Speaker 1: Welcome to Build Your Tribe, with your host, Chalene Johnson.

Chalene Johnson: You know what part of the podcast I end up recording over and over again is my intro 'cause I like to start it just the way I would start a phone call which might seem weird to you. I don't talk on the phone. Who talks on the phone? I only text. If someone actually calls me, and I pick up, which I do on occasion, I always pick up and say, "Whassup," like no matter who it is even- including my grandma. "Whassup grandma?" I never quite know how to start my podcasts because I'm like, should I do that? Should I be like, "Hey guys," or, "Hello there. Welcome to Build Your Tribe," I- whatever. Let's just start.

 If you didn't listen to yesterday's episode, may I urge you, may I urge you to go back and listen to that before you dig in any further to this one? Now, this one is fine in and of itself. If you've already started and like, "I'm not going back. I'm on a run right now, Chalene. What you're asking me to do is to dig back into my phone. I'm in a zone." Okay, cool, no problem, just promise me you'll listen to it, then, after this one. If you have that choice, I would recommend you listen to yesterday's episode before this one. This is Part 2 of that interview with James Wedmore.

 Now, James Wedmore is really known as one of the top experts at YouTube and video marketing. He's helped so many people, names you would know, really big names like famous people on YouTube because he knows how to do this stuff. In Part 1, we talked about just the mistakes people make, how often you need to post, how to figure out what type of video content you should be posting, how to come up with your titles, really basic stuff that seems like common sense, but so many of us, we forget that this is what we're supposed to do in order to really get our videos to pop. Now, in Part 2, we go over SEO, and how to get your videos to rank, and all kinds of really cool new changes at YouTube, even bigger than that, how you can take your videos and make this your platform, not just YouTube, but videos in general, and how popular videos are now on, hello, everything including Pinterest, Instagram, Facebook, Twitter. You name it, video is the way to go. Video killed the radio star. Video killed the radio star. Who did video kill now? I don't know. I guess video's just been around since it killed radio. That was a song that came on in the 80's, if you're unfamiliar, if you weren't a child of the punk rock era.

 Anyways, I'm really excited for you to hear this episode. It's one of the most popular episodes. I first released it on, The Chalene Show. Those who are business minded, oh my gosh, we just got raving reviews. People were like, "I took 17 pages of notes. It completely changed my YouTube strategy. It's helped me create better videos on Facebook. That was just brilliant." Most importantly, people gave us feedback that they just, they really like James. You know just sometimes you can hear a person's voice and you just, you feel like you know them. You like them. You can just tell that they're just being real? That's exactly what you're going to hear in his voice. It's what you'll see when you watch my video, too. Enjoy Part 2. James Wedmore is here to drop even more video knowledge on y'all.

 We're making these videos, and what's the purpose? What's your next, 'Do'?

James Wedmore: Yes. The next, 'Do,' is our call-to-action, and I have been a stickler about this since Day 1, is to always provide a call-to-action. The reason is, first and foremost, you want to train your audience to, and train yourself, really, on how to inspire your audience to take the next step because the simple fact is if you don't tell them what to do next, YouTube has plenty of options for what they can do next. There is some silly cat video right next to yours that they'll go click on. Even if it's just subscribe ... If you don't have a web site up yet, if you don't even know what your business is yet, or what it is that you want to do, getting them to subscribe, getting them to leave a comment, asking them to share this video with someone that they think would benefit from it is better than nothing. It really trains you and your audience to say, "Hey, thanks for watching. Thank you for learning and staying here. Now, here's what to do next."

Chalene Johnson: You're training them ... If I hear what you're saying, it is every video you make, tell the person who is watching to do something, even if it's liking, or subscribing, or whatever. Am I ...

James Wedmore: Yes.

Chalene Johnson: ... right?

