



## Episode 28 - How to use YouTube to grow your business in 2020.

### Episode Summary:

Stand out from the YouTube crowd with the tips that Special Guest Joel Garman shares to increase your views and subscribers on your channel. Don't have a channel? Today is the day to get started!

This is the show for people who want to live their life UNLOCKED; with nothing holding them back. UNLOCKED to explore new things, receive new information and skills, ready to reach and maximize their potential.

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### Episode Transcript

[Tracy] Hi, good morning everybody. And welcome to today's episode of the Unlocked show. My name is Tracy Wilson, and I'm your guest always on this channel, the Unlocked show. And today I've got a really special guest with me. His name is Joe Garmin, and I'm going to tell you all about him in just a few moments. But if you are somebody who is wanting to grow your business, you're wanting to stand out from the crowd. Then, you know, utilizing something like YouTube, which has pretty much zero costs, which Joel is going to tell you about. But a little bit of your time required as a bit of input to help you 10 X your business, then today's show is going to be right up your alley. And I would suggest that you hang around.

Today's, show's gonna be about an hour-long today because we have Joel and I sort of spent a little bit of time off-screen covering some of the things that he's going to talk about, and I can assure you, it is going to be power-packed show today. So please make sure that you go and get a pen and paper right now and make sure that you are prepared to take notes because there's going to be a lot of stuff that Joel is going to cover.

I've worked with Joel previously and he's extremely practical. So he's going to give you lots of practical things that are going to help you to utilize YouTube, to expand and grow your business in 2020. Let me tell you a little bit about him. So other than being a a super nice guy, um, Joel is also a filmmaker, storyteller and he specializes in video content creation,

he and brand strategy. So Joel comes from a background of film and TV, and he has nearly a decade of experience with shows like the shin, Shannara Chronicles, Power Rangers, Dyno Charger, and various music videos, documentaries, and feature films. Like I've seen some of the stuff and it is amazing. Like I said, I've worked with him on many, a project in the past. So he's ever the professional when it comes to video. Uh, but he also does workshops, masterminds and he creates very targeted videos and contents that really does get results. Joe's the founder of Video Shift Media, which is an online video production business, which specializes in teaching effective video marketing strategies to business owners. So you guys have your business owners right now.

You want to be listening to what Joel's got to talk about today. He's also the owner of the host of two YouTube channels, and he's got over 20,000 subscribers, over 300 videos. And with a combined view count of over 2 million viewers. So he knows his stuff. So like I said, YouTube as a platform that has the ability to 10 X, your online business at no cost other than your time. And Joel is here today to explain the best techniques to do it without investing a ton of money or your valuable time. So huge Welcome to you Joel, to the show. I'm so pleased to have you here and a great to reconnect with you. Thanks, Tracy. Yeah, it's great to be here.

[Joel] Thanks for having me excited to, um, yeah. Talk about YouTube today.

[Tracy] I know it's a super exciting topic because it's something that's, um, you know, obviously here, if you're watching the show today, guys, and you're inside of the, ah, the success secrets for business, family and life group, you know, the drill, the drill is that you use the comment section to, you know, talk with both Joel and I, and if you've got any questions of anything that we talk about on the show today, please make sure that you put them into the comment section. We'll make sure that we answer them. If you're also listening to this on YouTube, make sure that you comment down below and we'll make sure that we also answer those.

Or if you're listening to the podcasts, do the same thing, speak to us and we'll make sure that we answer you. So you can also go to, uh, to iTunes and download the unlock show with Tracy Wilson. And you'll be able to listen to these in all of the videos that we do as a podcast. So let's kick in, let's talk about why is w why is YouTube so important? Why should business owners really even consider using it?

[Joel] Yeah, I think YouTube is one of those things that, um, tends to get overlooked, um, sometimes by, by business owners, um, in particular, um, because of the amount of time that it requires and the amount of effort, um, but YouTube really is, is, you know, it's the second largest search engine in the world. Um, and you know, it's got like something like 70 million active, uh, 70 million active users. Um, and it's just really a platform where you can, um, organically grow your business. Um, so that's, um, been a goal of mine is to, um, I, I'm a YouTuber.

Um, you know, first and foremost, I really enjoy YouTube. Um, I enjoy making content anyway. So, um, it's a bit of a no brainer for me, um, being a videographer, um, to actually just keep making video content. Um, but yeah, what really interests me is the, the marketing side, um, of YouTube.

Um, and there's, uh, there's massive potential, um, with how much, um, free traffic you can put through to your business, especially if it's online as well. Um, you know, every video you upload has the potential to, um, get a crazy amount of views if you implement some best practices. Um, and the more people that view your videos and, you know, um, the more free value that you actually give away on your channel, um, the more potential you have to, to grow your business

[Tracy] And how are we going to get into a lot of that stuff. So like giving people away, we're going to unlock some of these secrets as to what are the things that you should be doing, um, to get started. And then obviously once you've got started, how do you actually promote the videos? How do you enable them get more viewers? So, um, you know, that number of, of viewers, like I know for me that one of the places when I'm trying to look something up, I'm very visual. I like to see, you know, how to do things, um, rather than just, you know, listening or even reading something. So YouTube is often my, sort of the first place I would go to, to search something out. So it makes, you know, it's, it is a no brainer that that would be, um, you know, an obvious solution for a lot of people that are trying to get a lot more attraction.

What sort of businesses should, you know, should consider using YouTube?

