**YOUTUBE SUCCESS 1**

**Male Speaker:** Welcome to the Chalene Show. Chalene is a New York Times best-selling author, celebrity fitness trainer and obsessed with helping you live your dream life.

**Chalene:** Take 27, I’ve recorded this intro 27 times trying to get myself to just calm down. I’m like, ‘I don’t want to over hype this episode because I don’t know if everyone is totally as excited about YouTube as I should be, so let me just tell you this. If you have a message, a business, if you are a singer, if you are a writer, if you’re an author, if you’re a mom who knows how to do cool stuff, if you own a business and you’re having a hard time attracting the right customers, if you want to be discovered, if you like to have your own television show, if you like to quit your day job sometime, if you just would love to be famous on the internet, this is your episode.

You are about to hear from James Wedmore, I’ve been dying to get this interview because I am a student of James Wedmore. I bought one of his online academies when I realized that there was this incredible opportunity on YouTube and I’m a smart girl, so rather than spend hours and hours and hours trying to figure that out, I spend a few bucks, bought his academy and bam! What a difference it made, so I was really excited when he agreed to do the show and share with you some of those basics that you can do today that will make a huge difference in your videos.

I’m talking videos that you’ve already posted and for those of you who haven’t yet started making videos, how easy it is, here’s my ask, be a good friend and right now, click the share button and email this link to anyone you know who either means to create YouTube videos, has created YouTube videos in the past, has a message, has something that they want to share with people and either they are not getting views or they don’t quite know how to get people to watch their videos or they have this fear of making videos and you want to help them get over it.

Share this episode now, it’s free, it’s loaded with great information and as an extra added bonus, there’s a part 2 to this interview where it gets even richer in content. I can’t believe you are getting all this stuff for free. I’m telling you, I invested in his academy and it was worth every single penny, this will be an episode worth every single second of the time that you’re listening.

So without further ado, James Wedmore.

**[START OF INTERVIEW]**

**Chalene**: James, it’s Chalene, are you there?

**James:** I’m here, thanks for having me Chalene.

**Chalene:** I’m so excited; I’ve been a student of yours for a very long time.

**James:** [Inaudible 0:02:30], and that just blows my mind when you tell me [crosstalk 0:02:32]…

**Chalene:** Really?

**James:** Yes.

**Chalene:** Isn’t that such a cool thing that you can help people who help people like you’ve helped me and I’ve helped hundreds of thousands of people so it’s amazing to think that times ‘X’ how many people’s lives you’ve affected by teaching, what you know on video.

**James:** And nothing keeps me going quicker and longer than that right there, than like seeing the impact that you have on someone’s life. To me, we could write a book or do all the research in the world on how to be more productive or how to get more inspired and it’s just have the feedback of someone to be like, ‘this is how much you’ve helped me or inspired me’, then it thus inspires you and I’m just following you on Instagram Chalene, it’s so inspiring to me because I get so moved that you hit people from so many different modalities and connect with them on every platform whether it’s video, Instagram, you’re list or anything. It’s just unbelievable; I don’t know how you do it all.

**Chalene:** What’s really cool about it that I think people need to know about both of us that we have in common, is we’re both introverts?

**James:** Oh please, you are not an introvert. No.

**Chalene:** Yes I am, a thousand percent and the same reason why you’re laughing is because an introvert and I like being around people but it also wipes me out because I’m so present and I’m so invested that I would prefer to be in my little cubby hole or by myself and create a video for the world. I would rather create a video for the world than to be with a room full of thousands of people.

**James:**  I'm blown away.  I would have never taken you for an introvert.

**Chalene:** Yeah, and I think people need to know that because they assume if you're on camera.  If you're making videos, you must be super outgoing and you must be an extrovert.  And it's one of the reasons why I love video because I'm not.  I mean I like people but I'm an introvert.  I would really much prefer to share my best knowledge with you, in small dosages or video.  And that's why we're here to talk about today is for those people who do consider themselves shy or introverted or-  I don't know what my message is, I don't know if I sound good or look good on camera.  The power of video is so remarkable and people get that, especially listeners of the Chalene Show.  They're using video.  But I want to give them the best of the best from the guy who has, not just me, but I mean some of your top line clients are some of the best on YouTube.  Can you share us some of those names?

