

# Getting People to Watch Your Online Videos

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There are so many people getting the courage to use videos for profit building purposes these days – but almost every guide focuses on how videos in general can help with your marketing efforts.

It's important for me to tell you that they're right – it *is* one of the most prominent ways to help with your sales and conversions – but there are two very important things missing from these guides.

The first is how to make a video that people actually want to watch. What makes them tune into *you* over the millions of other video marketers on the Internet? The second is how to get people to even *know* about your video in the first place.

Without these two very important criteria met, the effectiveness of your video campaign series can't even be measured. So that's what we'll be focusing on today.

I'm going to share a few tips that help you first set yourself up for video marketing success – and then talk about creating a buzz for your videos using a variety of online options that won't cost you a single cent.

## Have a YouTube Account Name That Reflects Niche Relevancy

Whenever people go to YouTube for the purpose of finding expertise in some niche area, every little aspect of what they encounter matters. One thing that can help is if you create a channel that show specific relevancy in everything you do.

Your goal is to get subscribers who want to be made aware of every video you upload. We already know that it takes approximately 7-8 times for a consumer to be exposed to something before they purchase it in many cases.

So one video might not work, but somewhere between that number and 7, you could snag a paying customer. If your video channel is a hodge podge of too many topics, you won't have many subscribers.

Someone who is seeking relationship advice isn't going to subscribe to watch you teach people how to train their dog, how to fix an Xbox 360, how to make money online and how to cure athlete's foot.

They want to subscribe to a leader's channel for their specific problem. You have two ways you can project this. First, you can brand your own name as the niche leader.

Tony Robbins' name is synonymous with self help in a few areas, so he *can* create videos on health, wealth and relationships because his name is attached to the broad umbrella topic of improving your life.

But you may not want to go that route. If you're not into branding your name for one broad niche, then you can brand your channel with a name instead. This is especially great for those of you marketing in a variety of niches who don't want to dilute your own name in expertise.

A channel name can be something like this:

- RelationshipCoach
- WeightLossGuru
- WealthCreationTips

Put a "TV" on the end of your niche, to signify it's a channel of "shows" they can tune into on a regular basis, like this:

- FitLifeTV
- HealthyChefTV
- SinglesDatingTV

You can also create a brand channel that isn't built on your name or just a niche keyword, but that becomes well-known online for being attached to a certain niche.

- EpicMealTime is a channel that calls itself an Internet Cooking Show for Smart People.
- TwinMuscleWorkout is a channel that the Hodge twins created to teach people about fitness – and they've even gotten their own TV show out of it now!

This kind of video marketing tip is for longevity viewership. People won't care if they happen to be on Google and land on your video as a one-time option. But before they hit "subscribe" for on-going notifications, you can bet they're going to see if the channel in its entirety will be something they want and need. A channel name helps get the ball rolling.

## **Title Your Videos in a Way That Makes People Want to Watch**

Titles have a way of making people interested – or not. Here are a few actual comparisons of niche titles that are on YouTube right now:

- 10 min Booty Shaking Waist Workout - Lose inches off your waist by shaking your hips!
- Health and fitness tips to trim your stomach.

Now which of those two sounds more fun? The first one tells you what the video is about, but it sounds more interesting than the second, boring title.

Here's another one in the stress niche: Ten Tips for Stress Management. That's okay – it basically says we'll get 10 tips but is it really interesting? No. Unfortunately, when searching through page after page for a title that was interesting, I came up with nothing.

So let's brainstorm some more interesting titles that might make people want to click through on them:

- Will today be the day you let stress kill you?
- Surprise! Money is NOT the top stress factor in America. Guess what is?
- Do stress relief options that cost money add to your stress?

Think of the benefits people want and then tailor your title in a way that speaks to that – and teases them in to watch what you have to say.

Notice each title has the keyword “stress” in it. You can't throw SEO out the window completely. Your video has to be findable on YouTube or online in general, and people search using keywords and phrases.

But it doesn't have to be an exact phrase (with nothing else added). That might rank high for SEO, but it isn't what will always get the click. If you're teaching in a niche, try using add-on words like: How To, Tutorial, DIY and so on.

Don't be afraid to have longer titles. They perform well, too. You can have two short sentences as a title, like this:

“Tired of your waist jiggling even after you stop walking? How to trim stomach fat in 5 mins a day!”

Tutorials are great – we all want them whenever we're looking for solutions. But if we have to sit through a video. We certainly want to be entertained – or at least

not bored. When you show in a title that you have a sense of humor or a different way of saying something, that helps you get more views.

## **Keep the Time at an Easy, Digestible Limit**

When it comes to what people value most in today's world, time ranks right up at the top of many lists. With more time, we can get more done – earn more money, enjoy our loved ones, focus on fitness, take care of our health, sleep – you name it.

Some videos online are very long – even over an hour at a stretch. For video marketing purposes, I don't suggest you follow suit – unless it's for something very specific, like a replay of a webinar you hosted or something.

