

Youtube PROFESSIONAL Masterguide Total PRODUCTION and PROMOTION Action Plan.

YOUTUBE EMPIRE.

The Ultimate Guide and Toolkit to maximize the platform in 2019.
The essential guide every youtube creator must HAVE.

YouTube Empire: A Beginners' Guide to Building a YouTube channel that engages users and propel your business.

Other products:

Youtube Essentials
Youtube Master Home Studio
Youtube Creator
Youtube video creation guide

The 4 key elements you need to dominate youtube video within 3 days. The ultimate guide for youtube takeover.

Production. Content. Design. Monetization.

2018 edition

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About this guide

Use this guide as an action plan for youtube creation and join the thousands of people who are making \$1,000+ per month on YouTube from simple videos you can make from home in your spare time. Many newbies make mistakes and waste time and money with useless content and annealing videos. In this guide you will discover techniques, strategies, and a step by step formula of going from x to y.

Introduction

Youtube is the second largest search engine and a powerful tool to be creative, Online media is now considered as a very significant channel to success in every business. If you are a business or singer you will need an effective promotion and advertisement to increase your sales.

Imagine a combo nation course on graphic design, video editing and marketing, bundled in one single place, one simple guide broken down to 9 steps.

UNDERSTANDING THE YOUTUBE PLATFORM

Getting Started

The online video mastery sequence for YouTube:

Step 1 SCRIPTING Coming out with your ideas in form of words or statements.	Step 2 PRODUCTION Shooting the video or making it by the use of other media (slides, animation etc).
Step 3 PUBLISHING Posting your video in youtube and adding all the information required for high ranking.	Step 4 PROMOTION Sending eyes to your video, gaining views and getting more subscribers.
Step 5 SELLING Time to leverage your audience to connect your content with products they are interested in	Step 6 TEMPLATING Finally, you end up with a template system that you can just rinse and repeat, while at the same time striving for new ideas and innovative content concepts that convert.

Understanding the platform

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1.SCRIPTING

Before the times of youtube, creators and marketers were limited to the written word, unless they had mega-budgets to break into TV. Times have changed and the barrier of entry has dropped. This doesn't mean creating videos is an easy task, quite the opposite, still, today, authenticity and creativity is more required than ever if you want to stand out in the wild wide web.

Your YouTube channel is somehow the new portal to you and information, almost as important as your website. Remember creating YouTube content can be down thing, but you can do it if you follow some of the strategies, techniques, ideas on the strategies included on this video. Now how do we come out with these ideas for creating YouTube videos, how do we actually make sure and validate these ideas so we can actually Jeanette a diffuse I leave to our product, there are many approaches the weekend employee right away or example:

- Sending a link via Facebook
- Creating creating a Facebook post
- Sending an email with a comment about your video

Simple Youtube Video Planner Template

Having a template helps you to create videos effectively. This way all you need to worry is fill in the blank. You should come out with ideas that fit the Framework. For example:

VIDEO NAME:

SCENE NAME	DURATION	SHOT TYPE	SOUND
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Creating video scripts

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Strategy Tips

Conceptualizing The Edited Program

- What are your objectives?
 - To introduce a subject to a new audience
 - To demonstrate a process, technique, or equipment
 - To provide the historical background of a research initiative
 - Just for fun
- How will this video be used?
 - Informational
 - Grant application or documentation
 - Conference presentation
 - Training new employees
 - Distance education
 - Pure entertainment
- What is your budget?
 - Client time available for pre-production
 - Number of new scenes/minutes need to be videotaped
 - Number of rough edits required
 - Deadline for completion
 - Length of final tape(s)
- What source material will be used?
 - Scenes videotaped by you
 - 35mm slides
 - Black & White or color photographs
 - Animation (does it need to be transferred to video?)
 - Graphic stills (TIFF with LZW compression preferred)

- Narration/script
- Music (are performance rights cleared?)
- Printed materials
- Previously existing video
- Scenes videotaped by MIT Video Productions (MVP) or other outsourcing
- How will you distribute this video?
 - MIT TechTV - Web (Quicktime (H.264, MPEG4, etc.), Flash Video (.flv), mobile video, other)
 - Blu-Ray, Video DVD, DVD-ROM, CD-ROM, Data DVD
 - Videotape (NTSC VHS in US and Japan, PAL overseas)
- What is the target audience?
 - Level of interest
 - General-interest audience
 - Technical audience
 - Level of education
 - Faculty/Staff/Students
- What is the title of your project?
- What will the project look like? (Storyboard)
- Do you have performance copyrights and location releases?