[Joel] Hmm. I th I think that, um, you know, any, any business can use YouTube, um, it's about finding your niche or your niche, um, depending on where you're from and, uh, you know, really, um, just making content that, that relates to the customers that you want and the content that you want to put out. So, um, you know, we'll be talking about some, um, examples today. Um, hopefully we get time for it. So talk to, um, talk about some channels that are, um, are really doing well in, um, in their space and, you know, that could be anything from personal trainers, um, you know, putting out small, small bits of content that leads through to an online program, um, or, you know, to, um, to coaches as well. Um, so the, the sky's really the limit, um, with the amount of channels that are out there and the amount of content, and there is always, there is always someone who, you know, how matter, you know, no matter how weird the content is, there's always someone who will love it, or a group of people that will love what you're making.

[Tracy] I mean, absolutely. I mean, I think about some of the big gurus and I mean, the one that comes to mind is like Gary V that's really where he got his massive start, right. Was by doing, like, I think it was like wine Piering type videos for the bottle store that he was working with working in, which was his family model, bottle store. And then, you know, having that presence on YouTube just absolutely blew him up.

[Joel] Yeah. I mean, it started a lot of people's businesses, you know, um, people who just, um, you know, wanted to, to start making content, um, that there's a guy called Peter McKinnon, um, who recently just, um, blew up. He's a, he's a professional photographer. Um, so he hadn't got into video and, um, he just decided, you know what, I'm going to start just making reviews on camera and Gibbs that I use. And, you know, he's a really funny, really nice charismatic guy. And so his channel just blew up, um, you know, similar to the likes of Casey Neistat, um, for the vloggers out there. Um, but you know, Peter, McKinnon's up, I think he's well over a million subscribers now, I think he's maybe even touching 5 million subscribers and, um, you know, that's where, you know, you get enough subscribers and you actually start to generate enough passive income to put more time into YouTube. So it really is a it's a longterm game. Um, if you consistent and consistency is definitely key.

[Tracy] Absolutely. I mean, it's, it's really interesting that you should actually touch on that because one of the things that we talk about and particularly inside of our, um, you know, success secrets for family business in life, our group, as like creating all that, you know, different streams of income. And like, you've just touched on the fact that if you create content and you put it out on YouTube and you get enough views on it, you then can turn that into an income stream for yourself. Um, and then, yeah, so it's, it's, it just does add that other, that next layer of, uh, opportunity to, you know, to your bottom line, as well as being somewhere that, um, you know, we talk about creating the, the entry level or that the, the point of entry where somebody gets to experience, you know, you like, you trust you through video. I mean, what, what do you see as the major difference between like, why you should do video in comparison to say something like a podcast? Cause I know podcasting is huge right now.

[Joel] Yeah. Yeah. Podcasting's another, another great, um, tool to use, um, you know, to give free value, um, to your community, to you, to your customers and your clients. Um, I think video, um, is just one of those things where people are just locked in. Um, you know, if you catch them, you know, they say on Facebook, um, the first 10 seconds is the most important. And then if you've, if you've caught them, if you've hooked them in, then they will stay and watch your video. You know, if it's, if it's one minute, two minutes, five minutes, um, they're there to watch it. So I think that video, you know, you've got, um, video, audio, you know, both, both the senses are just there and people are hooked in. So if you're say, if you're putting a, um, content out there, that's going to solve a problem on YouTube. Um, and someone searches up that problem that they're trying to fix, um, that would be something straight away, um, that people will watch till the end of the video to fix, fix their problem. And I think just going back to kind of, um, you know, how to, how do I get started on YouTube, but I really think that's the best place to be. Um, you know, like starting a new channel was actually awesome because you, you're not bogged down by all this content that you've tried before. Um, you know, which is goes back to staying consistent. So they say that the first 1000 subscribers is the hardest, and then it starts to

get a little bit easier from there because you've actually built an organic community. That's, you know, there for your content they've actually, they've subscribed it's same similar thing to subscribing to a newsletter that they're coming back for your next video post. Um, so yeah, just definitely, um, getting started and, you know, I'd, I'd say, um, you know, just look at channels of other people in your, in your niche and, um, in your, in your area of expertise and just take notes on things that you like about their channel, um, you know, the way it's laid out, what content they're making, and you can actually start to make a content matrix of, um, of content that you, that you plan to make and which I can get into a bit more as well.

[Tracy] Oh yeah, let's do that. So let's, let's help people, um, get started. So, you know, one of the things that we talk about often as just, you know, getting up, getting, getting, preparing yourself and getting yourself ready to actually stand up and then stand firm on what it is that you want to talk about and then enable yourself to stand out. So let's help them, um, I suppose, get started. What are some of the things that they would need to do, maybe the top three things that they would need to do to get themselves started?

[Joel] Mm Hmm. I'd say number one would be, um, you know, find out what type of content you want to make. So, um, there's different styles that have kind of emerged on, on YouTube and, um, you know, um, you've got the Casey knee stats out there that are, that are vloggers, um, that make really fun, like vlogging content. And that's really good if you're someone who loves the camera and the camera loves you, then, um, vlogging can be an awesome way to connect with your audience. Cause it's very, um, organic, almost like a, like a Facebook live or a YouTube live. Um, you know, so I'd say number one would be, would be to pick your style, um, you know, and staying consistent to that. Um, number one thing I see is people, um, kind of, um, see sawing between, um, between styles. So they might do, you know, some tutorials here, or they might do some blogging here or, and then they might, um, try something else, but it's actually staying consistent cause people will come to your channel cause they're like, Oh yeah. Um, yeah, Tracy, she's a vlogger. I know her, I love her, I love her stuff. So they will keep coming back for the same content. So yeah, just goes back to that, um, that point of just looking up different channels, um, that you like the style of and, and, um, you know, maybe trying to emulate that style of how it shot, um, you know, the actual aesthetics of it, um, and the, and the format, but making it your own as well. You know, we each have our own individual voice. So, you know, if you, if you see a video that you're like, Oh, I have this awesome topic that I want to make, oh crap, like, you know, someone's already made this video. I can't make it now that that's totally not the case because you know, it just comes back to, there will be people from all around the world that are interested in similar things to you are, and, you know, maybe trying to sell similar things to you up, but you're the person that, um, you know, you can only have your own voice. Um, so yeah, and your own perspective and people will come back for that, you know,