James Wedmore: Yes. Now, for me, at this point, what I would do is I ... YouTube is where I give free content. It doesn't cost a dime to watch a YouTube video, to watch any of my videos. Where I want to send people next is a place where I can turn them from a viewer into a subscriber. I want to build my mailing list. I will offer things like my free report. I have a free video series, and they would opt-in for it. I would say something like, "Thank you so much for watching this video. Now, if you're looking for more information on how you can take your YouTube marketing to the next level, so you can attract more clients and customers, I've put together a free report called the, 'YouTube Traffic Report.' It's a 37 page report. It's going to show you everything you need to do to turn YouTube into your Number 1 free traffic source. To get your hands on this free report, there's a link in the description below this video. Click that link now, and I'll see you on the next page."

Chalene Johnson: Awesome.

James Wedmore: Just something like that, I don't know.

Chalene Johnson: That's great. I love it. You've got to put a call-to-action in there even if it's as simple as, "Don't forget to subscribe," especially for those people who are like, "Well, I'm not like James. I don't have something to give away for free yet."

James Wedmore: Yeah.

Chalene Johnson: You still want them connected to you. That's why we want them to subscribe, correct?

James Wedmore: Try this. At the end of your video, you say, "This was the first video, of many, that I've put out. I really want to thank you for watching. Over the next few weeks, I'm going to be putting out a lot more on this same topic. Make sure you take a second and just click the Subscribe button so you're going to get immediate updates on when these next videos come out. You're not going to want to miss a single one."

Chalene Johnson: Awesome.

James Wedmore: It's just to give them a little something to do.

Chalene Johnson: Yes. Okay, next tip.

James Wedmore: Okay, this one's huge. Number 4 is, 'Do Optimize Your Video.'

Chalene Johnson: What does that mean?

James Wedmore: This means ... Yeah, exactly, I know. This means ... This is what we call, Video SEO 101. This is ... When you upload a video, YouTube asks for a little bit of data. They say, "What do you want to title your video? What do you want in your description? What do you want your keyword tags to be?" This is an opportunity where you go back to the first, 'Do,' that we shared, where you did the research. You should have a topic, or a keyword, a keyword phrase. That's where you're going to want to put that; in the title, the description, and the tags. In short, what you're going to write down if you guys are taking notes now, is put your keyword or topic in the title, in the description, and the tags. I can't tell you how many videos I've seen where people title the video, 'My First Video ...'

Chalene Johnson: Yeah.

James Wedmore: ... or, "MOV0007.mp4."

Chalene Johnson: Yeah, oh gosh.

James Wedmore: I'm like, 'What are you doing? What are you doing? No one's searching that.'

Chalene Johnson: Right.

James Wedmore: 60% of all the billions of views on YouTube, 60% of those views are search-driven that are not viral videos. Okay, .001% of videos that have millions of views are the viral videos. The majority of them, for the rest of us, for the [normees 00:07:45] that don't have the Chalene audience and that whole level of inspiring others, we have to leverage this whole, what we call, Video SEO.

Chalene Johnson: Does the word, 'optimize,' because when I hear that word, I'm like, "Oh no. It's already over my head." Can we say that the word, 'optimize,' in this context, means, use the right words?

James Wedmore: Yes, yes.

Chalene Johnson: It's just like, use the right words in your title. Use the right words in your tags. Use the right words in your description, yes?

James Wedmore: Use ... If we wanted to rank or get found for the term, 'how to lose weight fast,' our title would be called, 'How to Lose Weight Fast,' okay. Okay, but, no here's a great one. If the title is, 'Lose Weight Without Exercise,' that's the title of our video which is so funny because the top one isn't which means there's potential to outrank this person.

Chalene Johnson: Ooh.

James Wedmore: 'Lose Weight Without Exercise,' becomes our title. We also put it in the description. We also put it in the tags. This is all available to you when you're uploading your video. Yes, use the right words.

Chalene Johnson: Okay, specific question about tags. I am always confused. Do I put a comma? Do I write the whole word as one piece? How ... You know what I'm saying?

James Wedmore: Yes. You don't ... I don't know if you need to write a comma anymore. I think you just push enter and ...

Chalene Johnson: Puts all those words in ...

James Wedmore: ... space bar.

Chalene Johnson: Okay. Cool.

James Wedmore: Yeah [crosstalk 00:09:12].