**James:** Oh, I got a great one for you.  His name is Antonio Centeno and he went through my training.  And he said, 'Okay James, I'm going to do this YouTube stuff.'  And in one year he committed to 200 videos.  So that's a lot, that's more than I would ever ask anybody. And he made those 200 videos and if we go look at his channel right now, that was about a year ago.  It took him a year and he finished those videos a year.  So it was about two years ago he started.  He now has over 15 million views and a quarter of a million subscribers on YouTube.  I interviewed him when he had about 7 or 8 million views.

So half of the views he has now, and I said, 'So what?'  A lot of views, there's no view bank that you can go changes in for money.  And I said, 'So what is this really done for your business?  He cut me off, 'James, it has tripled my sales, tripled my sales.  He's a great guy, I just think he is a smart business owner; he has a military background, so he's just- he's going to do something and he does it.  But he's a little stiff on camera.  He's not this extroverted personality; I feel he’s an introvert as well. And he's one of my favorite examples.

**Chalene:** Well, I remember when I went through your academy so long ago.  You had this really, really early rudimental videos from B-school.  I just dropped her name.

**James:**  Oh Marie Forleo.

**Chalene:** Yeah and you're like, 'Oh, she's just started to do YouTube.' And I'm like, 'Oh my gosh, talk about just killing it.'

**James:** So she came up to me. I'll never forget this, it was August of 2011. And she'd been doing Marie TV for about six months, eight months. And she said, 'So we're doing this YouTube thing. Lewis Howes connected us.  And obviously, Lewis Howes is a mutual friend of both of ours as well, and Lewis, the connector.  And she said, ‘What do you think?  Do you have suggestions and advice?'  I said, 'You know what, let me send you a list of all the things you can do to improve optimization.'

All the nerdy, techie stuff and I said, 'here’s my best advice for you, Marie, ‘just keep doing it. Don't stop, just keep doing that.’  And she looked me in the eye and she's like, 'Okay, that's what I've been feeling. I'm going to do it.’  She has now a 145 thousands subscribers and 11.5 million views.  And she has not stopped every single week, since then, she has uploaded videos without fail.

**Chalene:** And another friend of mine, Natalie Jill.  She said, 'Who should I look for, for YouTube stuff?'  And I'm like, 'James Wedmore.'  She's like, 'That's crazy, that's exactly the course that I just bought.' And she’s like, 'I'm going to apply all this guy's stuff.'  And I think you'd be very proud of her channel.  It is killing it.

**James:** A million views and 44 thousand subscribers. Awesome.

**Chalene:** Go Natalie. I mean, she just like, 'Okay, he's telling me what to do.  I'm going to do it.'  She is very, very coachable.  She went to your program so I don't know if you knew that before today.  But it's just cool to see how this is possible.

**James:** Yes, I have one. I can't remember her name right now.  This is a gal, this is the greatest testimonial; and I know we're going to get with some great content this second.  But you guys really just have to see how easy this stuff has been here.  It's still easy and it's still possible.  Okay, her name is Linda.  I'm looking at it right now.  She came for me with a couple videos and twenty thousand views, maybe ten thousand views, something like that.  We have the actual number when she wrote her testimonial all in.  And she just went through the course. So she wins, so she has a channel that is her name.

It's awful, it's like, it is just called Yolanda Sotto Lopez. That's her name, and she has videos teaching crafts.  So crochet, knitting, sewing, painting.  And as of today, she has 268,000 subscribers and 48 million views.  It has changed her life.

**Chalene:** Wow.

**James:**  Unbelievable and this is in two years’ time.

**Chalene:** That is crazy.

**James:** Two and a half years at the most.  I mean it's crazy.

**Chalene:** So, it is possible and you can do this very quickly but there are some myths I think we have to bust.  And so we'd love to do today James, is really make this super doable for people.  I wanted to spell a couple of myths and then I would love to get from you some of the things you just have to do these things. They're the things that make a difference.  So if we can, I'd love to start with just giving people over that hump.  And here's the big one, ‘I don't like the way I look and I don't like the way I sound on video. And people who make a lot of video.  They must be okay with the way they look and sound.  And I'm just not, so I'm not going to make videos.

