www.crazyegg.com) which allows you to see exactly where people click on your site.

But once again, the bottom line is that you make sure your optin form is above the fold, and that it somehow grabs the attention of your site visitor.

### 3. Make Use Of The Most Hated Form Ever And Double Your Optin Rate!

The most hated form ever?

Yeah you got it... one of those annoying [popup optin forms](#).

Trust me, this works! When I created a popup optin form for [www.FreeMagicLive.com](http://www.FreeMagicLive.com) we **doubled our optin rate overnight!**

We're currently getting around 100 optins per day, using the popup form, which means every year we're adding around 35,000 new leads to our list. Without the popup form, that number would be reduced to around 17,000 per year - over the long term this would make a HUGE difference.

I use a special plugin on my site that makes it super easy to install your own great looking popup form - one that people actually don't mind seeing on your site! It's called Popup Domination, and you can get your own copy here:

❖ [Click Here To Get The Popup Domination Plugin](#)

Here's an example of the popup form I use on [www.GideonShalwick.com](http://www.GideonShalwick.com):

**Get Early Notification For My Rapid Video Blogging Report**

Get Early Notification For My Next Report - Rapid Video Blogging - The New Way To Dominate Your Niche Through YouTube...

- ✓ How I grow my list to thousands of raving fans...
- ✓ How to create your videos 600% faster!
- ✓ How to turn your video views into cold hard cash!

**FREE INSTANT ACCESS**

The book cover features the title 'Rapid Video Blogging' in blue and orange, with a subtitle 'The Way To Easily Dominate Your Niche Through YouTube...' and the author's name 'Gideon Shalwick' at the bottom.

Your Information Will Never Be Shared With Any Third Part!

Powered By **PopUp Domination**

#### 4. Use Clever Copywriting Like This...

As you can see in the popup optin box that I'm using for [www.FreeMagicLive.com](http://www.FreeMagicLive.com), there's quite a bit of persuasive writing in there.

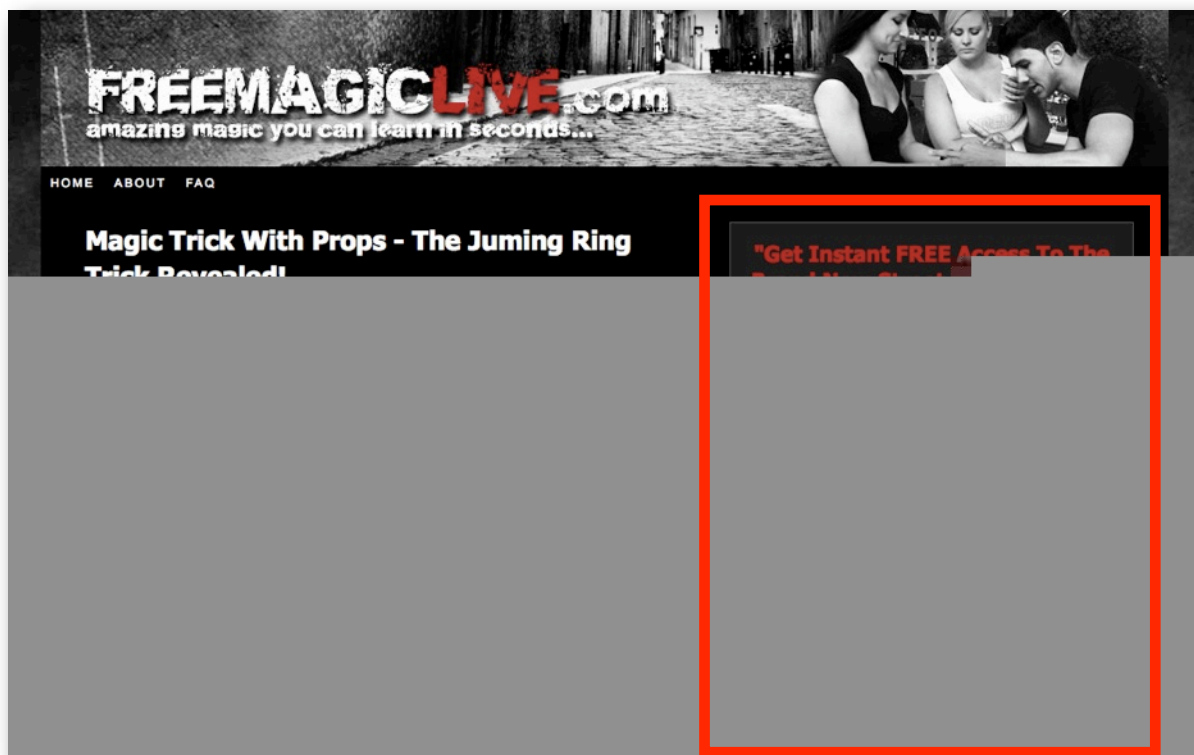
- ❖ There's a compelling headline...
- ❖ There's a nice graphic of what people will get access to...
- ❖ There are some nice benefit filled bullet points...
- ❖ And even the text for the button has some compelling words on it...