Chalene Johnson: Can I tell you that I'm a little bit distracted right now because I can see on your channel that you have a video called, "How to Add Text to Your Videos." I'm really enjoying this interview but I'm like, "This is the first thing I'm going to watch when we're done.

James Wedmore: That's a great example, 'How to Add Text to Your Videos.' If you type ...

Chalene Johnson: That's exactly how I would type it in to search for it too, FYI.

James Wedmore: Yes, exactly. This was intentional. This video ... Well, there's a lot of history behind this video. This was the first video that I kind of broke out of my shell and started doing more like trying to be an extrovert, like, "Hey, welcome everybody." I'm just like a dancing sea monkey. It's really where I found my voice. This video means a lot to me.

Chalene Johnson: Oh cool.

James Wedmore: It's ranked Number 1 for when you type in, "how to add text to your videos." It has 153,000 views. It doesn't have a 150,000 views because I emailed my lists ...

Chalene Johnson: Right.

James Wedmore: ... or did YouTube ads, or paid traffic, or anything like that. It's just because it sits here at the Number 1 spot. That's it.

Chalene Johnson: What's the next thing we need to do? I have to admit that I've kind of neglected my YouTube channel. I want to get back into it.

James Wedmore: We could do what my lovely little sister Jill did, and we could follow these four steps and she could- she has that video, 'How to Clear the Energy of a Room,' which took her five- seven minutes to film and get 10,000 views with one video; awesome. Then, we could stop there and walk away. The real magic comes with Number 5. That is, to post consistently.

Chalene Johnson: [Womp-womp 00:10:46].

James Wedmore: Well here ...

Chalene Johnson: I'm in trouble.

James Wedmore: Here's why. Why I wrote these five, 'Do's,' is because what I'm really doing is looking at what YouTube is asking of us.

Chalene Johnson: Okay.

James Wedmore: YouTube will reward people ... In other words, they'll rank their videos higher if they follow a few rules. It comes down to these rules here, so like, providing value and engaging video, people stay to the end; a relevant video that has the keywords to the right words, the right search terms in the title and the description; but, lastly, one of the biggest things, and people don't get this, is there's this concept that we call, 'Channel Authority.' The Channel Authority is how YouTube perceives your channel as a whole. Yes, if you have more subscribers and views, that helps your Channel Authority. If you don't have that yet, and you're actively posting, and you're actively engaging, and you're, commenting, and getting new people to do new things, and you're just staying busy on it, that has an impact on your overall views. The reason I share this, the reason this is so important is, in 2013, I uploaded a video every single week for, whatever, 52- 54 weeks of the year. I stopped. I wanted to work on some other projects. I only, last year in 2014, only upload a couple videos, five videos. Yet, I still generated over 200,000 views each and every month ...

Chalene Johnson: Huh? Okay, I'm confused.

James Wedmore: ... because all of my collective videos were now ranked and getting me views. Videos that I posted in 2013, 2012, are still being found and still getting views. Basically, the accumulative affect of having all of that content has now paid off dividends. It's doing this consistently and being patient because it will pay off. It just takes time.

Chalene Johnson: Can you define, 'consistently,' for us because when you said ...

James Wedmore: Yes.

Chalene Johnson: ... that, I assumed it ...

James Wedmore: Thank you.

Chalene Johnson: ... meant once a week, but you just shared with us that you only did five last year. Does that ...

James Wedmore: Right.

Chalene Johnson: ... mean that you kind of ... Five is only because you had so many. What should most of us be considering consistent?

James Wedmore: Oh, no, definitely if you can do one a week, I mean, I think anybody can if they commit to this, you're awesome. You're going to be doing great. The point of that story was, I was consistent in 2013, and it paid off in 2014.

Chalene Johnson: I see.

James Wedmore: Now, if I don't jump back on the consistency wagon right now, my views are going to start to go down. My channel may start to dwindle a little bit over the next twelve months. I'm at a place now where so many of my videos have hit those top spots that I'm coasting. I'm cruising. That's what I love about YouTube at the end of the day, more than anything, is the fact that I have videos that I made in 2008 that are still being found, viewed, and taken action upon here today in 2015 and beyond.