**James:** You and I both acknowledged this that, both of us don’t like the way we look on video or sound on video.

**Chalene:** Right.

**James:** So, what's funny today after hundreds and hundreds and hundreds of videos, I almost just looked at that and go, ‘Who's that guy, who is this annoying person making all these cheesy jokes?’ It doesn't even feel like me anymore and that's the only I can sit with it, otherwise, I will just be like 'Oh my Gosh, I can't hear myself, I can’t see myself anymore.’ So you're going to have to deal with that.

**Chalene:** Yeah.

**James:** But in terms of this stage presence or this video presence, I have a lot of people who come to me with that, they're camera shy, they say they have a face for radio. And the only thing I can’t say to this is that it is a skill, not a talent, or this natural born art that you have so you just get better at it through the actual practice of it. And all you have to do, ladies and gentlemen, is go and find my first oldest videos on YouTube to go ahead and laugh at me and you would see how far I have come and it's just practice.

**Chalene:** I also would like to recommend some coping techniques that, it's waking up early, I tell everyone, ‘You've got to start your day early’, and I won’t lie and tell you there's ever going to be a day that you’re excited your alarm went off at 4:45 AM but you learned to cope with it. But you learn how to deal with it and the way I deal with it is I filmed it, it's out there and it's just done I don't watch it because it'll bug me if I watch it. Unless there's something I need to improve, I can watch it to improve but I already know that once I finished it. I just post it and I forget about it.

I don’t watch my old, I’ve never watched an old exercise video, I don't watch my tutorials. I just can't because it'll bug me because I'm a perfectionist, I'd be Oh, I need to redo it, I don’t like the way I said that sentence, why was I moving my mouth that way, what's wrong with my hair, why did anyone let me wear that outfit.’ I would do all those things so my coping technique is film it and forget it.

**James:** I was just laughing because I do the exact opposite, four days ago I said that I wanted my buddy to watch like 20 of my old videos and I'm the only one that enjoyed them and he didn't.

**Chalene:** Was it torturous?

**James:**  No, for me, it wasn’t because I like, I don’t know, maybe I accept that self-deprecating humour. But I just love laughing at myself.

**Chalene:** Okay, so you did it for comedy reasons.

**James:** Totally, totally.

**Chalene:** So awesome.

**James:** But I love that, I think that's great advice.

**Chalene:** Well, here's the next thing that I think people have to-- or I love for you to dispel this myth.

**James:** Let's do it.

**Chalene:** Do I need an expensive camera?

**James:** So I actually have, hopefully we can include this in the show notes.

**Chalene:** Okay.

**James:** I'm a huge fan for many reasons of filming with what you got and what you all have hopefully in this day and age is a smartphone and those smartphone should have a video camera on it. I have the IPhone 6 now, and the camera on there is unbelievable. Now, videographers everywhere are going to…

**Chalene:** Cringe?

**James:** Yeah, it definitely. They don’t like when I say this but you can use you're IPhone or whatever, fancy smartphone you have. And hopefully we include in the show notes. I actually put together a buyer's guide, if you have an IPhone, it's typically for the IPhone, on what you need and for 60-70 dollars you can get everything from a microphone to a tripod adapter and few other little cool things and we started filming my videos on my IPhone. I hired a videographer today because we filmed so many videos and I say, "No, no, no use the iPhone it’s quicker, it's easier, we don't need to play with all these fancy settings.

**Chalene:** Yes.

**James:** And he loves it. So…

**Chalene:** That's great. And the one video, all the videos we've done that are high-end. The one video that reached 18 million people is one I filmed in my iPhone a year ago. Go figure.

**James:** Yeah, exactly.

**Chalene:** But don’t forget to turn it.

**James:** Oh yeah, the dreaded black bars.  Yeah.

**Chalene:** Yeah, turn that IPhone people. We'll put links in the show notes to your program, to some great tripods. I have this little tripod that fits in your purse, its super lightweight. I don't know if you carry a purse James, I doubt it but if it fits in your bag. Its super lightweight, so you always have it. When you’re like, ‘Oh, I could film a video here really quick.’ And you can slide just about any smartphone into it, its 15 bucks.

