

The DSM Publishing Ultimate Fast Track Tutorials

Giving you **HONEST** step by step instructions
so that **YOU** can make money online without
falling for the scams



You Tube Mastery

**You Have Full Master
Resale & Giveaway
Rights To This Product!
Basically You Can Do
Whatever You Like With
It As Long As It Is Not
Altered.**

**If You Would Like
Premium Master Resale
Rights On This Product Please [Click Here](#)**

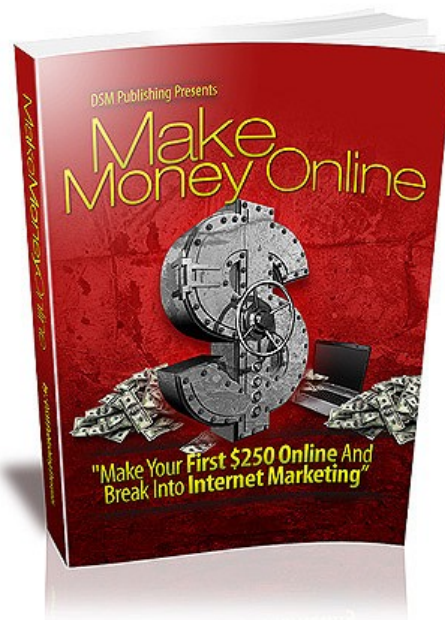
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Affiliate Program

We have this great recurring income program in place so that by sending people to our free report you can make an absolute killing. How it works is that when people enter their email address for the free report which you can see [HERE](#) they are then offered a package for \$27 a month that shows them how to make money online. This program is geared around the free report so the results are amazing. They will then be offered to buy other products through our autoresponder sequence.



If they sign up through your affiliate link on ClickBank you earn 60% on all the sales. All you have to do is send people to our free report and we will do the rest. It's so much easier to say "check out this free report" rather than trying to sell them something and the end result is still the same. You can sign up by [clicking here](#).

FOREWORD

Welcome to the latest issue of our monthly Fast Track Tutorials.

We're really glad that you gave us the chance to show you our way of doing things within Internet Marketing and we are really looking forward to helping you with your online business. Our ultimate goal is to see money floating into your bank account and if it is already improving on the current amounts.

We are going to start on some of the basic principles that even some experts fail to get to grips with so even if you do have a degree of experience I am sure that there will be content that you will not have thought about. We find that even after four years we come across methods from time to time that we had never even considered had tried out and thoroughly impressed us when it worked.

Most importantly we will include these methods to you in our tutorials so that you can implement them into your business!

All the monthly tutorials will be between 10-15 pages in length so that you can get to grips with all the information, take action on it and be ready for the next month's work. Where appropriate I will include screenshots so that it is even easier to follow.

We will always keep you up to date – so if we find something new that works better than an earlier method we will tell you all about it. We will also give you an overview with what it is all about so the experienced marketers can move on to the next bit if they wish. Within three months I can't see a marketer on this course not making money.

Obviously I'll start with the basics with the idea of getting you up and running as quickly as possible. We have had a wealth of experience online and we will provide you with all the information that you possibly need so that you can make a living online. Everyday I come across internet marketers that have been around for over a year and still haven't broken even after letting me put you through your paces you will not be one of them.

If you would like to take advantage of our Internet Marketing Superclass & discover how to make money online then [click here](#)

You Tube Mastery

When you create a new website or try to promote a new website, you are joining a huge throng of hundreds of millions of other websites and blogs that are all competing for attention.

In short – they are all competing for possibly the most important thing on the net – *traffic*.

Going out and trying to convince people to come visit your website can seem tedious and discouraging.

Advertising your products and services via pay per click or banner advertising can get very expensive and often doesn't yield high quality results, yet until recently this was probably the most popular way of trying to get visitors to your website.

But now with the huge popularity of social networking sites, things have changed a little.

There is a better way.

Going on to extremely popular, high traffic websites and posting there, with a link back to your site, gets you in front of a huge audience and lets you borrow some of the traffic from that site.

One of the most popular, regularly visited sites today is YouTube.

According to Quantcast.com, they are now averaging 73.5 million visitors a month. That's a lot of visitors, even by astronomical internet standards.

People who do business on the internet are increasingly adding YouTube to their marketing strategy. It's a medium that's difficult to ignore.

However, there's a right way and a wrong way to use YouTube, and we are going to tell you how to take advantage of YouTube's massive traffic correctly, so you can steer some of it your way.

CREATING A YOUTUBE ACCOUNT

Creating a YouTube account is as simple a process as can be. On the top right side of the YouTube home page you will see the Sign Up link:

[Sign Up](#) | [QuickList \(0\)](#) | [Help](#) | [Sign In](#)

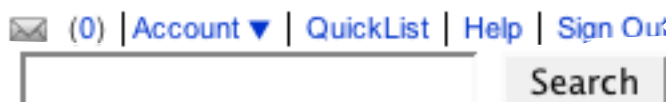
For branding purposes, it's a good idea to either use your name or the name of your website, as your User Name.