Having some great copy on your optin form will definitely help increase the number of people opting in for your free resource and newsletter.

You're welcome to use any of my optin forms as examples for yourself... of course you'll have to come up with your own specific text though.

#### 5. Use Video Like This...

If you want to get even better conversion rates for your optin form, you can use a video to help explain to people what they'll be getting access to when they sign up. Have a look at the optin form on the sidebar of [www.FreeMagicLive.com](http://www.FreeMagicLive.com) for an example.



For the above example, we simply uploaded our video to one of our YouTube channels and then embedded the video inside our optin form.

**Tip:** For any "admin" type of videos, the kind of videos that are not considered as your normal content, like sales and optin form videos for example, create a separate YouTube

account with the same account name plus adding the word “admin” at the end of it. For example, FreeMagicLiveAdmin.

That way you keep your normal channel free from admin type of videos that may not interest or impress your normal viewers.

So there.

There are some of my best tips for getting your list building strategy in place. **I challenge you to implement some of these tips right away** so that you can see for yourself the dramatic increase in optins you’ll get for your own newsletter.

Some more strategies that I cover inside the Rapid Video Blogging™ Course include:

- ❖ Critical text to add to your optin box to see your conversions skyrocket!
- ❖ A secret set of words to use inside your optin video to help get people’s emails confirmed on your email list...
- ❖ And much MUCH more!

Inside my Rapid Video Blogging™ Course, I go into much more detail for the strategies for each of the 4 growth metrics. Seriously, this is only the tip of the iceberg, and inside my course, I reveal MANY more similar strategies that can help you get more views for your videos.

You can already just use what I’ve shown you inside this report to get incredible results for your videos on YouTube, but if you want to take things to the next level, make sure you check out the Rapid Video Blogging™ Course here:

- ❖ [www.RapidVideoBlogging.com/join](http://www.RapidVideoBlogging.com/join)

## Step 6 - Add Some Viral Video Magic!

No report about online video marketing is ever complete without at least mentioning the phenomenon of viral videos. The big question is...

*“How the heck do you make your videos go viral?”*

And inside this section I'd like to share with you what I've learned about the art and science of viral videos.

But before I reveal my secrets, here's a quick disclaimer:

There is NO WAY of predicting whether your video will go viral beforehand.

BUT...

There are a few simple tricks you can use to help you “engineer” your videos to go viral. And those “few simple tricks” is what I'll share with you here...

### The Definition Of Viral Videos

First up, to help you understand the rest of this chapter, **it's important for you to understand what a virus actually is, and how it operates.** Once you have this understanding, not only will you better “get” what I'm teaching you, but you will also be able to come up with your own viral video campaigns and strategies - and that's when things start getting really interesting!

Ok, so what is a virus?

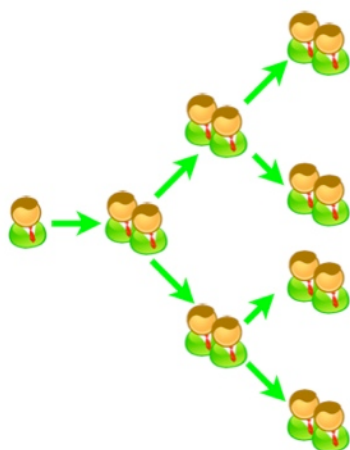
According to Dictionary.com, a virus is:

*“Basically, a virus is a thing that can replicate itself and spread like crazy to a number of other things it gets in contact with.”*

*“...an infectious agent that replicates only within the cells of living hosts...”*

Uhhh...ok let's write that in English...

Basically, a virus is a thing that can replicate itself and spread like crazy to a number of other things it gets in contact with.



Graphically it looks like the image on the left...

An example of this was when Hotmail first got introduced to the email world. After you would sign up for an account with them, you would get asked to send an invitation to two of your friends. And when those two friends signed up, they in turn, would get asked to invite two more friends each as well... and so on.

It's easy to see why Hotmail was able to penetrate the market so fast if you take the numbers a few steps further. For example, if everyone in the person would actually invite two



people after signing up, you'd get to a million signups in only 20 steps!

And that's exactly the kind of effect you want to engineer for your own videos.

So, what elements or ingredients do you need for this to take place?

You'll need three main ingredients:

- ❖ An dirty little infectious agent
- ❖ A clever replication mechanism and
- ❖ An initial "push" for critical mass

Let's look at each of these in more detail now...

### **Viral Ingredient 1 - A Dirty Little Infectious Agent**

This is the challenging part - it's the content of the video that you'll be uploading to YouTube.