[Tracy] And I suppose that comes back to, you know, one of the things that, um, what you've said is about brand. So it's like once you've got your brand and you understand, you know, what it is that you want to stand for, it's then getting that consistency across everything that you do, right? Like you like saying, you know, don't, um, um, you know, skip from one thing to another or from one sort of style to another, get very consistent with what it is that you are doing so that people get to recognize, Hey, that's the way that Joel Garmin does it, or that's the way that Tracy Wilson does it. And that's what they come to expect. And like you say, that's what they will come back to your channel for. So getting started, it's pretty simple. Right? So if, if somebody knew nothing about YouTube, what is like the first thing that they would need to do to just get themselves started?

[Joel] Well, I'd say number one would be just starting to make a bit of a content matrix. And what I mean by that is, um, what type of content, you know, do you want to make? So, um, for me, um, I use Trello Trello boards, um, to, to manage my content. And then I'll literally, it's great. I love it because it's visual. I can work in lists, so I'll have a sh um, uh, just, I'll just make a list of, you know, just brainstorming ideas. Um, like for my, for my personal channel, it's, um, you know, just trying to help, um, entrepreneurs and coaches and business owners, actually someone who doesn't know how to doesn't have a background in video making, how can I make great videos? So I might, you know, make one video on the best royalty, free music sites and focus on that for a video. And then I might make another video on how to get great lighting in your video. And so starting to make a bit of a content matrix, then I take that through to a shop, a shortlist. Um, and in my shortlist, I start to do, um, keyword research. And so I actually start to see, you know, what are the types of videos that are already out there that I can hopefully beat in the search rankings, um, because that's another thing as well, you know, you want to make content, but you also want it to actually be seen. Um, so that's how I start off, you know, it's just picking some content and actually planning, which videos am I going to release? And what series am I going to release? I, you know, I don't think, um, people sometimes get caught up with like, Oh, the how my channel is going to look like in terms of, um, what playlists I'm going to have and things like that. But I don't actually think playlists are that important, but the majority of people will just be searching on YouTube. They won't be searching channel specific. They'll just need an answer to a question or they'll be searching something up, or they'll see you recommended on someone else's videos that nine times out of 10, they're gonna find you by your video, not by your channel. So I would really put the focus on the content and the videos. And, you know, you're saying about, um, branding as well. Um, branding's a huge part of it. That's a huge topic in itself, but you know, just doing simple things like maybe focusing on creating your YouTube banner for the top of your channel, um, you know, what's the first thing people see when they go to your channel, just like Facebook, they'll see your, your branding and kind of where you want to point them to the thumbnails on your videos as well. Uh, really important, um, and actually makes them click on the videos. Um, so it all works together and like a nice little marketing package to make people click

[Tracy] Well. That's great because I'm going to ask you some, we're going to go a little bit deeper on all of those things that you've just spoken about there, because I think they're really important. And we've got a question here from one of our viewers. So hi, Vicki, she's saying how often should you post a new video?

[Joel] Yeah, that's a really good question. Um, I would say just as, as often as you can manage in your, in your schedule and your lifestyle, cause it's about being consistent. So a lot of people think like, Oh, I have to post a video, um, you know, once a day or once a week, um, to, in order to, you know, um, be really successful in the YouTube algorithm. Um, but I think YouTube rewards consistency. So if you can only manage one video a month, but it's an awesome, you know, kick ass video, um, that's, that's just awesome quality and you're able to put more time into it. Then your channel is still gonna grow posting one a month. It might not grow as quickly as if you were to post once a week, which is a nice benchmark to have as well. Um, but yeah, I would just say, go with what you can do consistently for not just a couple months, but a couple years, you know?

[Tracy] Okay. And so, so in terms of like setting up your, um, you know, this matrix that you talk about, so if somebody wanted to create, um, you know, the matrix and you were talking about you're using Trello and it's just a matter of age or you just put up some different topics and then just start with sort of brainstorming at, you know, where else can I go? What are the topics? Can I talk about, um, one and you just stop sort of putting them on, on the Trello board. One of the things that you, you mentioned was doing this research. So the research into like, so what is working, how would one do that? What sort of things, where can they go to find out, like, how do I know what's working? Where do I search that?

[Joel] Hmm. Yeah, I think that, um, you know, it comes back to first I'd shortlist, what am I actually excited to make? So, you know, you're the expert in your area. So you probably know what people have been asking you already and, and, you know, your circles and in your, in your business or, um, just locally. So that's where I usually start is like, what are the questions that I keep getting asked? Like for me, it's like, which camera do I buy? You know, or, or how do I edit videos easily? I've got no time. Um, so those are ones that, you know, instantly, okay, this, this is, you know, maybe, uh, might take off if I post this on YouTube. And so what I do is I, um, use a plugin on YouTube. It's called Tube Buddy. And, um, there's different ones out there like vid IQ, but Tube Buddy is just a keyword research tool. And it's a plugin that you can get for Chrome browser, um, uh, Google Chrome. So, um, if you type in the, the video that you're thinking of making, say like, um, you know, which camera should I buy or, um, the best cameras of 2020, if I type that in on YouTube, it's gonna tell me exactly how many people are searching that and how, um, fierce the competition is. So you want it to be highly searchable. You want lots of people to be searching it, and you want the competition to be, you know, relatively, even most of the time, if it's a hot topic like that, you know, don't get discouraged if there is competition, but you just want to be focusing on that search rate. Um, but you know, if you pick a topic and then you type it in on YouTube and you start to do your keyword research on YouTube specifically, um, if, if it's not being searched, if it's way down in the red and no one's searching at them, don't bother making it. No, one's going to watch it.