Planning your video content

Video content can be planned in terms of having an idea farm or a project list in place. You can always revisit your backlog of projects and pick up the ones that are more promising. Originality and personality are the 2 key ingredients in this phase.

What youtube video viewers want

Youtube appeals to a swisde set of people and personalities, this is exactly the opportunity.

What Video Viewers Want

The core basic things a youtube viewer wants are: Be entertained, be informed, or learn about something. The third category may be the one with more potential for you. According to Google these are the main groups of viewer wants:

- To be entertained with some garbage funny thing
- To learn about a concept or an idea
- To learn about a place and see a piece³ of the word or culture
- To learn about a product
- To learn a skill

2.PRODUCTION

Video production essentials

Video production can be made as cheap as a simple shot with your smartphone, a screen recording of your photoshop work, or a full preset stage where you launch your show with all the bells and whistles. Whatever style you pursue, production of video has some essential concepts that we'll learn. In specific, youtube has its own homey style, it's own set of formats that have been created by artists, individuals and the current pop culture in general. Youtube is the new pop culture. Your production technique must be efficient, economical and highly original to your theme or concept.

Green screening and equipment

The basic idea behind green screen is layering two images or video streams together based on color hues. If you have an interest in shooting cool videos for your YouTube channel or maybe just to create your own photo studio rig, a green screen is essential. A couple accessories are needed usually to get the desired lighting effect but the complexity depends on individual needs. There are simpler kits and some really advanced ones with a diverse range of prices so I've made this list to help you make your choice only from the best quality green screen background kit on the market.

The top video editing programs

Choose a video editing software that you can use with ease. There are many programs being offered out there. Here are the main ones:

- iMovie
- 'Movie maker (windows)
- Sony Vegas
- Davinci Resolve (mac)

- Adobe After Effects'
- Adobe Premiere

3 Day video production

Day 1	Arrange The stage and make tests
Day 2	Shot your video or record the screen
Day 3	Edit your video with audio, titles and graphics

Branding and theming your channel with custom arts

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Resources for BBranding youtube channels and creating captivating thumbnails

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Monetizing youtube video guide without ads

Making your youtube channel profitable doesnt mean you need to overwjeml your users with pre-roll ads. You can opt tp have a product and use your videos ad the medium toconnect viewr-customers with your product.

Checklist of _____

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10 Step by step plan for video creation

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Getting more views

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4.PROMOTION

Video promotion plan

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Promoting your videos

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General Techniques to Promote

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Steps to _____

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Getting more Views

Finding more eyes to your videos is a job on itself. xxxxx xxx xxxxxxxx
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The getting more views checklist:

- Post in facebook groups
- Post a thumbnail in pinterest and linkup the comment
- Send an email with the video embedded on it
- Comment in a related video and name-drop the name of your chanel or the tile of your video
- Send it to a friend and ask him to share in in his post

Getting more Subscribers

Subscribers are the most direct to get more views on your videos. After all, the people that subscribe to you are essentially your fan base and they are waiting for you to post new video content so that they can check them out. The more subscribers that you can capture, the more views you will get within the first few days, or even hours, of uploading your video. When someone subscribes to you, all of your new videos will show up on their homepage and they may even

subscribe to be notified by email when you upload something new to the video site.

7 Steps to get more subscribers:

Task List: What you need to do to get more subscribers.

- Offer a reward for subscribing to your channel such as a stream of news and events they can join
- Create a massive email blast sending users to your videos
- Always include a “subscribe” call to action either embedded in your narration or on the side.

