

# **VIDEO MARKETING GOLDMINE MAIN TRAINING**

## **Gauher's Cheat Notes**

### **Video 1 – Introduction**

- Sean introduces the core course and advanced course
- Advanced videos take you to the next level
- Video marketing can be used for local business marketing
- Go through the main course completely once
- Go through again starting your own campaign

### **Video 2 – Tools of the trade**

- Use Firefox as your main browser because it is highly customizable
- SearchStatus plugin
- SEOquake plugin
- SearchPreview plugin
- tools.seobook.com
- Camtasia Studio
- Screenflow (Mac)
- Jing Pro
- CamStudio (open source)
- Jaycut.com
- Windows Movie Maker
- iMovie (Mac)
- Pinnacle
- Coral Video Studio
- Microsoft Powerpoint or OpenOffice (for slideshows)
- Quicktime Pro

### **Video 3 – Find Hot Markets Instantly**

- Need to locate hundreds of hungry buyers
- Keyword funnelling technique
- Bubbl.us for mind mapping (keep yourself organized)
- Products – Problems – Solutions
- Google has great data mining tools
- Search engine footprints
- Site:ezinearticles.com

- Video marketing if done right is much more powerful than article writing
- Search for “How To”
- Find a hot market like “Instant Background Criminal Check” or “Reverse Cell Phone Lookup”
- Articles are used for promotions so you can see what is being promoted
- Search Google for competitors
- Sean likes competitive markets
- Quantcast
- Yahoo Answers
- Build a repour and trust with potential buyers

#### **Video 4 – Picking Proven Money Makers**

- You can promote anything you like using video
- CPA marketing has highest conversions for Sean
- The golden rule is “the one that solves the problem”
- Look for performance metrics (EPC, popularity)
- Residual products are great to promote because they can create long term income
- CPA marketing is very effective
- When applying to CPA networks, make sure that you do not come across as a newbie
- Turn the tables on the network and ask them the questions
- Call them back within 48 hours (shows you are interested)
- If you can’t find a product to suit, look at the competitors already in the market and inquire about creating an affiliate program

#### **Video 5 – Laser Targeted Keyword Research**

- Offervault is a great placed to see consolidated CPA offers
- Google Adwords for keyword research
- Golden rules is that that if there are less than 500,000 results, you can dominate with video
- Absolute laser targeting includes “inurl” and “intitle” in your search
- Google controls YouTube so they will give preference in search results for videos
- Start off with 5 targeted keywords
- Research top acne sites on Quantcast to get a good demographic profile
- Understand each one of your targeted keywords and become an expert on them

#### **Video 6 – Choosing The Right Campaign**

- We will create multiple targeted videos in each campaign
- Demand results from everything you do
- 3 types of video marketing campaigns
- You could call these 3 levels of campaign building
- Level one is easiest and all campaigns start here
- Only focus campaigns that show profit potential
- Level 1 – The Direct Linker (purchase a domain with primary keyword and redirect to chosen affiliate offer)
- Level 2 – The Video Siphon (Powerhouse) – Zerganik Effect
- Create a squeeze page to channel traffic to Part 2 video
- Part 2 video pre-sells the solution that we are promoting
- Level 3 – The Video Magnet (Ultimate) – Link magnet around each video for maximum SEO
- Link wheels are a way of using different web sites that link to each other – you want link juice

### **Video 7 – Killer Video Content Strategies**

- You only have a few seconds because video viewers have short attention spans
- Ten step video tornado system
- Part 1 & Part 2 trick (People want complete information)
- Align ourselves with the market and provide high value content
- Feed customers into “10 Step Tornado”
- The secret is selling without selling
- Part 1 is your value matrix – Part 2 is your 10 step tornado – Conversion sales

### **Video 8 – Making Movies That Sell**

- Use video templates provided by Sean to create your presentation
- Watch acne example
- Use a nice looking background and good fonts in your presentation
- Make sure your call to action is displayed for at least 15 seconds at the end of each of your videos
- Sean demonstrates how to use Camtasia Studio