[Tracy] Yeah, That's a great, that's a great tip. So, so in terms of, I mean, that brings us to our next thing. It's like headlines, right? So it's like the topic, but then actually using what, what headline should I use and is there a specific way in which you should craft the headline so that it does get more, um, it's more searchable?

[Joel] Hmm. Yeah, that's a good question. Um, it's one that I'm kind of playing around with more myself. Um, I think that, you know, just going back to kind of basic like copywriting, it needs to be clear and concise of what the video is about. Um, there's also the technique of being a little bit, click baity, like a reaction type video. Like they, they need to click on the video to get the last part of the information and the title. Um, but I'd say, yeah, just something that's really related to the video and not too long, if you going too long, you know, YouTube will cut it off eventually and it'll be just dot, dot dot, and you won't get the full title or people just won't read it. So try and keep it short and snappy, maybe one sentence, like, you know, one of mine is like the best live streaming cameras of 2020. And so someone might type in on YouTube best camera's live stream. You know, they probably won't type the whole thing, but as long as you know, that relates to the keywords that they've typed, they'll, they'll probably click on it.

[Tracy] That is an really interesting thing too, is like even putting that the year or the date on, you know, not the specific date, but the year, because I know, you know, just from my own personal experience, when I'm searching something on YouTube, like I'm more inclined to go something that's more recent. And I, and I checked that by the date that's been put on. So by you saying 2020, that would indeed, you know, that would spark to me, Hey, I should click on this one. So one of the things I wanted to talk about, like the key ingredients to having a really solid YouTube video, talk us through what they are.

[Joel] Yeah. So I think like the number one rule to remember here is there are rules for YouTube. Um, you know, people make 30 minute videos on their cats and it goes wild and they get 30 million views. And then all us business owners are left cursing in the corner, but, um, no, um, there's really no rules. So, um, you know, rules are meant to be broken, but in terms of, um, you know, if you are a business owner and you've, you're more of a business minded youtuber, um, structure is, is really important. So, um, the, how I do my videos is, um, I break it into five key points for the video. So, um, the first one is the hook, and this is for actual, um, you know, writing of the script of the video. What is the story? You know, it needs a beginning, a middle and an end, you know, or, um, you know, actually needs, um, these clear, um, story points.

Really. So number one I usually go for is, is the hook. So you'll see a lot of YouTubers do this. So the hook last, you know, maybe two, three sentences. And it's right at the time I saw the video where you just say what it's about, you know, you get, yeah, people interested they've clicked on it. You want to reassure them of why, they're, why they're here watching the video. So, you know, Hey guys, um, today I'm gonna show you exactly the best cameras for live streaming in 2020. Um, so after the hook, usually you go directly into a channel intro. And so you could do your intro, uh, maybe it cuts to something, um, like, you know, um, the, the video shift show or, um, whatever your, your brand is then. So that's kinda got them hooked in it's in a bit more of a TV show format. I find that it works well because, you know, it allows you to add a bit of production value to the video. And then number two is, um, the main intro. So number two,



I'd, um, start this off by introducing yourself. So, you know, Hey guys, it's Joe Garmin here with video shift media, where we're helping you create the best video content you can on YouTube. Um, so whatever your intro is, so then you've introduced yourself. Um, and in the intro, it's really important to let people know, like get engaged straight away, like, Hey, you know, um, leave a comment below, um, you know, such and such, uh, leave a comment below on what camera you're using or, um, you know, don't forget to subscribe if you, if you like this and get into the content. So it's just straight away, letting them know they can get involved. Um, number three is the main content. So, um, you know, you go straight into the main content that is obviously the most important part because that's what they're there for. Um, some of them might even try and skip to the main content part. So you want this to be really clear and concise and quality.

Then number four, um, is bonus content. So once you've finished up your main content, fixed their problem, you want to go into bonus content that wasn't even marketed to them in the thumbnail the title. Um, and you can actually mention your bonus content in step two, which is your intro. So you can go make sure, make sure you stick around to the end of the video, because we'll be going over bonus content of how to edit your videos faster. So, um, you actually giving them additional info that they weren't even expecting additional value. So it just finishes off like, wow, this is great, great content. And, um, you know, um, allowing them to, you know, get involved and comment, and don't forget to hit that thumbs up button so you can get your likes up as well. Um, and then number five is the conclusion. So, um, that's just, you know, what we've learned here today, why it's been important and, um, where do you want them to go as well? So just leading to that offer, whether it's to, you know, check out my channel for more videos, um, if you want them to watch more content and get your view counts up.

Um, cause I probably already subscribed by now. They'd probably already commented. They probably already liked if they really liked the content. So it's just that next step at the end of the video of come to my channel, click on my free offer in the links or, um, you know, check out, um, you know, the, maybe some of the affiliate linked products, um, that you might've linked as well.

[Tracy] Beautiful. I love that process. I mean, it reminds me of, I suppose, this process that I've been using for years and I'm trying to think, I think I learned it back in my banking days, but it was, you know, and when I was training people, it was like, tell them what you're going to tell them, tell them they tell them what you've told them. So it's like, that's a three step process and that's a beautifully covered in the process that you've talked about for obviously specifically for a YouTube videos. We've got a couple of questions that are coming through here. I'm just going to just scroll back up, like said, we've got one here that is here. So it says for branding, doesn't matter if you do faceless videos or, uh, people do, people will relate better to seeing the actual person.