**James:** You know what the greatest things too is if you're dealing with lower quality technology and on the go scenarios. If Chalene could say, ‘Hey guys, sorry for the impromptu video and I know it's a little noisy outside, but I'm doing this thing right now and I just thought I really need to shoot this video and share this idea with you.’ So if you acknowledged what everyone is thinking about like, ‘Hey sorry for the shaking camera’ or ‘Sorry for the plane flying overhead but I just want to get this quick video out to you.’ All of a sudden it disappears.

**Chalene:** Right.

**James:** They have nothing to complain about anyways, So…

**Chalene:** Yeah.

**James:** That's what I do…

**Chalene:** It's like the recommendation that Roger Love gives, who is a vocal coach, and he’ll say if you have a really deep thick accent rather than trying to make up for it just explain it in the beginning; tell people where you're from, make a little joke and move on and people love it.

**James:** Agreed.

**Chalene:** Okay.  Another myth I want to give to you before we get to your great tips is 'I don't have a website' or 'I don't have a followings' so how do I ever get people to watch and how will I ever grow my account if I don't have a website or a following?’

**James:** This is why I love YouTube other than the fact that it's free so if you have your smartphone and a YouTube account, it’s not going to cost you a dime to get started. But you can literally start getting results without any less website following, etc. So you don't have to be Chalene to get started. In fact, the story I want to tell right now is my little sister came up to me about a year or year and a half ago, and said, ‘James I want to start a business’ and my reply was ‘no, you don’t.’  But okay, if you do, go through my course.

**Chalene:** Yeah.

**James:** Because I just said let me just give her something so she can get her feet wet.

**Chalene:** Yeah.

**James:** And she's a yoga instructor and she does spiritual energy work. So she created one video where she took her IPhone, stacked a couple books up, she had no tripod. Pressed record, she sat on the floor and just started talking for five minutes. She uploaded it to YouTube but she followed some of the stuff that we're going to share with you in a minute. And she got bored, you know, she uploaded that first video, she got distracted, saw a squirrel, walked away, ‘Oh, I don’t want to do business anymore’ and you know I won the bet but I went and checked that video and in 1 year that one video had 10 thousand views so…

**Chalene:** And did she even know that?

**James:** She does now but she's like, ‘that can't put that in context’, doesn't really know if that's good or bad.

**Chalene:** And so she hasn’t done like a weekly video since then?

**James:** No.

**Chalene:** Wow.

**James:** That's the funniest part. So she had no following, no marketing background, no experience, no- nothing. She just followed the steps and we're going to layout the steps here today and she got 10 thousand views with one video in a year. And the question I ask is, ‘what would it looked like today if she would've just done that consistently, would've done that every single week, for a year or two years’

**Chalene:** Yeah.

**James:** What type of result would she have? What kind of audience presence or feedback would she have?

**Chalene:** Well, here's another amazing thing that people need to take into consideration especially those people who are in network marketing or starting their own business or in the service industry, you have a product- you know, helps people. Are you going to meet and spend time with 10 thousand people this year?  Probably, not but your sister did. If you create great content while you're sleeping, you're spending time with people who are learning from you. You are affecting their lives and that is the power of video. We get to know you.

**James:** Yeah.

**Chalene:** We get it. Alright, fine I'm going to make a video, what do I need to do? What are the things that are most important for me to really make this work?

**James:** Okay, I'm going share the five do’s that i came up with specifically for the Chalene Show. Now before I share them.

**Chalene:** Yeah.

**James:** Let's just make sure people are paying really close attention because my channel here today, YouTube itself, for me, in my business is my largest free-traffic source, so it's where all the people find me.

**Chalene:** What is the channel name so we can find you?

**James:** It's just me James Wedmore. So youtube.com/JamesWedmore real easy. Now I have 3.7 million views on my channel and that's awesome I'm like really blown away, I'm very humbled by that. I get that there are YouTube stars out there that have millions of views but what we're going to talk about today is how to do this without having to be a funny comedian or exploit your cute child or your pet in order to do it. But here's a data I want to share last 2014, my channel did 1.6 million views. Now that's almost half of all the views that I have and I've been doing this for four years.

So in last year alone, I experienced what I predict that every will have if they follow my fifth Do of this which is to have this hockey-stick expediential grow. Now here's the kicker, 1.6 million views last year, I generated and I only uploaded 5 videos.