DoNot's

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Types of Youtube Viewers

Casual Viewer	Watches videos that call their attention, this kind of user makes some searches once in wa while in the hopes of finding something entertaining or informative.
Picky Viewer	This viewer already has a set of topics and categories of interest.He may not deviate from those categories,they likely jump from one sports video to a music video to a cooking channel, they may seem random but they are simply following a set iof

	limited interests.
Loyal Fan	This is the meat of your channel, the fan who is at the expectation of new content you can release.

Designing the thumbnails

- WhyThumbnails
- GettingMoreViewsBecause OFThumbns
- ToolKit: Tool:YouCanDoThis
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Best video editing software

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Video production techniques for youtube

o, you've decided to make YouTube part of your company's marketing mix and you've even decided what type of video to produce. How do you go about making a must-see video, one that draws viewers and generates sales for your business?

There's no one-size-fits-all approach to producing effective YouTube videos. But I can impart lots of tips that can guide you in the right direction. Read on to learn how to make better-looking, better-performing YouTube videos—and drive customers to your accompanying website.

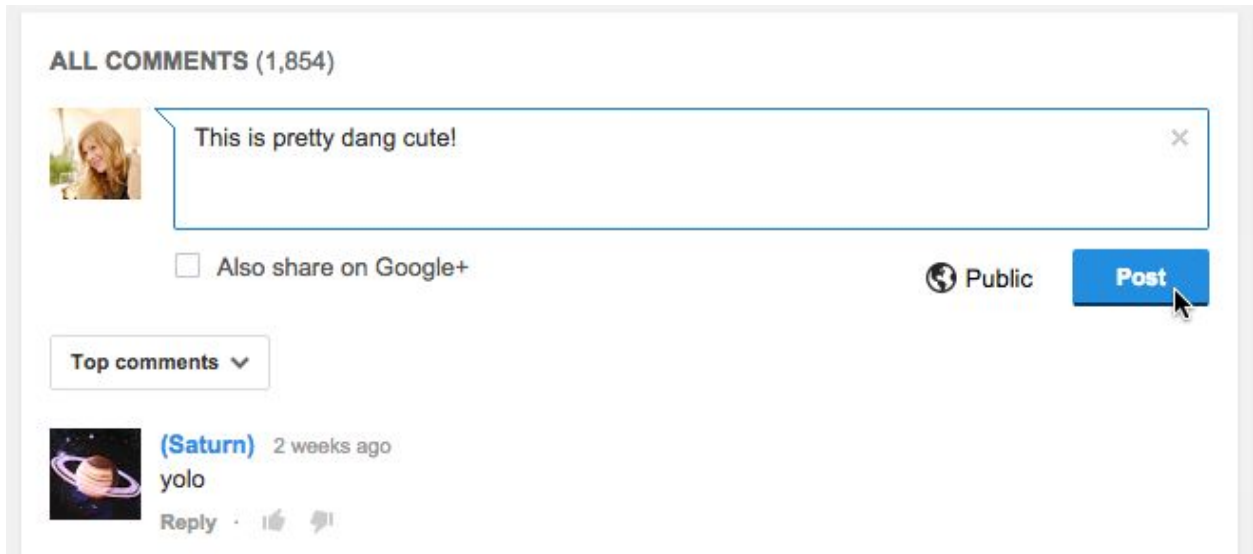
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Generating views

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Leveraging comments to earn more traffic

The power of the comment box is one of the most underestimated tactics to generate influence.



TechniqueName: BriefStatement

10 bullet-proof techniques to grow your audience

YouTube is host to countless microgenres, and automobile interiors pop up in a great many of them. The meanings that cars take on shift from video to video, of course, but we can spot a few constants, whether it's in a review of a Taco Bell item or a pukey-cutesy couple monetizing their pukey cutesiness with wholesome duets.