[Joel] That's a really good question. Um, because I guess that comes back to the style of videos that you're making as well. Um, I'd say nine times out of 10 people will relate to seeing you as a person, um, seeing your face on camera, um, more than just your voice. Um, what I tend to do, uh, which I find is the easiest way for me. I don't want to be on camera for the whole video. Um, I'm a behind the camera person, not an on camera person. Uh, so I, what I usually do is I film an intro to camera and then I film an outro to camera. So that means basically I'll, I'll talk to the

camera for my intro and I'll talk to the camera from my outro. And then if it's content that I can, you know, cut to some graphics or I'm doing a screen capture, um, then I'll just do a voiceover. I'll do news, do narration for my, for my content. So know, step one, two, four, and five I'll might film all the camera, but step three, which is the content, the majority of the video, um, you could probably get away with just doing, um, doing voiceover.

[Tracy] I mean, I suppose that it depends on, you know, how much work you want to do in terms of preparation, you know, speaking directly to camera like this doesn't require as much preparation as if you were, you know, wanting to do, um, you know, cut out and, and put in, you know, B roll and all that sort of stuff and different, um, different videos that you can splice it into, uh, enter the final version. What's better? Like if you've seen any, um, evidence that doing live streaming rather than doing like shoot shoot it, um, as a, as a recorded video and then uploading that as on a schedule is better, which is there any evidence of which one of those sort of works best?

[Joel] Um, I mean, I would say, you know, the format of YouTube is definitely for prerecorded content. Um, live streaming is a feature that's been recently added in the last few years. Um, and it's definitely an important feature of YouTube, but I feel like a prerecorded six to 10 minute video that just answers someone quiz question quickly, um, is gonna be what gets your view counter up and your subscribers up quickly, um, live streaming is definitely good to do once you've maybe got, you know, a few thousand subscribers, um, you know, you've got a decent following that will tune into your live stream. Um, but I would say focus on prerecorded stuff for YouTube first.

[Tracy] Beautiful. Okay. Um, so there's a few other questions that I've got this a few few that have been coming up in. I'm just gonna check my check cause there's like questions coming left, right. And center, um, that we've got coming on over here. So I just want to make sure that we are, we are covering it or what have we got here? So what's the timeline slide with thumbnails. Oh, and this is where, when I go to, um, it makes it really easy to do the scrub part of the content, um, that you'd like to say. So Scott's just making a comment that, you know, when, um, that, that by having, I suppose that the timelines and, uh, timestamps on your videos, that makes it really easy for people to be able to, uh, fast forward to the sections that they want to learn about. I noticed some things on your YouTube channel, so I just want to, I want to cover these off and, um, and see what, uh, you know, some of the things that are super important, like in terms of like structuring your YouTube, um, the channel itself, how important are, I mean, obviously your videos descriptions. So let's go there and talk about what, what makes a really good description, because I noticed that you had specific things that you had inside of the description area on your videos.

[Joel] Mm mm. Yeah. So, um, you know, just going back to that whole, um, thing of, you know, every, every little point of the marketing is going to help people click on your videos. So the title, um, the thumbnail and the description and the tags, um, the title of the thumbnail, the description being, the ones that people see. Um, so the description is really just an extension of your title. So, um, what I usually do is do you know the titles a little bit more click baity, cause you want them to get to click on the video. Um, so it's short and punchy, but then the, um,

description is just an extension of that. So, um, um, you know, a few sentences exactly what the video is about, and then literally it's, it's, that's not why they're clicking. So it's not the most important part they're clicking because of, um, a title be if I'm now. So, um, I would say those are the two most important, and then, you know, your description box, um, make sure you put all your affiliate links in there. If you were, um, you know, talking about maybe the best cameras, for example, background here, um, you know, you, um, you want people to click on your affiliate links to help with that passive income or go to your website. Um, so it's just having all that stuff in there as well. Um, and I, I think, um, Call to action side of, definitely, definitely

[Tracy] Beautiful. Um, and tags, I notice like on yours, you got a bunch of tags on your, on your videos. How do you come up with those and how many is too many?

[Joel] Um, that's a good question. So yeah, tags, um, would just be around with keyword research side of things. So if I'm thinking of a topic I would try and just brainstorm all the different ways that I can search that topic in the bar. Like if I was a lazy YouTube or just covered in Doritos, sitting on the couch, just, you know, typing, what would I type? And so I'll just go through and I'll use my Tube buddy, um, plugin for that. So each keyword that I search, um, I'll make sure that it's being searched a lot. Um, so I'll put those all in there and I'll, to be honest, I'll, I'll, um, you know, steal a few as well. I'll be looking at different, like for that, for that ranking, um, that's, there'll be four videos, four or five videos that are just doing really well usually, um, that are at the top, what are they doing? Well, you know, why, why are they at the top? And if it's, if it's from keywords then, okay, I want you to take a few of those same keywords of that. Um, just for my, just for my tags. Um, but it's also thinking like, what are they, what are they doing well in terms of thumbnails, what are they doing well in terms of the title and how can I improve on that with my own content?

[Tracy] Absolutely. And I also noticed that you had timestamps, so two things timestamps and I suppose, um, subtitles, you know, how important are those two things and how do you get the timestamps on all of your videos?

[Joel] Yeah, sure. Um, yeah, timestamps. Yep. That's one I've used for longer content. Um, so I've got a couple tutorials on my channel that are like 20 plus minutes long, cause I need to make my videos shorter. Um, and so what I'll do is try and make it easier for the viewer. So if they're just wanting to skip to certain parts of the video, you know, my, my viewer retention will go up if I can provide them with some timestamps and the way you do it is you literally, um, just find the timestamp of the video. So I think we're 37, 47 live here in the top corner. So I just type in 37, colon 47, um, and then just put some text next to it and that will become a link. So they'll just be able to click on those numbers and they'll go straight to that timestamp in the video, that's shoot ahead to the bit they love. And nine times out of 10, you'll get a comment saying, thank you so much for putting timestamps and you saved me like 20.