If you look at the videos that have truly gone viral online, you sometimes wonder how much thought actually went into them at all. For example, the #1 most watched video on YouTube of all time is a video of two little boys where the smaller one bites his older brother's finger! Seriously.

You can watch it here if you haven't seen it before:

- ❖ [http://www.youtube.com/watch?v=\\_OBlgSz8sSM](http://www.youtube.com/watch?v=_OBlgSz8sSM)

So far **this video has had close to 180,000,000 views on it!** That's pretty mind boggling!

And if you've seen this video, you'll know that there was NO way that the actual content of the video was "engineered".

But, what you can say about this video, and other videos that go viral, is that **they are definitely "spread worthy"**.

In other words, when you create your viral video, the video content must be such that people would actually *want* to spread it to all their mates. If you can pull this off, then you're off to a great start!

Spread worthy videos could be any of the following type of videos:

- ❖ Funny
- ❖ Shocking (in a good way)
- ❖ Controversial



**You'll need one of these guys to make your videos go viral ;)**

- ❖ Current news
- ❖ Celebrity news
- ❖ Unusual
- ❖ Extremely helpful
- ❖ Etc, etc, etc

As I said before... some of this stuff is a bit of an art, and you can never tell beforehand whether your video will go viral or not.

But, there are *some* things you can do to help “engineer” your video going viral. And that what’s Viral Ingredient 2 is all about...

## **Viral Ingredient 2 - A Clever Replication Mechanism**

Before I explain the replication method, realise this:

If your video is not “spread worthy”, your replication mechanism will not help to make your videos go viral. So, first of all, **make sure that you’ve done everything you can to make your video as “spread worthy” as possible.**

The replication mechanism is the thing that people have to do to make your video spread. There are various ways that people can spread your video to help it go viral. These include:

*“...make sure that you’ve done **everything you can to make your video as “spread worthy” as possible.**”*

- ❖ **Instant Messages** - this is where people use their own instant messaging services like Skype, MSM, GTalk and many others to quickly send their friends a link to the video.
- ❖ **Email** - where people grab the link of the video, and send it to their friends on their email list.
- ❖ **Embeds** - where bloggers and other website owners embed your YouTube video on their sites.
- ❖ **Social Media** - where people use social media sites like Twitter, Facebook, MySpace, StumbleUpon and many others to spread the word about your message.
- ❖ **YouTube Most Viewed** - where YouTube lists your video in one of the “most viewed” categories on their site for others to see.
- ❖ **Other** - where the word about your video really starts spreading and people start talking about it among themselves offline, and news of it even gets into offline media like the newspapers and programs on television. This is when you’ve really hit the BIG TIME with your videos

If your video is “spread worthy”, most of these above mechanisms will happen all by themselves. But sometimes you need some extra help to make your videos go viral. And this is where the engineering bit comes in...

*“...give your audience some kind of **incentive** to help spread your video.”*

The engineering bit, is where you “encourage” people to help spread your video for you.

In other words, **you give them some kind of incentive to help spread your video.**

For this to work, there has to be a very strong “what’s in it for me” reason to convince people to send your video onto their friends.

As an example, during the launch of our street magic course, Jay Jay and I ran a competition where people could win a brand new Flip Ultra camera (that was the incentive). But to qualify for the prize, people had to optin for our free report, and create a video response with an annotation linking back to our original competition video.

It worked like a charm and we managed to get a lot of views on our video, plus we got a lot of people signing up for our newsletter.

Inside the final part of this chapter I’ll go into more detail of how this particular method actually works... but first, let’s move onto the final viral ingredient...

### **Viral Ingredient 3 - An Initial Push For Critical Mass**

The final ingredient is to get some kind of an “initial push” to help kick start the views on your video. Because I now have a sizeable email list, I can simply send out an email to my viral video as soon as I’ve uploaded it, and get the ball rolling with the number of views.

Having something like this can help you get traction a lot faster, and could even get you into those very sought after spots on the “most viewed” sections of YouTube - once you get on those section, your number of views will jump dramatically!

But often, most people don’t have this initial push to help them get that critical mass. So, here are some things you could do to help you with that:

- ❖ Find someone else on YouTube with a large following to link to your video or to temporarily feature your video on their channel. Of course for this to work, you’ll need to figure out some kind of incentive for the channel owner. Maybe send them a gift? Be creative!
- ❖ Send your video to all your friends and family and ask them to send it to all of their friends and family. If you’ve set up your replication mechanism well, that may be all you need to help kick start the process.
- ❖ Find someone else with a massive email list, and get them to send an email to their subscribers. Obviously this one would be a little harder to do, unless of course you can figure out a huge benefit for the owner of the email list. Inside the

Rapid Video Blogging™ Course, I go into some more detail of how you may be able to accomplish this...