**Chalene:** What?

**James:** Yeah.

**Chalene:** Come on.

**James:** So, it is an unbelievable YouTube phenomenon.

**Chalene:** What?

**James:** It is the hockey-stick explosion…

**Chalene:** Hang on a second, hang on one second here. You're telling me you went up 1.5, did you say?

**James:** 1.6.

**Chalene:** 1.6 with 5 videos?

**James:** Yes, now…

**Chalene:** I'm all on, I'm all in.

**James:** Okay, now just to make some clear, I uploaded five videos in 2014. Those five videos don't add up to 1.6.

**Chalene:** All of them do?

**James:** My entire channel grew by 1.6 views million views.

**Chalene:** I don’t care. I'm so in, and I'm so leaning forward. Let's do this.

**James:** Okay. Great.  Okay. The first Do is: 'Do the research.' And this, if there’s only one you learn here today. There's only one that you get it's this one. So, my sister's video that got 10 thousand views without any subscribers, any followers, any lists, anything, was because she made a video on the topic. She does spiritual energy work so she did a video on ‘how to clear the energy of a room’. So how to clear the bad energy, okay? And it's just her like, with like a piece of sage, drawing in circles and I mean, it's silly but people were looking for that.

**Chalene:** Yeah.

**James:** And she made a video on that. The biggest mistake we make is to say, 'What do I want to make a video about?' and 'what do I want to talk about?' and that is the wrong approach. Its: 'what is my ideal customer looking for?' 'What questions they have?' YouTube is the second largest search engine in the world. So people are searching how to do something.

**Chalene:** How do I research that?

**James:** How would you research that? Okay.

**Chalene:** Do I start typing?

**James:** That is going to be the easiest way. There is a longer way which can be more effective in the long run because it gives more data.

**Chalene:** Give me just the most basic way for me, right now, to sit down and figure out what people are searching for.

**James:** Literally type it into YouTube. If I would do, 'lose weight' into YouTube. I can just type in the word 'loose', L-O-S-E. And I'm already getting 10 recommendations of popular search terms that people are already looking for.

So, lose weight yourself, lose weight, it has actually previous terms. So how to lose weight, lose weight fast, lose weight in one week, lose weight without exercising. These are real terms that people are searching for. So let's do the loose weight without exercise. I'm sure you love that.

**Chalene:** Yes, absolutely. Put me out of business.

**James:** Exactly. So here's somebody, Abigale Kirsten, who put this video up a year ago, and has 8.6 million views on one video because she’s ranked number one for how to lose weight without exercise.

**Chalene:**  Wow.

**James:** So we need to, and so the thing is that if I typed in a keyword like…

**Chalene:** I see her, I see her. Yeah.

**James:** If we typed in something that doesn't have a lot of views at the top, the first responses, that means probably not the best video to go after. So if the top video has been there for two years and has 400 views, don't make a video about that topic. And you don't take the mindset of, 'Oh, there's already a video here with a lot of views. I'm not going to do that.' We have taken videos and gotten to the top spot quick and easy because those people are missing a few elements that we're going to talk about.

**Chalene:** Okay, cool.

**James:** Okay, so you just come up with a list of ‘How Tos’, how to exercise, how to do a push-up, how to jump higher. Whatever it is in your space and your niche.

**Chalene:** So if I'm hearing you correctly. The first do is 'Do your research.' Don't just say, 'hmm, what do I want to make a video about?’ Actually, look and see what are people searching for?

**James:** Yes.

**Chalene:**  In my area or in my area of interest or expertise. 

**James:** Yes.

**Chalene:** That's the research. Okay.

**James:** It's pretty easy, right?

**Chalene:** It's easy. Yeah, but it's so basic that we forget about. We're like, 'hmm, what am I good at?' and then we make a video and then try to plug it in. What's your next tip for us?

**James:** 'Do provide the value.' So if you make a video, if you listened to this podcast and you go, 'Oh, I'm going to make a video on how to lose weight without exercising' Okay, go ahead. Go make that video but if you don't show me how I can lose weight without exercising then you have not provided the value.

If you do not answer the question that you have proposed; if you do not provide the solution that you have offered in your title and your topic, then you are doing an incredible disservice and it's, you can think 'Oh, but that's okay I'll try tricking them into buying my stuff. No, no, no, no! Because YouTube tracks and chooses who gets to get to the top spots based on how long people stay on a video.