### **Video 9 – Putting It All Together**

- Use Amazon S3 to host your videos
- Use Snagit 10 so we can capture video screen for our squeeze page
- Squeeze page is for Part 2 (Video Siphon strategy)

- Use exit pop to redirect users to affiliate product so that you don't lose the visitor
- Can set up your videos with JW Player or Flow Player
- Use template given by Sean and modify as you see fit for whatever you are promoting

### **Video 10 – 3-2-1 Action**

- Create a new YouTube account/channel for your campaign
- You can SEO your channel page (main focus for SEO purposes not the actual videos)
- You will have 5-10 videos in each channel
- Video distribution can be done with Traffic Geyser or TubeMogul
- SENuke is a core part of Sean's SEO strategy
- Most of this section is just a tutorial on using Traffic Geyser

### **Video 11 – Spread the Word**

- Pingler.com (pings out to blog search engines)
- Can use a link shortener if you would like (I.e. bit.ly)
- Submit your RSS feed for your Youtube channel
- Next thing to do is social bookmark your channel (Socialmarker.com, SocialBot.com)
- Once for your channel feed and once for each of your videos
- Auto-syndicate your content (onlywire.com)
- Foundation is to get anchor text and backlinks pointing back to our videos
- Pay other videos to promote your videos (annotations)
- Place video comments on related videos
- See what tags other competing popular videos are using and add them
- Submit press releases for your videos
- Use Twitter services to get your message out (retweet.it)
- Need to promote the heck out of your videos

### **Video 12 – Total Niche Domination**

- Identified niche
- Researched the niche
- Identified our ideal prospect
- Picked a product or solution
- Picked 5-10 powerful keywords with low competition
- Need to build powerful link wheels
- Try to dominate Google with multiple listings
- Spin articles and create mini-wheels

- Ping every article with Ongler.com to get indexed
- Submit the RSS feeds from each of your mini-wheel spokes
- Social bookmark all of your links in your mini-wheel
- Create backlinks to every spoke in the mini-wheels

### **Video 13 – Creating An Empire**

- Take action on this knowledge given in the course so far
- If you campaign does not produce results, then move on
- First few campaigns may be a dud because you need experience and practice
- Focus your efforts on campaigns that show promise
- With Video Siphon, you can change the Part 2 video anytime to point to a new offer
- Track your progress and keep track of you rankings
- 6-figure focus – long-term success
- Build profitable niches further and further to maximize returns
- Brand yourself as an authority figure in your niche

### **Video 14 – Wrapping Up**

## **ADVANCED TRAINING**

### **Advanced – Introduction (1:30)**

### **Advanced 1 – Advanced Video Content Methods (28:03)**

- Many other ways to create good content
- Strategy 1 – The Product Review
- Strategy 2 – The Info Product Review
- Strategy 3 – “informational Approach”
- Strategy 4 – The “How To” Approach
- Strategy 5 – The “Interview” Approach

### **Advanced 2 – Power Lead Generation Profits (28:53)**

- The money is in the list
- Brand Yourself
- Customer retention and repeat purchases
- The “Lead Magnet” Strategy
- Casting the Net for leads
- Spring Board Profits With Your Lead Magnets

### **Advanced 3 – Fast Trend Cash Storm (33:37)**

- Create videos based on popular Google trends
- Look for news story that have legs for 3-4 days
- You can also use Yahoo Buzz for trends

### **Advanced 4 – Viral Funny Money (26:45)**

- Good to promote email or zip submits
- Not going for high conversions, just tapping high volume markets

### **Advanced 5 – Local Marketing Cash Explosion (31:11)**

- Approach local business about doing video marketing and improving rankings
- Create massive video campaigns for local businesses

### **Advanced 6 – Advanced Video Magic Templates (43:07)**

### **Advanced 7 – Become A YouTube Star (24:37)**

- Become a YouTube celebrity and make money from corporate sponsors

- Concentrate on building a good Youtube subscriber base

### **Final Thoughts (3:15)**

- Sean thanks you for taking the entire course and tells you to take action