Note that this last ingredient is not necessarily required for your videos to go viral, but it would certainly increase the chance of your videos going viral by a huge percentage! And if you've followed the steps I've outlined inside this report, you should be able to relatively quickly build your own sizeable email list and subscribers on YouTube, so that YOU could provide that initial push whenever you want to!

Let's now move onto the final part of this chapter - the viral competition method...

## The Viral Competition Method

This is a very fun way of creating viral videos. The reason why it's so much fun is because of the amount of interaction you have with your audience, and how much you can learn from them (for example their likes and dislikes, what they look like, how old they are, etc etc).

I tried this method during the launch of one of our magic products, and it worked extremely well for our niche.

In about 1 week, we managed to get around 10,000 views on our video, with just over 74 video responses and heaps of comments. You can see the video here:

❖ <http://www.youtube.com/watch?v=Abt094a1Fg0>

(We've since culled the video responses to only include the valid ones.)

While 10,000 views do not sound like much, keep this in mind:

1. The competition only ran for about a week...
2. It's a very niche market - not main stream at all...

Often people think that you need to get millions of views on your videos for them to "qualify" as being viral. But if you're niche is not the "mainstream", then your numbers may be a lot smaller, even though your video went viral within your niche.

*"Often people think that you need to get millions of views on your videos for them to "qualify" as being viral. **But if you're niche is not the "mainstream", then your numbers may be a lot smaller, even though your video went viral within your niche.**"*

For this method to work, you'll need the following ingredients:

- ❖ A What's In It For Me (WIIFM) factor – for example, a prize or a free give away...
- ❖ A Viral Hub Page - the YouTube page of your viral video...
- ❖ An optin page - this is the page where you give people your free resource in return for their contact details...

- ❖ Annotations linking back to your viral hub page...
- ❖ An initial push for momentum - where someone with a big subscriber base can spread the word quickly as soon as possible after you've started your viral campaign.

This method is best explained with an example, so let's use the example of the competition Jay Jay and I ran on FreeMagicLive. Here's what we used for the above ingredients:

- ❖ WIIFM factor - a new Flip Ultra video camera worth around \$150.
- ❖ Viral Hub Page - a video on YouTube explaining how people can win the Flip Ultra video camera. Here's the page if you want to check out the video as an example: <http://www.youtube.com/watch?v=Abt094a1Fg0>
- ❖ Optin page - this is where we sent people to sign up for our free report, the Street Magic Manual. To qualify for the competition, people were required to download the report and perform one of the magic tricks inside it, and submit it as a video response to our video on our Viral Hub Page. Here's the page we used for that: <http://streetmagicmastery.com>
- ❖ Annotation - as part of the requirement of the competition, people had to create an annotation inside their own video that links back to our original video on our Viral Hub Page. The power of this little technique is that all the subscribers of the person who submits the video will watch the video, and click on the annotation linking back to our Viral Hub Page. Here's an example:



- ❖ Whenever someone clicks on the annotation (red box inside the red rectangle above), they would immediately get redirected back to our Viral Hub page, telling

people about the competition and asking them to sign up for our free report... and on and on it goes...

- ❖ Initial push - because we were just starting out at the time, we did not have a significant email list ourselves, so we had to make use of our friends on YouTube and other friend's email lists.

During launch week, using the Viral Competition Method as one of our strategies, **we managed to build our email list from around 5,000 people to around 13,000 people.** Not too shabby if I say so myself ;)

That's pretty much the Viral Competition Method in a nutshell.

It's a little hard to explain without showing you, but I encourage you to go to our Viral Hub Page listed above, and follow through with the process, just so that you can get a feel for how it works - it's actually very simple once you understand it. And not only can it help your videos go viral within your niche, but it can also help you grow your email list at a phenomenal rate!

That should give you a nice jump start toward getting some of your videos going viral within your niche. And remember, just because you may not get over a million views for your video, it does not mean your video has not gone viral. **If your total viewership for your niche is only 20,000 people, and you get 10,000 views, you've penetrated your market by 50%... which is huge!**

Once you're starting to get a nice flow of traffic and new optins from your new found skill, you're ready to start thinking about how to monetize all this "attention"! And that's what the next and final step is about...



## Step 7 - Monetize Your New Asset

If you've been able to successfully implement the previous 6 steps, you will in effect, have created one of the most powerful assets you could ever own online. This is what you will have:

- ❖ You will have a keen YouTube following literally hanging on every word you say...
- ❖ You will have a high ranking, traffic generating YouTube channel that will rank high for your search terms in both Google and YouTube search results...
- ❖ You will have a high ranking, traffic generating video blog that will help you continuously add new subscribers on a daily basis...
- ❖ And you will have a nice fat email subscriber list that you can get in contact with whenever you want...