Otherwise, when you're developing your normal video campaign series, try to keep the segments well under 10 minutes at a pop. For a click-through conversion, try to get it anywhere between 3-5 minutes.

It doesn't matter if it's a screen capture or a video where you're personally putting yourself on the camera – less is more to most of the consumers looking for solutions.

It's especially important if this is the first time they're getting to know you. They're already expecting that they're going to have to search many videos for the right kind of information, so their fingers are on the triggers waiting to click away.

If you give yourself an ample 10-15 minutes with a nice warm-up to get yourself in the groove, you will have lost your audience in the first 30 seconds or less. You want your viewers to see within the first 15 seconds that you're worth watching.

Forget about starting your video with facts and figures. Speak to *them* – to *their* feelings as they're sitting down watching your video looking for a solution. There are videos we put out there with the intent to educate and inform, and those where we're using video as a conduit to get a click-through to our own site or offer.

Let's go over a sales video where your goal is to get a conversion. You might say things like:

- Weight Loss: “Are you the kind of woman who walks into a grocery store and looks down as she shops so that she doesn't have to make eye contact with anyone who might be judging her according to what's in her cart and what she weighs?”

- Relationships: “How long has it been since you felt truly cherished in your relationship – like someone put you on a pedestal and treats you like something to be valued?”
- Making Money: “Today you’re struggling with money, and probably feeling a flurry of emotions – anger and frustrating with yourself for getting into this predicament, guilt that you can’t give your kids everything they want or need, and hopelessness that you’ll ever dig yourself out of this financial hole and be able to start building wealth again.”

All of those examples are instantly going to connect the reader to you because they’ll feel like you “get” them. Start with that connection and then build on it from there.

The second element of your video will be to present your solution. How can you help them? Has this solution helped you? Share a story. Personalize your message.

- Weight Loss: “That’s what I used to do when I didn’t want to experience the shame of filling my cart with Double Stuffed Oreos and sodas, knowing I needed to make the commitment to lose weight.

I’d tried shakes and restricting calories and all the disgusting soups and odd concoctions you go through when you’re on a diet cycle. Nothing worked as well as Sensa did for me – because then I didn’t have to change my habits at all.”

- Relationships: “I was once in a relationship where the two of us had lost that special feeling about one another. It was mutual – he felt little to nothing for me and I felt the same about him.

It wasn’t until I downloaded a copy of Save Your Marriage that I realized we could get back to the way we were when we first met – and if you’d told me that before, I wouldn’t have believed it.”

- Making Money: “I remember this time when I was sitting at my computer paying bills – and I didn’t even have enough to cover what was due – when my son walked up and told me he needed \$20 for a field trip on Friday. I just started bawling.

It was that night that I sought out a plan for help me eliminate my debt for good and live a wealth-building lifestyle that would never have me worrying or regretting choices again.”

After the solution has been named, present your call to action. What do you want them to do – and why?

- **Weight Loss:** “I know exactly how you’re feeling. You’re flitting around looking for some quick fix. You’re so tired of failing. In fact, you’re probably expecting to fail again right now, aren’t you? I promise you it doesn’t have to be that way.

Let me show you how I lost 80 pounds a healthy and cost-effective way that didn’t make me follow any fad or strict strategies. Come to my site at [www.ilostweight.com](http://www.ilostweight.com) and I’ll hold your hand through it. We’ll get you to the point where when you shop for groceries, you’re making eye contact with every person who walks past you – with a confident smile!”

- **Relationships:** “I shared my story in graphic detail at [www.howisavedmymarriage.com](http://www.howisavedmymarriage.com) and I want you to see if your story resembles mine. The pain and humiliation and anger you feel at not getting the love and respect you deserve.

See if the course I took could potentially help you either save your relationship or make the decision to free yourself from it and start living life the way it was meant to be lived.”

- **Making Money:** “I knew I could never earn what I needed to earn working a regular 8-5 job because I had no degree – and no time to return to college. So I started looking for options that weren’t scams (there were plenty of those) and I finally found something that worked – without me having to take out another loan just to give it a go.

I not only used this system myself to get out of debt and start building a nice nest egg, but I decided to start helping others get out of the same situation I was in. I answer all my emails personally and I’ll help you get the financial peace of mind you deserve. Come tell me your story and let’s see if I can help rescue you from this situation. Type in [www.financialpeaceofmind.com](http://www.financialpeaceofmind.com) now.”

Of course if you’re just creating a tip video, like 5 minute fat busting routines, then do the routine with a slight bit of warm up and cool down talk that helps brand your site.

The above examples are mostly for video marketing in a way that helps you connect with a target audience, present a solution to them (either one you created or one you’re an affiliate for), and get them to take action by going to your domain.

## **Create Good Videos So One Time Viewers Become Subscribers**

Having good videos is what helps you get subscribers to sign up to your channel. But what constitutes a “good” video?