[Tracy] Yeah, that's awesome. There's actually a couple of tools that, um, that we've started using too, that I'm happy to share today. So one is, you know, getting all of our videos transcribed and that then also provides us with, um, with timestamps on that. And we use a program called Otter Um, and the other one is this new program that we're looking at, we've just started using called Searchie. And it enables people to like type in, like if I've got all of these videos on my website, um, they can type in a YouTube video for example, and it will actually search all of my website and then bring up the videos that specifically talk about whatever the topic was that they had typed in. So both of those things are really cool. And, um, I don't know if we can use that across, uh, you know, potentially putting that into our YouTube channel.

I must look into that. Reminded me to do something like, so that, the next thing we wanted to talk about is like, um, positioning your YouTube channel for growth. And we talked about some examples, so let's talk about, um, you know, what are some great examples that you've got? I know you've got a list of them.

[Joel] Hmm. Yeah. So, um, you know, there's a lot of people doing really well on YouTube and, um, it gets to a point where, um, it becomes just this thing you're doing, you know, from 9:00 PM to midnight, to this thing, you're actually starting to make a bit of money off, um, which is great, um, past your, um, pass your first 5,000 subscribers. And I think it's 4,000 watch hours. Um, you're able to start monetizing your content and this is what people are doing and they're, they're doing well. So, um, couple of examples, um, I've used and, and just has helped me in my life as, um, Athlene X is one I've looked at, which is a, um, that's ath, uh, L E I N X. And he, his that's his channel name?, he is amazing at channel branding. He's just ridiculously good. He's been doing it for 10. Now, he's got over 10 million subscribers and he, I swear he must be a multimillionaire by now, um, because, um, he does really, really targeted niche content, um, for his audience. So he's a personal trainer. Um, he's, uh, uh, he's trained athletes, um, you know, some famous athletes in America. And, um, so all of his videos will be, um, really targeted. So, you know, he he'll might have one video on how to fix specifically lower back pain, you know, and, and the thumbnail will be like him just like targeted back pain. Um, you know, and, and it has a really nice design across the thumbnails. All his thumbnails are really well designed and all of his marketing's really top notch. So if you're looking for marketing, especially if you're a personal trainer, um, definitely recommend man checking out his channel, all of his videos. Um, another thing that he does really well is at the hook of his video at the very start, he always says, Hey guys, Jeff cavalier from athlenex.com. That's my American accent, but yeah, w w with the accent, without the accent, wherever you're from. Um, but you know, he always says like, Hey, it's Jeff athlete next.com. So he always says his website within the first, like three seconds of his video. And it's just like, you know, it's, it's, it's mine's memory connection. Like just every video you're like, Oh yeah, Jeff athlenex.com. And it's, it's crazy the amount of repetition that he puts because, um, I, I experienced some like back pain and stuff, so I kept going back to his channel and it was really helpful. Um, and that led me because he was giving me all this free value to go to his website and on his website, he sells, um, online, um, coaching courses, um, for like personal training courses. So he's got the whole business model made just all for YouTube organic content.

So that's definitely one example yeah.

[Tracy] About to get a few more subscribers, I feel.

[Joel] Yeah. Yeah. I dunno if he needs them, but he's doing very well. Um, you know, the, the other one I'd mention is, um, Parker Walback, um, who, um, runs a online business school, full time filmmaker. Um, that's definitely in my niche. Um, but that's just something that's worked really well. And I think, um, you know, like coaches and, and, um, people who are selling high ticket courses could really learn a lot of his, um, channel as well. Um, his, he's basically a videographer that teaches other videographers how to, um, shoot better videos. So it's more targeted towards the high end stuff and like how to turn video making into a career. Um, but it's that, it's that, um, uh, I guess that, um, longer form content as well. He that's, that's really, really targeted and really, um, high value. And he leads people he's, I think he's just hit a million subscribers and he leads people through to a webinar. And so he'll always say, you know, it's pocket wall back from full time filmmaker.com and it will lead people to a webinar, um, on his YouTube videos, his branding's amazing, and it goes straight to a free one hour webinar and then a high ticket, high ticket course, which I've actually bought and was amazing. So, and, you know, that's me just finding him on YouTube and yeah, it's amazing.

[Tracy] Yeah. There you go. Okay. So ethylene X and Parker Warbeck

[Joel] Yeah, definitely two, two really good examples. Um, you know, I run my own channel, which is, um, video shift. Um, but I also, um, yeah, so I think the links in the comments as well. Um, but I also, um, worked for another channel, um, a company, um, which, you know, has about 23,000 subscribers. So I'm just starting mine out, um, now, um, which has about 700 subscribers. Uh, but it just shows you kind of how far you can take it. Um, and you can actually turn it into a well oiled machine. Um, I think start to outsource some of these, you know, more time consuming parts of the process, like video editing, um, like, you know, even thumbnail design you can outsource, um, or at the SEO. So once you start to get that passive income coming in through YouTube, you can actually start to outsource it and turn it into a well oiled business machine itself.

[Tracy] Awesome. Hi guys, hang around. Cause then the next, um, the next little while we've got about another 10 minutes with Joel, and I want to talk about, you know, some of the top mistakes that we could, you know, that you could be making, so we want to avoid those. And then the last thing we want to talk about is like, what are some of the tools that we, you know, the top tools that people can get started on, you know, on a budget or even some of the more high end things. Cause I know you've got some pretty fancy looking cameras sitting behind you that we might want to talk about too.