**Once you've created your asset, you're ready to start monetizing!**

But so what?

What's the point of having an asset like this?

The obvious answer is that you can monetize it.

*"...an asset like this can provide you with a **massive amount of credibility** and a **long term sustainable online business...**"*

But something you may not have thought about, is that an asset like this can provide you with a **massive amount of credibility** and a **long term sustainable online business, that does not require you to go from launch to launch, or be dependant on other affiliates and joint venture partners.**

Basically, once you have an authority presence like this, you become the "king maker".

- ❖ You become the person or organisation who call the shots.
- ❖ You're the thought leader.
- ❖ You're the influencer.
- ❖ People come to you, instead of you going to people.
- ❖ You make the offers, as apposed to asking for favors - a total different ball game.

That means you can become very influential and powerful online in a relatively short period of time using the method I've outlined in this report so far.

So, even if you're not interested in making money, having a position like this is **incredibly powerful!**

For FreeMagicLive, we are now becoming a force to be reckoned with... even though we've only been online for the last 12 months at the time of writing this report. People (and the search engines) are noticing us now. And they listen when we talk.

Just earlier today, Jay Jay and I walked into an Ed Hardy clothing outlet in the city, to try on some new clothes for our next shoot. 6 months ago we we also went there with a request for them to sponsor us. Back then they didn't take any notice of us. But today it was a different story.

**People were falling over their feet to serve us!** And what's more, we have now been put into direct contact with the decision maker for endorsements at Ed Hardy... something we were never able to do unless we had the following we have now.

All this power stuff is cool, but if you're like everyone else, you want to know how you can monetize all this "attention" you're getting from your Video Domination Hub. So, let's look at some strategies you can follow for making the "moolah" flowing in.

There are three main methods that you can use to monetize the attention you're getting from your Video Domination Hub. These are:

- ❖ The Fast Cash Injection Method
- ❖ The Competition Crushing Cash Method
- ❖ The "Passive" Income Method

Let's have a more in-depth look at each of these methods now...

### **The Fast Cash Injection Method**

One of the best ways of leveraging your new-found traffic and responsive email list, is to look for other people's products and services inside your niche, and promote those products and services... affiliate marketing in other words.

If you're a bit lazy for creating your own products, this may be one of the best monetization strategies you could get into. There are 2 main reasons why:

- ❖ You don't have to create the product - this means you don't have to spend weeks or months creating your own product and running the risk that it may not work out. **You just leverage the time and knowledge from someone else who has already done it!**
- ❖ You don't have to do any customer support - because you're not the creator of the product or service, you don't actually have to get involved in providing any customer support to the people buying the affiliate product or service through you. Not only can you save a lot of time (by not providing customer support) but you also save a lot hassle, because **you don't have to deal with technical**

**mumbo jumbo and grumpy customers**, etc - you just leave that all up to the product creator!

These two reasons are hugely attractive reasons for getting into affiliate marketing.

Ok, so where do you find products and services to promote?

Anywhere really.

*"If you have a decent following, **you can approach anyone interested in getting more of their products and services sold.**"*

Just because you have an online presence and following, does not mean you only have to stick to online products.

If you have a decent following, **you can approach anyone interested in getting more of their products and services sold.**

Of course, selling other online products is the easiest, but in some niches, there may not be all that many products to promote. But that's when you approach offline businesses and strike some kind of a deal with them.

As I said before, once you've built up your following, people start listening when you talk to them. So, don't be afraid to approach offline businesses. Just make sure you create a nice one-pager profiling your followers online, and what you can offer your prospective offline "joint venture" partner.

For online products, it's pretty easy. You simply look for the best selling products in your niche, promote those to your audience as an affiliate, and get an automatic commission for any sales you make.

How?

There are many options, but my favourite is ClickBank, probably the world's largest and most reputable digital product distributor.

It's real simple - here's what you do:

- ❖ First sign up for your own ClickBank account at [www.ClickBank.com](http://www.ClickBank.com)...
- ❖ Then go to their Market Place at <https://www.clickbank.com/marketplace.htm> and start searching for the best performing products in your niche...
- ❖ Start promoting these best performing products to your audience...

Of course, the better these products match the needs of your audience, the better they'll convert.

Another service similar to ClickBank is Commission Junction at <http://www.cj.com>.

There are a many other programs out there, but to be honest, in my past 4 years online, these have been the only two programs that's really been on the radar, ClickBank by far being the more prominent and useful one when it comes to reliable affiliate programs.

So, treat ClickBank like you treat YouTube - **focus your efforts on the best possible “Beach Head” until you get success**, before you go and search for other opportunities.

Let's move on to the next method for monetizing your following...

## The “Passive” Income Method

This model is an advertising model where you sell advertising on your site.