You could also create a user account with the name of your product if you have one product that you are going to be promoting heavily.

To be honest though, one video alone is not going to get you the amount of traffic that you desire.

Driving traffic is a numbers game; the more videos, articles, and content you have on the website linking back to your website, the more chances you are giving for visitors to find you.

Once you have signed up, you will get an email sent to you with a confirmation link. Click on the link, and then when you go back to YouTube, on the top right, you will see:



Click on *Account*.

This will take you to a page where you will have the option to “edit channel” - a yellow button on the left side of the page that you will click.

When you click on this, you go to a page where you will get to write the details of your own YouTube Channel.

Description:

Channel tags: Tags are keywords used to help people find your channel. *(space separated)*

Channel Comments:

- Display comments on your channel.
- Do not display comments on your channel.

Who can comment:

- Everyone can automatically comment.
- Friends can automatically comment, all others only with approval.
- Only friends can comment.
- Everyone can only comment with approval.

Channel Type: YouTuber [change channel type](#)

Let others find my channel on YouTube if they have my email address

To get more traffic: Write a short but compelling description. For instance, you could write: “Jane Doe specializes in helping women look their best with a a series of how-to makeup videos,” or “John Doe creates websites that are both attractively designed and Search Engine Optimized”.

Make sure that you leave “display comments on your channel” checked. You want people to comment on your video. And also leave it so “everyone can automatically comment”.

The more interaction that you allow, the more visitors will want to come back to see how people have responded to THEIR comments - just like on a blog.

Also on the “My Account/Edit Channel Info” page, on the upper left hand side, is a link which says “personal profile.”

Click on that link. and you will come to a page which has the following form.

Personal Information

Profile Picture: You'll be able to upload a Profile Picture once your account has been active for 48 hours. Please check back then.

First Name:

Last Name:

Gender:

Relationship Status:

Display Age: Display your age on your public profile
 Do not display your age on your public profile.

About Me:
(describe yourself)

Website URL:

Professional Information

Occupations:

Companies:

The most important information for you to fill out is on top. DEFINITELY include your URL. Write a brief “about me” description which highlights your qualifications.

You want to entice people and make them interested in visiting your website or blog.

If you have a blog about eco-travel, for instance, you could say something like “John Doe’s blog helps ecologically aware travelers save money and reduce their carbon footprint. Green travel is not an oxymoron!”

If you have a website selling horseback riding instruction videos, you could say “Jane Doe, who has 20 years experience teaching Western Style riding, offers helpful tips on all aspects of horse care and horse riding.”

You want to give visitors a reason to visit your site, so stress the useful, informative nature of your site when you put in your “about me” description.

It doesn’t really matter if you put your age and relationship status on your profile, but do fill out the “companies” and “occupations” sections as well.

CREATING YOUR VIDEOS

So now that you have created a YouTube account, what type of videos should you create?

Well, when people go to YouTube they are looking for one of two things: information or entertainment.

Making a genuinely entertaining video is a good way to get a lot of views and potentially even go viral, but it is also much, much harder to do, especially if you are also trying to sell something.

To make a video that is really entertaining you need to be able to throw in some humor and it doesn’t hurt to have fairly high quality video editing skills. Not Hollywood quality, but along the line of people like Frank Kern, who have other people - professionals - shoot and edit their videos for them.

It’s much easier to create a video whose primary purpose is to inform.

There are countless “how to” videos on YouTube and a lot of people would rather get their information in video form than in written form.

You can make a how to video for just about any type of product or service.

The key is to give away some good, helpful information to show people that you are knowledgeable in your field.

For instance if you are promoting a cookbook, shoot a series of videos showing how to prepare some favorite dishes.

If you are teaching golf, shoot some videos demonstrating some golf tips.

If you have a product about designing a website, you can create a slideshow with audio, showing some of the steps that you would take designing that website.

It's a good idea to start your video with a very short jingle - no more than 5 seconds - and to use transition effects between shots, along with a few titles.

People have short attention spans these days, and showing them one long monotonous shot will bore them.

Some programs that allow you to create slideshows and capture screenshots are:

www.photozig.com

www.camtasia.com

www.keynote.com and www.imovie.com (for Macintosh computers)

www.camstudio.com (free)

www.hypercam.com for Windows - free trial

www.jingproject.com (free, for Mac and Windows!)

LEARN FROM YOUR COMPETITORS

YouTube hosts millions of videos. If you are making videos about anything that people want to learn about, in any market where there is profit potential, it is guaranteed that other people have already created videos that cater to that market.

Don't worry about it – its good news.

First of all, if there were absolutely no other videos at all about your subject area...it would mean that you were making videos that would not likely appeal to many people.