So guys just hang around. Cause we're going to talk about both of those that it's, um, let's move to that space now, Joel, and let's talk about some of the top mistakes that you see people make. Mm Hmm. Yeah.

[Joel] There's definitely a plenty of mistakes you can make on YouTube and it just results in getting new views basically. Um, uh, so, you know, nine times out of 10, you don't know you're making the mistake. So I think that's a big, first thing to point out is that knowing the mistakes that, um, other YouTubers before you have made, um, is really helpful. Um, and I guess some of these would be, you know, just trying a massive one would be trying to put too many styles into your channel. So you know, that this is kind of going back to playlist, like try to avoid having a, um, a vlog playlist and a, um, uh, um, you a live playlist and, um, a tutorial playlist like tryin, if you can, um, keep, keep your whole channel consistent as a brand, um, and try and make the same, the same content. So if it is those, you know, um, six to 10 minute, um, fixing a problem videos within your space, try and stick to that, if you can. Um, and if you just really want to blog and you want to, you know, um, show people about your life and your business and have more of a kind of, um, hands on approach, then, um, then definitely do that. You know, you'll, you'll get a following that way as well, but that'd be the big thing is just pick a style, um, before you start your channel and even like, I'm, uh, uh, I'm preaching it, but I've made this mistake so many times.

Like my channel started off as more of a, um, yeah, it used to be called Joe Garmin films. And, um, I would post all my travel content on there. So now, you know, I just had fun, you know, I just used to have fun really to start off with and I made travel videos. Um, and you know, I've switched around a lot and in the different videos that I've posted, because I started off posting for fun, um, just being a content creator and having fun. Um, but that's probably not the best way to do it because then people don't know what your channel's about. Like, Oh, is he a travel film maker is the, you know, going to help me with, with my business. So, um, I'd say definitely stay consistent, um, and stick to your brand as well.

[Tracy] Yeah. Okay. That's great advice. Um, in terms of that, and that I suppose comes right back to like planning, we're getting there, just getting yourself organized right. At the outset planning, what it is that you're going to be talking about, what do you want to be known for? And then moving forward with like the content that you're going to create and just remaining consistent across, you know, everything that you do so that people get to know who, who you are and what you're really about.

[Joel] Yeah, definitely. I mean, yeah, it's not so much how much you post it. It's what you post.

[Tracy] Yeah. Definitely making sure that you're remaining relevant. Um, so at least let's go to, you know, some tools because I know, you know, for me it's been a, it's been a real journey of like, what should I use and, you know, to get started, you don't need a lot, but as you, as you get better and better and better at it, well, then you add to your, um, you know, your repertoire of, of different, uh, fancy gadgets that we, um, that we add to add to the mix. So what are some of the things that I suppose a beginner could use and then, you know, as we, as you get more advanced and more, um, uh, you know, I fade with everything. What other things should you add to the mix?

[Joel] Mm Hmm. Yeah, definitely. I'd say number one thing would be, um, investing in a camera, um, to start off with, um, you know, you can get different types of cameras that, uh, um, anywhere from more, um, made for beginners and people who don't want to invest a of money into a camera, to the intermediate stuff, which is more like your DSLRs and your mirrorless cameras, which you need a bit of photography background and have to put a bit more time into, but you'll get some better results to the professional end stuff, which is kind of like the camera behind me, um, which is like a \$2,000, um, uh, American dollar, um, Panasonic camcorder. Um, so, you know, you, you kind of want to buy, it's just the same as investing in your business with cameras. You kinda just want to buy where you're for the moment, and then you can always sell an upgrade as you go.

So I'm the one will be the camera. Uh, number two would be audio. Um, so you, you know, getting cheap audio is, uh, is really easy. Um, you know, you can get little lapel, mics that plug into iPhones, um, and then instantly the microphone is right up here. So it's really close to the signal. Um, and you're getting a good, clear audio really easily. Um, and then, you know, lighting would be the other one. So, um, literally lighting's kind of average for me in this room right now, but I'm getting some nice, soft light coming from a big window, um, um, to some big kind of diffuse window here.

So it's actually doing quite well and I've got some overhead flurry lights, so it's just kind of doing a little bit on my hand. So it's like paying attention to your surroundings and actually using what you have is a, is a massive thing. We, and a massive time saver and money saver as well.

[Tracy] I know you've got a, um, you've got a full tutorial on like how to set yourself up and what are some of the, the, uh, the tools that you could use that's on your YouTube channel. So we might even post that into the comments after the show so that people could go, and actually they're interested in, you know, what gear do I need to get myself sorted? They can go there and, and even work their way through it, and then ask you any questions back. And they success secrets for family business and life group. Is there anything, I mean, I noticed like even with the screenshot, this is something that I'm noticing today. So I'm ditch did pretty much bang, bang, smack bang in the middle of the screen, but you're off center. Um, is there a particular reason why you've done that?

[Joel] Um, basically, um, you know, I, I kind of go with what looks good to me, just kind of, as I said it up, but, um, that's the great thing about webcams is that they are, you know, direct on and it looks like your looking straight into the webcam, but you're not, you're looking into your computer, you know, to see, to see us. So, um, my one's a little bit off of center in the, you know, you can kind of suggest see the top of my laptop here. And so I'm using that to see us. And then my camera's slightly off to the side over here. So if I look directly in the cameras over there, um, so I've just done that because I wanted to use more of a professional camera today. So I've just, um, plugged my, set up with a tripod, plug my camera in, um, to a little, um, capture device so I can talk to my computer and then I've got my video and then I've plugged the microphone. I've got a little microphone here.