If this is your main monetization method, your job as a video blogger becomes very simple - **your main task becomes that of growing your following as fast and as much as you can.**

While it sounds romantic, executing this strategy can take some time to build up to a strong

enough income. But if you have the traffic and loyal following, your job of convincing prospective advertisers become A LOT easier.

*“...your main task becomes that of **growing your following as fast and as much as you can.**”*

If you can pull this off though, it can be an amazing source in stable and (semi) passive income (yes, you'll still need to actually go through an effort to keep growing your traffic and subscriber base. But it's fun so it doesn't really count as work!).

There are a myriad ways of getting advertising money from your video blog. In my view, I see all advertising income from video blogs to fall into three types, with each subsequent type having greater potential for income:

- ❖ Pay Per Click (PPC) Type ads
- ❖ Affiliate Product Type ads
- ❖ Super Advertiser Type ads

Let's have a look at each one of these types now...

### Pay Per Click Type Ads

Pay Per Click Type Ads are probably the easiest way of monetizing your video blog and YouTube channel. For the uninitiated, this is where you get paid a small fee every time someone clicks on an ad on your blog or YouTube channel.

The most well known Pay Per Click program around is Google's AdSense program. To get ads displaying on your blog, you simply sign up for a free account with Google AdSense, get some code they provide you with, and place it on your blog.

For your YouTube channel, it's a little more tricky because you have to become a YouTube Partner first, before you can serve ads on your videos. And for that you need to prove to

YouTube, that you're getting enough views (normally in the thousands per video), and that your audience is actually engaged with your content (eg leaving comments and rating your videos).

Pay Per Click is really easy to implement, but your income potential is quite small compared to other monetization strategies.

But while you're getting your ducks in a row, you might as well turn on Google AdSense on your site, and start earning a few dollars.

You can sign up for your free AdSense account here:

❖ <https://www.google.com/adsense>

### **Affiliate Product Type Ads**

Affiliate Product Type Ads are slightly better than Pay Per Click Type Ads. This is where you add links and banners to your site from affiliates who sell products in your same niche.

Every time someone clicks on the ad, and then goes on to make a purchase you get paid a commission.

***"You can do the math, but if you pick the right products that suit your audience, your income potential becomes a lot higher than with Pay Per Click ads."***

You can do the math, but if you pick the right products that suit your audience, your income potential becomes a lot higher than with Pay Per Click ads.

To find affiliate products, either strike a deal with one of your offline mates who sells products that your audience would be interested in, or look for products on an affiliate network such as [www.ClickBank.com](http://www.ClickBank.com).

Of course, this strategy is a little harder to implement than Pay Per Click ads, but your earning potential, if you do it right, can be a lot higher.

**Note:** You can SUPER boost affiliate income once you start using the email list that you've been building and promote affiliate products. Sending out a single email to your list about an affiliate promotion get you WAY better results than just having an affiliate banner on your ad. **In terms of income, this is probably my second biggest source. So, don't overlook it!**

### **Super Advertiser Type Ads**

Now comes what I consider to be the best kind of advertising you could ever use on your blog and YouTube channel...

It's what I call "Super Advertiser Type Ads" - the kind of ads that could make you a small fortune... if you pull it off right!

Basically, for this to work, you need one special ingredient - the right mindset.

Sounds weird?

Yeah I know. But that's what it takes, because for this strategy to work, you need to create a very high perceived value of the traffic and audience that you're generating with your Video Domination Hub.

And for that, you need to have the right mindset. The kind of mindset where you focus is totally on generating as much traffic as you can, and building up a keen following (or tribe, as Seth Godin calls it in his book Tribes). And you have to really believe that you can pull it off!

If you can build the traffic and the audience, and you're in the right niche, you can get some pretty big heavy hitters advertising their brand on your site in return for some really decent money.

A friend of mine, Alborz Fallah did exactly that on his car advice website. He told me that, at the time of this report, his company was making around \$50,000 per month, mostly from using advertising in this way. You can see his example here:

❖ [www.CarAdvice.com.au](http://www.CarAdvice.com.au)

He does get A LOT of traffic though, and he's in a pretty sweet niche. So of course this is a special case and not everyone will be able to show results like this. But it's a great example of what is really possible with this method.

Because we've been focussing on building our traffic and our audience over the last 12 months for [www.FreeMagicLive.com](http://www.FreeMagicLive.com), we are now offer sponsor opportunities on our blog and YouTube channel. For an example of our sponsor page, have a look here:

❖ <http://freemagiclive.com/sponsor-opportunity>

This is definitely the slowest, and hardest method for monetizing your site with advertising. But as I said before, if you can build up your traffic and your audience over time, and you're in the right niche, it can be a very profitable, and long term sustainable venture indeed!

## **The Competition Crushing Cash Method**

The next method is my favourite out of all three methods - it's where you create your own products, based on what your subscribers actually want.