Chalene Johnson: Aside from the optimization, aside from our, you know, I'm going to Tweet about my video. I'm going to blog about my video. What are some other ways that people can make sure that they're promoting this great content that is in video, in other words, driving people to YouTube?

James Wedmore: Great question. If you do this step properly, that actually helps get you ranked because YouTube is going to be going, "Whoa, Chalene's sending a ton of traffic to this one video. Let's get it so more people can find it." This would be like, 'Do,' Number 6.

Chalene Johnson: Okay.

James Wedmore: I wanted to keep it simple, but you want to take it to the next level. That's fine.

Chalene Johnson: Bonus level.

James Wedmore: If you came out ... If you looked at your YouTube channel like a show ...

Chalene Johnson: Okay.

James Wedmore: ... and you have weekly episodes, just like how your favorite TV show kind of teases throughout the week of what your upcoming stuff is, you could actually start to do that with your marketing. What we do is, when we're filming our videos, I will take my 15 second clips of that video and post them on as an Instagram video. I will take screenshots, as well, of the video and post it on Instagram and say things like, "Hey," or, "Remember to check out this week's episode of James Wedmore TV where I talk about this." A great thing that you can do is, let's say your show comes out on Wednesday, or your new episode comes out on Wednesday. On Monday, you can go on Facebook and say, "This Wednesday, I'm talking about X, Y, Z. Make sure to subscribe now so you know exactly when the show comes out." You can provide a subscribe link to your channel. That can be your call-to-action on Facebook, so people subscribe and they're prepared and ready to go.

Chalene Johnson: That is huge.

James Wedmore: The first part of this is actually the days leading up to the video you can start to prep, tease, and prepare, I guess would be the right word, people for your upcoming episode. Then, the day of, I do things such as turn it into a blog post. I'll embed my video on my blog and write an article with it as well. I'll send an email to my lists. I'll post it on Pinterest. I'll send it out on Instagram. I'll share it on Facebook. I've even gone so far, when it's one of my favorite videos, spend Facebook ads and drive Facebook traffic to it.

Chalene Johnson: Oh wow.

James Wedmore: Yeah.

Chalene Johnson: That's great. Okay, so, this is killing me right now because I try to keep the show brief. People don't have a lot of time, but you ...

James Wedmore: Sorry.

Chalene Johnson: ... are a wealth of information. I can't let you go. Can I ask you a few more questions?

James Wedmore: Yeah, please, I- yes.

Chalene Johnson: I'm dying. This is just one of those things where it's like, I have the expert. I know people are going to get so much out of this. These are the questions that people look to someone like you to get the answers. Let me ask you this. The thumbnails, right; that really, to me, stands out when I'm looking ... I'm doing a search for, 'how to put text over a video.' I see your video and I'm like, that thumbnail, which is the little tiny capture that YouTube selects, we think ...

James Wedmore: Mm-hmm (affirmative).

Chalene Johnson: That little screen grab is what draws me in and usually makes me ... I don't look at the video that has the most views. I usually look at the one that grabs my attention, visually. How important is it that we brand our actual thumbnail?

James Wedmore: It's super important. It's absolutely important. I didn't mention it because if you're video is on Page 10 for, 'How to Add Text to Your Videos,' it's kind of a moot point to start talking about a thumbnail. If I had to choose, get a video ranked first and then, absolutely, a thumbnail graphic becomes an integral part of that because I've had my video be in the Number 2 spot, just like you said Chalene, I've had people select my video because it had a nicer graphic. In fact, one of my favorite videos, coming back to the whole SEO part, is, 'How to Make Money on YouTube.' I just, I had to do it. I don't really like talking about that, "How to Make Money," it kind of attracts sleazy, get rich fast quick audience. I don't ... I kind of wish I didn't do it, but that video alone has half a million views. The thumbnail is just a picture of me with money falling down from the heavens. It's absolutely ridiculous, but it- you want to click on it.

Chalene Johnson: Right.

James Wedmore: You know? The ...

Chalene Johnson: Let me ask you this ...

James Wedmore: Yes.