If there is an audience out there, someone has made videos that will appeal to that audience.

And it also means that you can learn from other people's successes, and other people's failures, on YouTube, and use that knowledge to make better videos of your own.

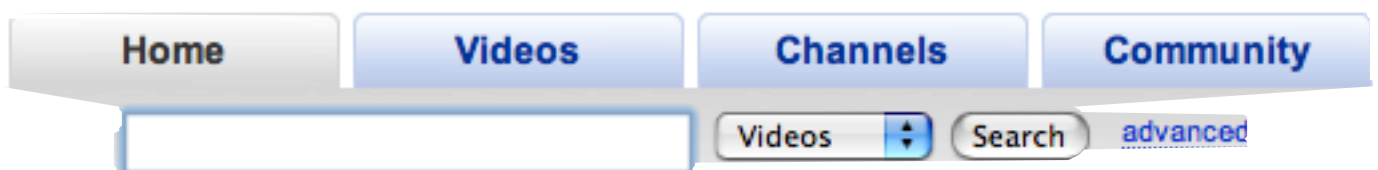
One of the best ways to learn how to shoot good YouTube videos is to spend some time on YouTube browsing through other videos that cover the same subject that your videos will.

Pick out which ones are informative and enjoyable to watch, and do what they do.

You especially will want to check out the videos (in your same subject area) which have the most views. Clearly, they are doing something that people like!

Read the comments on other people's videos. See what people liked and didn't like.

The way that you are going to find videos to study and learn from is by using the search box that is at the top of every YouTube page.



Let's say that you are promoting a video series of golf lessons that you are selling through your web site.

And you are going to create some YouTube videos offering viewers some free tips, to show them the quality of your work.

Giving away some high quality free information - but not everything that you've got! - is the best way to create grateful, loyal customers.

So, before you even create your videos, you should see what else exists in that field and which videos are most popular and then you can figure out why.

Some people refer to it as “reverse engineering” - examining a successful product or website and figuring out how it was created so that you can do something similar.

At the top of the page, you would see that there are some suggestions for other searches: how to hit a driver, swing golf, golf lessons driver. It would be worth typing in those phrases and doing a search on them also.

All of these videos get a decent amount of views. Notice that the video listed at the top, which has an enormous amount of views, also has a very specific title telling you the exact, desirable result you are going to get from watching this video.

What can you take away from this?

You should pay attention to the title of your video and make sure that it is enticing and also informative.

Rather than “Eye Makeup Lesson No. 1”, you could create a video titled “Use Mac Makeup to Create Sultry Eyes For An Evening Out.”

Rather than “Ab Exercises For Men” you could create a video with a title like “Go from flab to six pack abs with these three moves.”

You get the idea. Be specific, and create a video which promises the viewer a benefit, and then deliver on that promise.

Viewers are allowed to “favorite” videos and recommend them to their friends, and if you create a high quality video, they will want to do that.

It’s also a good idea to look at some of the videos that got the least views, and try to figure out why.

Those videos will be towards the end of the list.

Another way to potentially get a lot of views and visits to your Youtube video is to post “video responses” to popular Youtubers videos.

There are some rules though.

First of all the person who posted the original video that you want to create a “video response” to has to approve your video reply.

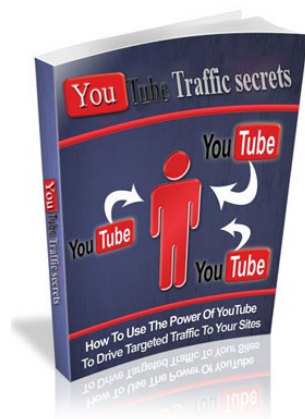
So think about that when you are creating a video reply. Don't create a video response that is a rant or an argument. Be humorous if possible. Being flattering doesn't hurt.

Also your video response can ONLY be used once. You can't create the same video reply, and post it to dozens of other people's videos. You can pull your video reply from one person's video comments area and use it as a reply to a different video, however.

So, we have talked about searching for other people's videos that are in related fields.

But when you enter search terms, how does YouTube know which videos to pull up and list for you?

This month's tutorial is all available with full unrestricted private label rights on the following link:



<http://www.ebooks-land.com/products/premium/youtubetraffic.html>

You will receive:

- Your full ebook (this is a mini version)
- All the designs including full minisite
- Along with your own sales page

Then all you would need to do is upload it on to the internet and you have your product.

PUT INTO PRACTICE

1. First of all plan your course of action with Youtube and then decide the kind of videos you would like to put together.
2. Are you going to do your own videos or are you going to get someone else to do it for you?
3. Have you done your keyword research for the keywords you will be targeting for your videos
4. Then put your plan into action and write down exactly what you are going to do.

And last but not least.....

5. Go and implement it!

See you next month

Samantha Milner

Samantha Milner
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