Entertaining videos that are fun go viral. It doesn't always mean you have to pull a prank or do a stunt – it just means you have to present information in a fun way.

There's a channel called Bro Science (not always politically correct and usually fairly offensive) – but they've turned the topic of working out into a humorous slant.

Here's their channel - <http://www.youtube.com/user/BroScienceLife> - where you'll find videos like, "Help me – my calves are small," and "Whey Too Much Brotein." They're silly videos, but they're fun for the niche audience who can laugh because so much of it is true.

They make money driving people to their Facebook fan page, Twitter and website where they sell merchandise – as well as ad revenue from the videos themselves.

Informative videos that teach tips and inspire people go over well. Think about Tony Robbins and how he can speak for 5-10 minutes about motivating you and suddenly you feel like you can tackle the world!

There are also things you need to do to keep people from leaving your video – to help them enjoy it more.

Good lighting can make or break your video success. Too many videos are created in darkened rooms – or rooms lit up with artificial lighting that makes the person look orange.

Try natural lighting during the peak daylight hours if possible. If that's not possible, then make sure you have plenty of lights in your room set up in a way that makes you look natural.

Good audio is vital to your video's ability to get watched by many. That means you have to speak clearly and have very little background noise. Watch for sneaky culprits like a washing machine or air conditioner turning on that can distract the viewer.

A good personality is important, too. If you sit down to make a video and you use a monotone voice, don't smile, and have your "deer in the headlights" look on, people won't feel comfortable watching you.

You want to be expressive, friendly, and engaging. Don't watch yourself as you're making the video – look straight into the eye of the video camera, like you're looking at the person who is watching the video.



## **Setting Your Videos Up for Maximum Views**

Where should you place your videos once you make them? Of course YouTube is the most thought of spot, but it's not the only game in town. Fortunately, you don't have to make videos exclusive on one site – you can place them all over the place to enjoy maximum views.

Vimeo is another great place to upload your videos. You can use the free version or get a paid account. They're stricter about content, trying to keep spammers out of the site.

You can look up dozens of video distribution sites. Some will have different rules than others – like size and time length limits, topic restrictions, and fees for commercial use.

Allowing embeds of your videos is a great way to help you get exposure for your domain. Speaking your domain name during the video is a great way to prevent hijacking of your stellar content.

Some people put introductions or conclusions with their domain URL in print only – and those can easily be chopped off for others to use on their own channels. By speaking your domain right in the middle of the video as part of the creation, you maintain control over the branding to some degree.

Tags on every site are important. They'll help your audience find you when they type keywords and phrases into the video search engine to find what they're looking for.

Description is crucial, too. Don't just use the description area to present a hyperlink to your domain – truly explain what the video is about because this area can help you with search engine rankings, too.

## **Driving Traffic to Your Videos**

Leaving comments on other people's videos and channels is one way some people like to get traffic – but there's a right and wrong way to do it. Don't just post link spam on people's videos.

You want to participate on other people's channels in a genuine manner. Watch their videos and leave responses that show you actually know what they had to say before you respond with a link to anything they ought to watch.

Video responses are a good way to share traffic with another marketer. If you see a video, for example, that says you should cut your calories down to 500 per day, and you, as a fitness expert, think that's dangerous – then make a video response.

To make a response video, just upload your video that you make in response to the other person's. Then find their video that you're responding to and go to the comments section.

There, you'll find an area that says Create a Video Response. Click that link. Choose your video from a drop down list of your videos and it should show up as a video response that their viewers can also see in the comments section.

Some video marketers have their settings applied so that they have to approve it before it goes live, so there's no guarantee your video response will make it – but it's a fun way to start a debate or engage in a conversation using video online.

Twitter should always be used to promote your videos. They recently updated their system to allow media to be watched right in your Twitter stream instead of just forcing you to hyperlink people to a video.

Facebook is a great video sharing place. Your videos can be boosted for a price (paid advertising), and they can be shared virally among other Facebook users. A quick click of the share button and your video gets more exposure.

Blogs are always a great place for your videos to be posted. Make sure that when you upload a video to YouTube, you then embed it on your blog. To maximize its potential in the search engines, add a text transcript to it as part of your blog post.

If you don't have time to make a transcript, you can outsource this task to someone on Fiverr or another freelance writing site and let someone else do the work for you.

Google Plus allows video sharing. They've revamped the look of their layout so that it resembles more of a Pinterest appeal, so images and videos go over well there.

Like a pebble being thrown into a pond, the ripple effect takes place whenever people start sharing or give you "Plus One" perks on your creation. If it's well received within G+, then chances are it will do pretty well in the search engines, too.

As you promote your video to the public and drive traffic to it, make sure you don't *just* post a link with nothing else. Add descriptions and build a buzz that makes people want to click through and watch it. If they like it, they'll spread the word and your video marketing efforts will have the effect you desired.