Chalene Johnson: I'm looking at my awful page right now. It's like, I want ... I look at a page like yours, or some of your students, and their pages look branded. I love that feel. I would look at a branded page and go, "I'm subscribing to this channel because I can see, just by looking, glancing at each one of these thumbnails, what I'm going to get. This is someone who's professional, has their act together." I feel like right now I can't do anything until I go through every single one of my videos and create a consistent thumbnail. Is that good use of my time or not?

James Wedmore: Well, for you personally, I'd say get a Graphic Designer to do it for you, okay?

Chalene Johnson: Well, that's for me, sure.

James Wedmore: Yes, and it absolutely is. Here ...

Chalene Johnson: Okay.

James Wedmore: ... is like ... If you were to give this to a designer ...

Chalene Johnson: Yeah.

James Wedmore: ... or an assistant to do for you ...

Chalene Johnson: Yeah.

James Wedmore: ... the process is simple. What you could do is you ... Step 1, is have someone go in and take a screenshot of your video ...

Chalene Johnson: Sure.

James Wedmore: ... at a certain- at a good frame that they like. Maybe you're in a jump action pose or something like that. Ideally, the shot should be, for most people, you, looking at the camera ...

Chalene Johnson: Okay.

James Wedmore: ... since people always gravitate to a smile, and eye contact, and a face. Then, you would just add text to it. Your, 'Piyo Base Moves Tutorial,' video, the one you uploaded five months ago, is a perfect example of this. You're not looking at the camera, but you're doing a unique pose that is engaging people, 'Wait a second. What is that? How do I do that?' Then, it says, "Piyo Base Move Tips," and an exclamation point. That is a perfect example of a great, engaging thumbnail image. Yes, I would just say ... I would go to someone and say, "This is what we want to shoot for. Do this for all of my videos."

Chalene Johnson: Okay. Next, I see now, because I haven't been on my page here in a while, that I've uploaded a ton of videos but I didn't ...

James Wedmore: Yeah.

Chalene Johnson: ... unlock them. They're still private.

James Wedmore: Or unlisted, yeah.

Chalene Johnson: Yeah, yeah. Should ... Is that going to affect my rank in YouTube if I release them all in one day, or does YouTube look at the day that I uploaded it? Do they really care when I made it public?

James Wedmore: That is a really good question.

Chalene Johnson: Thanks.

James Wedmore: Now, it really is. The first thing I would say to people, which is not the exact question but it brings up something great is, YouTube does not want you to just upload 30 videos right now, okay. That's not the answer. They don't like that. They really don't. I noticed that a long time ago. That's why I said, 'consistently.' Now, you ... Chalene's question is a little different because you've already uploaded them but they've been unlisted.

Chalene Johnson: Yeah.

James Wedmore: I don't know the answer because I've never had that personal experience. On the safe side, I would at least not make them all public in the same day.

Chalene Johnson: Okay.

James Wedmore: Here is why. When you make a video public, it broadcasts out to your subscribers. You can sync this with ...

Chalene Johnson: Oh yeah.

James Wedmore: ... your Google + account, and all that stuff, and Twitter as well. You don't really want your Twitter feed to have you say, "New video up. New video up. New video up," for 30 videos in a row. I would just, organically, whenever it pops into your head, ...

Chalene Johnson: Okay.

James Wedmore: ... make another one public, come back a few days, make another one public, and go from there.

Chalene Johnson: I have a virtual assistant. This seems like a great project for her.

James Wedmore: Yes.

Chalene Johnson: Love it. Okay, my next question is this, how do we have the ability to use popular music on YouTube, or are we not?

James Wedmore: Technically, we don't. That's something you really want to avoid. It's not worth it. However, YouTube has something. I'm going to show you where it is. I'm going to find it on my computer first ...

Chalene Johnson: Yep.

James Wedmore: ... where they have access to royalty-free music. If you go into what's called, 'The Creator's Studio,' which is like the back-end of your channel ..

Chalene Johnson: Does everyone have access to that?

James Wedmore: Everyone that has a YouTube account does. Under the button that says, 'Create,' there's something called an, Audio Library.