It's not hard to see why we find so many car interiors on YouTube. Vloggers, many of whom mount a camera on the dashboard, get to enjoy a kind of makeshift studio in a car cabin: a background noise-free environs and a built-in proscenium made of the car frame. Based on what we can see through their windows, some vloggers drive while recording; others don't. Many of the cabins are scrupulously (and unrealistically) uncluttered. The result is intimate, but not too intimate.

Practically speaking, there is, of course, endless YouTube content about all manner of automobiles by and for gearheads. But cars seem

to be less culturally integrated in both the videos and the commercials on the rest of YouTube. (Contrast that relative absence with the ubiquity of car commercials on TV, car product placements in movies, and car scenes in both of those media.)

Types of videos:

- Screencast video tutorial
- Recipe videos
- Promo videos
- Animated videos
- Documentary videos
- In car bullet point videos

Content planner template

The scheduling is actually going to be the easy part once you have your ideas in place and you know how often you want to publish videos (especially based on the resources you have available). You may only have an editorial calendar for your blog and website thus far, so now is the time to create a calendar for your YouTube channel. The two may run together and for some companies it might make sense to include your YouTube schedule on your current calendar (more on this later), but I generally recommend having a separate calendar for each platform. When you create your calendar, include the title of the video on the day you want it published as well as the employee in charge of publishing that video. It should be up to your team to think ahead and produce the video in enough time to make sure it goes live the day it's scheduled. You will inevitably move things around as the 6 months go on, but this helps to make all of the video content more manageable.

Ways to Shoot Video Like a Pro

As with photography, good videography requires a bit of know-how. Luckily, I know how, so here's my list of ways you can improve your home movies. A good fisherman knows what's in his tackle box, and a good videographer knows his camcorder. Know how to access the menus, which menus contain which settings, and so on. Keep a crib sheet handy if necessary (laminates a 3x5 card, hole-punch it, and attach it to the neck strap). A little bit of study and preparation can go a long way toward helping you shoot better video. Now, onto the advice you might actually follow.

2. Be prepared

Anytime you go somewhere with your camcorder, here's what you should be packing:

- At least one spare battery, fully charged.
- At least two more blank tapes than you think you'll need.
- A lens-cleaning cloth.
- A tripod.
- An extension cord for the power supply
- Duct tape
- Lighting gear
- microphones

3. Use a tripod

It's a lot harder than it looks to pull off that cool shaky-camera look. Most home video just ends up looking shaky, which is absolutely no fun to watch. By mounting your camcorder on a \$20 tripod, you'll get rock-steady footage. At the same time, you'll free yourself to perform pans and zooms, or even to get in front of the lens.

4. Raise the lights

The easiest way to overcome lighting issues is to shoot outdoors, where even a cloudy day produces enough ambient light to keep your video crisp and colorful. If it's sunny, try to shoot in the morning or late afternoon when the sun is lower in the sky. When it's directly overhead, it casts unflattering shadows on subjects' faces. When shooting outdoors isn't an option, bring as much light into the room as you can. Turn on lamps and open blinds to let outside light in. If your camcorder has a built-in light, use it.



5. Ace the audio

If lighting is the most important element in quality video, audio runs a close second. Your best bet is to get your subject(s) as close to the microphone as possible. Ideally, your camcorder should have a jack for plugging in an external microphone.

6. Set up your shots

Smart photographers obey the "rule of thirds," and you should do the same. Imagine a tic-tac-toe board over your viewfinder. Your goal should be to frame the action using one or more of those spots. Or, to put it another way, keep the birthday girl out of the center square.

7. No digital zoom

Stick with your camcorder's optical zoom (usually you can turn off digital zoom from within the camera's menu system), which relies solely on the lens for magnification. If you need to get closer to your subject, follow the old photographer's maxim: zoom with your feet.

5.SELLING

Youtube Monetization secrets

Monetizing a video is not simply about putting an ad on it, it is about engaging with your audience with your content as a hook, to then influence purchase decisions on products you can link up from your descriptions. The offers you place can be affiliate links or your own product line.

The One Minute FORMULA for youtube videos:



5.TEMPLATING

Bootstrapping the system

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