Why is it my favourite?

Because of 3 main reasons:

- ❖ You can make a lot more money...
- ❖ Your credibility goes through the roof...
- ❖ It allows you to be in FULL control over what happens to your brand...

But this method also comes with it's own drawbacks:



- ❖ It takes A LOT more effort than just promoting other people's products...
- ❖ You have to deal with customer support, or employ someone else to take care of it for you...
- ❖ It's more risky because you can get all sorts of things (like your offer) wrong...

Overall though, the benefits of the Competition Crushing Method FAR outweighs the drawbacks. When you're starting out though, you may be better off trying the first two methods first, get some results and confidence, and then develop your own product.

Oh, and why is it called the Competition Crushing Method?

Well, because by creating products that's unique to you, and specifically designed for your followers, it becomes hard for any kind of competition to "steal some of your cake", since they are not the ones who built up the strong relationship with your audience.

"...by creating products **that's unique to you**, and **specifically designed for your followers**, it becomes hard for any kind of competition to 'steal some of your cake'..."

The Become A Blogger Premium course that I developed along with Yaro Starak is an excellent example of selling your own video based products. When we launched the course, we got around 10,000 people to join our newsletter in a matter of a week, and we had around 700 people sign up for a \$27/month 6 month course.

After the first week we increased the price to \$47/month and now, just over a year after launching, we've had over 2,000 people join the course. We had affiliates help us promote the course, but you can do the math to get a feel for the success of this project.

At the end of the day, it really is a numbers game.

For example, say you have an email list of 10,000 people. If 7% of them buy your product (as they did during our launch for Become A Blogger Premium), you will have made 700 sales. And if your product was worth \$47, you will have made close to \$33,000 before affiliate commissions and costs. After affiliate commissions and costs, you'd probably still end up with a net profit of around \$20,000. Not too bad for a single promotion of a \$47 product!

Of course there's a lot to creating products and actually marketing them successfully, but that's a topic for another report or even a full course!

But I think you get the idea here. Creating your own products, and promoting them to your followers and getting affiliates to help you do that, can be a very profitable exercise indeed.

Next up, I put everything into perspective for you with an easy-to-follow action plan.

Keep scrolling (or turn over page)...

# Your Complete Rapid Video Blogging™ Action Plan

Ok here it is... the whole kitchen sink of steps you need to take for implementing your own Rapid Video Blogging™ system. It doesn't get any easier than this. This is the blueprint you can follow. Just implement the steps, and start getting results. It's that simple!

## Step 1 - Select The Niche You'd Like To Dominate

1.1. Define very clearly what you're truly passionate about. Get a copy of Roger Hamilton's "Your Life, Your Legacy" to help you with that. Get your copy here:

❖ [Get Your Life Your Legacy Here](#)

1.2. Drill down into your niche and figure out what kind of skill set you'll require to become known as a world authority in your chosen niche.

1.3. Use Google's keyword tool to help understand whether your niche has the potential of being profitable.

## Step 2 - Create High Quality Videos Fast And Easy

2.1. Get a Flip Ultra HD camera (the Kodak Zi8 or other similar cameras will do too!)

2.2. Get a digital voice recorder (this is optional of course!)

2.3. If you're on PC, download and install Sony Vegas Studio HD here:

❖ <http://www.sonycreativesoftware.com/moviestudiohd>

2.4. If you're on Mac, download and install ScreenFlow:

❖ <http://www.telestream.net/screen-flow/overview.htm>

2.5. Record, edit and export your first video.

## Step 3 - Set Up Your Video Domination Hub

3.1. Set up your YouTube channel and optimize it. Sign up here:

❖ [www.YouTube.com](http://www.YouTube.com)

3.2. Set up your video blog and install the Thesis theme. Get the Thesis theme here:

❖ [Get The Thesis Theme Here](#)

3.3. Install all the plugins I recommend inside this chapter.

3.4. Sign up for an Aweber account for setting up your list building strategy here:

❖ [Sign Up For Aweber Here](#)

## **Step 4 - Add Powerful, Response Invoking Content Like Crazy**

4.1. Copy my content creation process or design your own one.

4.2. Set up all the components in the process so that everything is “ready” whenever you want to create your next video.

4.3. Give your content creation process a test, and fine tune it according to your needs.

## **Step 5 - Optimize The Heck Out Of Your Video Domination Hub**

5.1. Select 1 strategy from each of the 4 growth metrics and write them down.

5.2. Start implementing these 4 strategies, one at a time.

5.3. Go back to point 1 above and repeat the process until you get the results you are after.

## **Step 6 - Add Some Viral Video Magic**

6.1. Brainstorm some ideas for a video that will be “spread-worthy”.

6.2. Decide on a replication method you want to use for your viral campaign.

6.3. Find people you can team up with to give you that initial push to help your video go viral.

6.4. Track your results and keep a record of it so that you can compare it to any future viral campaigns you’ll be running. Then use that knowledge, to improve on your next campaign.