Chalene Johnson: Okay, so, I'm on my own channel right now. I want to make this really easy for people. I go to, there's Home, Video, Playlist, Channels ...

James Wedmore: See your- the [Emmett 00:22:33] picture of you in the upper-right hand corner.

Chalene Johnson: Yes.

James Wedmore: You should be able to click that, and there'll be a little drop-down box. It should say, 'Creator's Studio,' in a gray box.

Chalene Johnson: Yep.

James Wedmore: Okay, go ahead and click that. Then, the last button on the left column says, 'Create,' and it's got a little video camera next to it.

Chalene Johnson: Oh my gosh. I'm so glad you just walked us through this. I would've never found it. Yeah, okay, cool.

James Wedmore: The first one is your Audio Library. There are literally hundreds of super high-quality royalty-free ...

Chalene Johnson: Wow.

James Wedmore: ... music, songs that YouTube approves of that you can download. I mean, you can just download and listen to them. You don't ...

Chalene Johnson: What the heck?

James Wedmore: ... even have to put in your video.

Chalene Johnson: Are you kidding me right now?

James Wedmore: Yeah, this is ...

Chalene Johnson: This is amazing; mind-blown.

James Wedmore: I don't know what this next one is, "Ad-Supported Music." I'm assuming it's ... Oh, these are ... Okay, so, this is rather new. The second tab is, 'Ad-Supported Music,' which means these are actual real ...

Chalene Johnson: Popular songs.

James Wedmore: ... songs ...

Chalene Johnson: Yeah.

James Wedmore: ... that you can use. I don't know the specifics of how you can use them. It will say you can't monetize a video. I have a whole rant I go on about monetizing your videos. I hope- hopefully, you're not, Chalene. I hope you're not ...

Chalene Johnson: No.

James Wedmore: ... putting ads in front of your videos.

Chalene Johnson: Uh-uh.

James Wedmore: That's like one of the worse things you can do.

Chalene Johnson: Yeah, I hate that. I don't have time for that.

James Wedmore: Yes, good. Then, now they have sound effects which is so cool. If you want an explosion at the end of your workouts videos, boom, there you go.

Chalene Johnson: This is ... Everyone, this is free to you. It's ...

James Wedmore: Yeah.

Chalene Johnson: ... right there and here. I didn't even know this existed. James, I can't thank you enough for this incredible wealth of information that you've dropped on us today. You've dropped some serious knowledge here.

James Wedmore: That's where I queue the knowledge bomb explosion sound effects.

Chalene Johnson: We'll do that in post.

James Wedmore: We'll add that in post.

Chalene Johnson: I love it. I mean, how can we learn more from you? I've got people who, they want to be your next Marie Forleo. They want to make this happen. How can they learn more from you?

James Wedmore: The biggest request I can make is to invite you to check out my YouTube channel for yourself. It's a little bit of an inception over there because we make videos about how to make videos. It's like a dream inside of a dream. You can ... Everything I teach or share is all done by me as the guinea pig example. That, I think, is the best way to teach because, you know, teach by example. The link, again, is youtube.com/jameswedmore. I also have, which I mentioned earlier, my YouTube Traffic Report ...

Chalene Johnson: Okay.

James Wedmore: ... which just is another modality for learning the same information that you could find on my YouTube channel which is how to get your videos ranked; same thing that we just talked about in this episode.

Chalene Johnson: Where can we find that?

James Wedmore: I have a link for you. Actually, we're just going to use jameswedmore.com/chalene.

Chalene Johnson: Great. I'll ... Just in case you're going to- think you might forget that, it will always be on my website, chalenejohnson.com/podcast. That's where you'll see every link that we've talked about, but that's pretty easy to remember. It's just, jameswedmore.com/chalene. I mean, think about all of the information that you ... This is how you reach people. Even for those of you who are like, 'I don't know if I ever want to start a business but people always ask me about this, or that, or I love making crafts.' Or, 'My friends are constantly asking me how I put together these amazing birthday parties,' or whatever it is. Start creating this type of content and having it build a community for you because you never know when your Plan B is going to become a reality. The more people you have who trust you, like you, have been served by you, it just makes it that much easier.