So, if you're trying to gain the system and just do a bait and switch on people. YouTube will notice if all of your viewers leave in the first 10 seconds and they will drop your video.

**Chalene:** Having said that, how do we suck them in right in the beginning so they do stay?

**James:** Right out of the gate. A lot of people put their logo on the fancy thing for 10 seconds. I say, don't do that. Tell them what you're going to tell them. So if we're staying with it, if you don't mind if we stay with that example?

**Chalene:** Yeah.

**James:** How to lose weight without exercise. I'd say, 'Hi guys, Chalene here! In this video, I'm going to show you three ways that you can start losing weight today without ever lifting a single weight. So stay tuned.' You have your little logo pop up and then you get in to your video. So it's literally just restating the promise of the video. It's the simplest way that you get people to stay. This is what we're going to talk about here today. Here's what you're going to get out of this.

**Chalene:** There's so many videos that I can't get through the first minute because they're just like, 'hey guys'. They are making all the excuses why you shouldn't watch. Like, 'Sorry about the fact that I haven't posted in a while and I'm really tired today and stuff’ And you're like, 'get to the point'

**James:** Or they turn it into a commercial and say, 'Hi I'm James Wedmore. I've been in business for 25 years and I have clients that I service all up. You’re just no,you’re bored.

**Chalene:** Okay, so that's a good a point. When we start a video, I tend to quickly give my little bio. Should I just not do that?

**James:** Okay so, you can give your bio as long as you hooked them first.

**Chalene:** Oh, I like that.

**James:** I like to do something; here I'll just give an example of one of mine. So if my video is how to get ranked in YouTube. I'd say, 'Hi, James Wedmore here, author of the YouTube marketing book and in this video we're going to show 7 steps that you can follow right now to get your videos ranked at the top of YouTube so that you can get more views, more exposure and more customers. Stay tuned.'

Okay so I introduced myself, I gave a little bit of authority credibility. I said, author of this book, and then I said, here is what you're going to learn and here is the benefit of it.

**Chalene:** Brilliant.

**James:** Then I will do my little intro piece, I've been doing teaching YouTube for seven years now. And the same strategy I'm going to tell you today is the same strategy I've used in my business. Over 75% of my videos are ranked in the top 3 spot for their perspective keyword phrases, so these strategy works. Let's go ahead and look at it.

So I could reinforce my credibility like you want to pay close attention because I know what I'm talking about.

**Chalene:** Love it. Pretty cool, right? Now before you move on to Part 2, which is loaded with even more answers to your questions. I want to give you a few updates from this episode.

First of all, I went back to my own YouTube channel and I sure did change a ton of my titles. For example, one of the videos I created for PiYos, I was like wait, ‘I should've looked to see what people are searching for in comes to PiYo as opposed to just giving it a cutesy, memorable video name.

A lot of my videos, I was naming cutesy, creative titles, like how I would title a magazine article or a book but that's not how people search. So when he talks about research, I thought to myself, ‘okay let's go back and look at some of the videos you've uploaded recently, think about what's in that video, what's the subject, and what are people searching for when it relates to that particular subject.

Then I went back in, edited a video that I’d already created and changed the titles to reflect a name that better suited what people were searching for. And in just three days’ time, my views have gone through the roof. I'm like, 'Ah, #duh, but it’s never too late.' That's my point; it's never too late. 

Be sure to listen to part 2 of this interview. James, if you're listening, thank you so much for the motivation. Putting a fire underneath me, so I could go back in and apply the things that you've taught.

Let me know what you thought about this episode by leaving me a message. You can do that by going to Chalenejohnson.com/podcast and as always the Chalene Show is sponsored by courageousconfidenceclub.com.

If confidence is one of those things that you know was holding you back, if you'd loved to be able to make people feel more comfortable around you, enjoy social settings, have the belief in yourself to ask for what it is you need to look forward to meeting new people and having these great opportunities that it seems like really outgoing people have. Well then, the Courageous Confidence club is for you. Go check it out. In the mean time before you do anything download Part 2, you don't want to miss it. So today I'm not going to say goodbye. I'm just going to say I'll talk to you in a few minutes.

**[END OF RECORDING]**