## **Step 7 - Monetize Your New Asset**

7.1. Decide on one monetization strategy is most appropriate for your own situation.

7.2. Focus ALL your attention on turning this one monetization strategy into a success.

7.3. Once you’ve made your first monetization strategy successful, select your next monetization strategy, and focus on it until it’s successful.

7.4. Keep going through this process until you totally dominate your niche, or you make so much money, you can’t stand it anymore!

## “Ok, This Is All Cool, But I Need More Help To Get The Ball Rolling On This. Where Do I Go Next?”

At this point you may be thinking...

*“This is all good stuff, but I still have so many questions to help me actually implement all of these great ideas... where do I go next?”*

Because of the limitations of a report like this (being text based and all) it’s impossible to show you everything you need to know for implementing your Rapid Video Blogging™ system properly. For example, when it comes to editing, or showing you the ins and outs of viral video marketing, **text is WAY too limited to give you a clear enough picture.**

Of course, with the information I’ve already provided you, you will definitely be able to get your own Rapid Video Blogging™ system up and running. But I can assure you, if you’re new to all this, you will definitely come across some very frustrating “hiccups”.

I’ve spent the last 4 years “perfecting” the Rapid Video Blogging™ system, **I’ve tried and tested everything that works**, and more importantly, everything that does NOT work. Which means, if you follow in my footsteps, you won’t have to go through the painful, and often very costly mistakes that I made.

And that’s why I’ve put together a very comprehensive video course that shows you, exactly step-by-step what you need to do to help you successfully implement your very own Rapid Video Blogging™ system.

So, if you liked what you saw inside this report, you’ll absolutely LOVE what I have lined up for you inside the Rapid Video Blogging course!

Inside the course, I show you (using detailed instructional videos):

- ❖ How to come up with your **best possible niche**, to make sure you don’t waste time and start making money as soon as possible!
- ❖ **Step-by-step video instructions** revealing my exact same system and setup for creating videos extremely fast, and still make them look very professional...
- ❖ Much more **in-depth detail** for the “how to” of setting up your own Video Domination Hub...
- ❖ Several powerful content creation techniques to help you come up with new ideas for your videos with ease... and also my **streamlined process for fast video production** fully explained with examples...
- ❖ **ALL of the growth strategies** for each of the 4 growth areas to turbo charge your Video Domination Hub...
- ❖ Detailed **explanations of all the viral strategies I use** to help super boost my number of views and email newsletter signups...

- ❖ Detailed explanations of all the strategies you can use to help monetize your new Video Domination Hub - **I show you how to do it!**
- ❖ And much MUCH more... seriously!

I've now created several video courses online, and I have to say this... **the Rapid Video Blogging™ course is my best one yet!**

I've used all of my previous experience and knowledge to make this the best course I could possibly offer you.

And when you join, you will also get access to a plethora of other bonuses including things like:

- ❖ A in-depth interview with one of my students who makes a full time income from her Rapid Video Blogging™ system...
- ❖ A fun and candid interview with Jay Jay Illusionist... the star of my latest project, where he reveals some of his best kept secrets for **coming across natural on camera**, and how to **demolish any fears** you might have about it... forever!
- ❖ An hour long presentation with one of the world's leading authorities on search engine optimisation for your YouTube videos...
- ❖ Access to my regular LIVE calls where you can ask me anything about online video marketing, internet marketing and blogging, and I'll answer you on the spot!
- ❖ Access to 7 additional webinars for each of the Rapid Video Blogging steps inside this report...

The best part of the course is that you can take it in your own time. There's no rush to complete lessons by a certain date. **Once you join, you get access to ALL the lessons up front**, and you don't have to wait weeks or even months for new information to sent your way.

This is the easiest way ever that you'll be able to learn how to implement your own money making system using online video. Between this report and my course, you have everything you need for phenomenal success online. You just need to grab the bull by the horns now and make it happen!

To join the Rapid Video Blogging™ course now, just visit this page:

[www.RapidVideoBlogging.com/join](http://www.RapidVideoBlogging.com/join)

Stay visible!

**Gideon Shalwick**  
Rapid Video Blogging

Gideon Shalwick



## Did You Like It? Then Why Not Share It?

If you think I made the world a better place by creating this report and **making it available totally FREE**, then why not do your friends a favour and spread the word to them?

They would LOVE you for it (and so would I!)

Simply click on the image below to automatically reTweet this report to all your friends on Twitter...



My twitter account will get updated when you retweet this report, so I'll know when you do it...

And you can even share it on FaceBook (which will make you look even cooler!)



Thanks for helping me out!

**Gideon Shalwick**