Um, it's a little shotgun mic. That's plugged this by cable just into the camera. So just adds a little more of that aesthetic, I guess. And, you know, if it's slightly, I guess, better quality just from a visual camera point of view, it just adds to that, um, you know, production value and becoming that leader in your space as well.

[Tracy] Yeah. Framing the shot as an art. Absolutely. There, there is, you know, I've been on set with Joel where he and I have done all sorts of production stuff for, for clients. And, um, I've seen him in action behind the camera and just, you know, really trying to get the frame of that shot, um, spot on the other thing is like lighting. And I know like even for me, like every, every time I come on to a show, you know, um, I'm thinking about the, obviously the look the, the, um, the visual, the audio, but also that lighting. So having either natural light, or if you do have to use some form of artificial lighting, like in terms of angles, where should people placement of lighting?

[Joel] Yeah. Just, um, you know, it's always good to have a key light. Um, we call it a key light, which is just the main light on your face. Um, so if you just search up on the internet three point lighting, so if you just type in three point lighting on the internet, um, it'll just, so you want a main light on your face, generally you want another smaller light, that'll just fill out more of the shadows and make you look less, um, ominous. And it's always nice to have a little backlight. And that's your third point, which kind of highlights the hair, which is actually what the FLIR lights are doing from above.

Um, I've thought I just mentioned since I've got it here, there's a, there's a little light here. Um, it's just a tiny little thing. Um, it's made by aperture. Um, it's a little led light, probably costs a hundred bucks, something like that. Um, this is a great, um, a great little product. Um, you know, it's really bright. Um, you can boost it, you can change the color temperature, and this is a nice one. I like to just put 'em in my background as well, if I can. So, you know, I can put it in the background, light something else. Um, and there's some cool little features you could like yourself with this, you know, it's pretty bright, um, as well. So run off battery or run by cable so you can get some cool little devices like this as well.

[Tracy] Beautiful. And you would recommend, I mean, I'm going to ask for the YouTube bloggers out there, would you recommend something like that or ring light, which...

[Joel] Ring lights are really good. Yeah. Yeah. Ring lights are really good for that kind of soft, soft, nice light. You can get as well on the face and you can get really, um, really affordable, um, three point lighting setups of the ring lights as well. Um, those will just give you kind of like a more even soft this I might use for something like a cause it's just brighter and it will be more harsh. So what I actually like accentuate my like Halon and stuff, you know, if you want to get really into the, into the details, I guess.



[Tracy] Awesome. So like anything that you want to, um, anything that our viewers should know about, like to, to ran this at, like, is there anything that they, we have not covered that you want to make sure that you get across to them so that they can get off this show today and they could go and at least the action should be people go and set yourself up a YouTube channel and just get started and get started.

[Joel] Yeah. Yeah, definitely. I think the last point I'll just make is like, just when you are creating content, like try to get out of your own head space and just think, you know, just similar to giving a speech, like what, what do I want to just knowledge to own and pot on people that actually is going to give them the most value. And, um, one just thing we didn't touch on is, um, just whether you, you know, how you deliver your, your content to camera. So do you, um, you know, fully want to write out a script and then you can get apps like teleprompter apps, which, um, I actually work better in, cause I stumble a lot and stutter it's actually just works better for me to totally type out a script. My videos are a hundred percent scripted and then I just say it to camera. And that way I'm totally confident in what I'm saying. And I'm able to just focus on my delivery and coming across how I want to come across on camera. I'm not worrying about what I have to say next, or you might be a person that works better, just I'm winging it a little bit more and you might just prefer bullet points and you might just feel a bit more natural just adding lib.

So just have a bit of practice and, and just get started and shoot something, I guess would be my main advice.

[Tracy] Beautiful. And obviously go to Joel's channel subscribe, and then just, you know, keep an eye on what he's doing and he'll share a whole lot more, you know, tips, tools and resources that will, that will help you to grow your YouTube channel for success in business, um, in 2020 and moving forward. And you know, I've said this time and time again, but now is the time for us to get out and start speaking out about what it is that you're an expert on. That is how you're going to be heard. If you are a quiet little mass in the corner, nobody is even going to know that you exist.

So you've gotta, you know, you've gotta be prepared to, to get out there and stand out. And, you know, using video is a fantastic way to do that. So I want to thank you so much for being on the show today. Joel, it's been fantastic to reconnect with you, have you here and for you to be so generous and sharing all of that knowledge and, uh, you know, and information for our guys to be able to get their YouTube channels up and running. So everybody thank you so much for joining. Um, as per normal, I will be back on the same channel next week. So you'll see these live inside of the business. Success secrets will business, family and life channel on Facebook. You can also subscribe to our YouTube channel.

So if you got to Metadigm digital, you will find our YouTube channel right there. You could go and subscribe to that too. Um, that would be fantastic. And you can see all the shows there. We do have some, uh, playlists set up, so you could either watch the unlock show with myself, uh, the coffee break show and or the, uh, another perspective show with Scott, Steven. So all three of the shows are there available for you guys to watch at your leisure and as per normal, or also go, and I can be some love inside of, um, and so I have my podcasts go and download the

podcast and, you know, share it with your friends. If you finding these are useful, they make sure you share them with your friends and let them know that they can also get some awesome information from the team here at dinnertime digital. And lastly, but not least is just head on over to our website because we have got a whole lot of stuff on there, including a waiting list for the brand new book, the Xi myth that is coming out and about three weeks time.

So I know I've been telling you guys about it, Vicky and I are super excited about it, but you need to get yourself on over there, get on the waiting list so that we can make sure we let you know when the book is available for you to download and purchase. So thanks very much. I'll see you guys back here again on Friday, have a wonderful weekend, continue to live your life unlocked because we know there is just no other way.

See you guys.