James Wedmore: Yes.

Chalene Johnson: James, it has been a pleasure, a long overdue honor to have you on the show. I can't thank you enough. I can't wait to kick your butt in my home gym.

James Wedmore: Bring it on.

Chalene Johnson: All right, you heard it here first, ladies and gentleman. James, thanks so much.

James Wedmore: Thank you.

Chalene Johnson: Amazing. Since we've recorded this episode, I've been, I guess you could call it, obsessed with my YouTube channel. Much like you, I think that you'll probably go to your YouTube channel. If you haven't created one, you will now.

 Now, here's the update since we recorded this episode. Number 1, we were trying to figure out whether it would matter or not if I had all of this content stockpiled on my YouTube channel that I just haven't released. Here's how that happened. I recorded a bunch of videos this summer. Even in the last couple of weeks, I've uploaded videos to YouTube. Don't ask me why, I just haven't released them. There they sat. The question James and I both had was, what do we do with that now? Do I upload them all at once? The answer to that is, no. Do I just upload them one week at a time?

 Here's what I found out since our interview. If I do that, the date that I originally posted them to YouTube still appears. There's no way for me to change that. In other words, if I upload a video tomorrow, it will appear as though it hasn't had any views in months. It will look like outdated content. What do I do with all that great content that I've created that's just sitting there in YouTube? Well, here's what we've decided to do. There's this great little program. Again, it's free. It's called YouTube Downloader. It's all you have to search on Google. It's a free program. I think there's an upgrade so you don't have to have the watermark, or something. It allows me to re-download those videos.

 Now, why would I need to do that? Because that's just faster than me trying to figure out what hard-drive I've might have saved them on and if in fact I have saved them. Some of them, I haven't. Some of those videos, I just uploaded directly from my iPhone using the YouTube app. Now, what I'll be able to do is download those videos that are there and re-upload them one week at a time, just like James had suggested, so I can create that consistency that will help to build my channel. Here's another thing you might want to consider. If you've loaded videos that have very few views, and it's still great content, and no one's seen them, but it could seem outdated if you now went back and updated your titles, and did that optimization in your description and tags, you could do exactly what I did. Download your own video, re-upload it to YouTube, and add all those tips that James mentioned in this episode, and the previous episode, Part 1.

 There's so much to cover on YouTube. I really have spent just maybe an hour in the last day or so going through my YouTube channel updating things, and I would love to get your feedback because I think it looks pretty good now. Check it out, it's YouTube.com/chalenejohnson. Of course, I'd love for you to subscribe. Now, you'll see. I'm going to start loading up new content once a week. I've got tons of it. I just needed a refresher course from James.

 This episode has been sponsored by courageousconfidenceclub.com. It's a club that I've created specifically to help people who struggle with confidence, and insecurities, and social settings, and just standing up for themselves, being yourself and feeling good about it. All of us could benefit from having more confidence. I'd love for you to just experience a taste of it. Please be my guest by going to chalenejohnson.com/confidencetips. Now, if you don't feel like writing that web address down, or remembering to go there later, all you have to do is, while you're listening from your phone, send me a text message. The number is, 949-565-4337. That is for U.S. residents. Then, just send me the word, 'confidence,' and I will send you access to this video.

 This video will help you to eliminate self-doubt and just feel more confident in any situation whether it's work, or personal, or just your social interactions. Every one of us can benefit from having more confidence. There, you'll submit your email address, and I will immediately send to your inbox, my latest training video where I teach you step-by-step how to feel more confident in just about any social setting. I think you'll find this incredibly useful whether it's business, or personal, or just in your everyday interactions. Confidence is something that makes life easier. It helps you to raise more confident, self-efficient children. It allows us to speak our mind, to stand up for ourselves, to do the things that otherwise we are paralyzed by fear and we just allow our own thoughts to stop us. By learning how to overcome self-doubt, and fear of success, you can become that confident person that others are attracted to, the person you want to be, the person you deserve to be, the person you know is inside of you. Thank you for checking out my free tools by going to chalenejohnson.com/confidencetips.