**YOUTUBE SUCCESS 2**

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

**Chalene Johnson:** Yow! What’s up? Welcome to Part 2. Now, I suppose you could listen to this episode without listening to Part 1, but I kind of feel like that would be watching The Empire Strikes Back before watching Star Wars, it’s doable, but it’s just not exactly advisable. You know, make a decision for yourself, but may I recommend that you listen to Part 1 before you listen to Part 2. I think you’ll have more fun and you’ll kind of get the foundation if you listen to Part 1 first.

In Part 1, James Wedmore, an expert at YouTube Marketing, a guy who has over 75% of his videos ranking in the Number 1 to 3 spot on YouTube, breaks it down for us.

In Part 1, we talk about how to make your YouTube Channel successful even if you have old videos and you’re not quite sure what to do with them, and how to make them perform better, and for those of you who’ve not even made their own YouTube video yet, perfect. James is going to save you tons of time and help you become successful right out of the gate.

I’m a huge fan of making videos and I love that YouTube is totally free. I mean, it is an amazing vehicle to drive traffic to your website, and for those of you who don’t have a business, who don’t have a website, it’s just a great way to get your message out there. Who knows, maybe it’ll be discovered and you’ll get your own TV show, or get your own book. Or maybe you have this voice and you really need to be discovered. In Part 1, We talked about how to make a video even if you don’t like the way that you look, or the way that you sound on video. We talked about the best camera equipment to get started on a budget. It’s probably something you already have. How to start building a Following, and how you don’t need a website and one very critical step that can make all the difference in getting ten views versus ten thousand views without you having to really do anything, and that step take about sixty seconds.

In this episode, Part 2, James shares with us how, by just posting 5 videos last year –this is so crazy, his account increased over 1.6 million views. Now, that was really exciting to me because I really don’t have time to post ten thousand new videos, if you know what I’m saying.

We also talk about how to bring your page, how to place text over your thumbnails and your videos. How to get YouTube to take notice of what you’re doing and start promoting your videos for you. We also talk about how to find royalty-free music and sound effects for free and how you want to use popular music. You can do it, but there’s a way to do it that keeps you out of any legal trouble and you can have YouTube’s express permission.

Now, please stay tuned to the very end because at the end of this episode, just like I did in Part 1, I have a follow up to some really important issues that came up during our discussion. We just really didn’t have the answers at the time of the recording, but I’ve some research since then, and you’re going to love what I found out.

Alright, back to James.

**[START OF PODCAST]**

**Chalene:** We’re making these videos and what’s the purpose? What’s your next Do?

**James:** Yes. The next Do is our call to action and I have been a stickler about this since day one is to always provide a call to action. And the reason is you just want to, first and foremost, you want to train your audience 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, so even if just subscribed, if you don’t have a website, 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 and that really trained you and your audience to say, “Hey, thanks for watching. Thank you for learning and staying. Now, here what to do next.”

**Chalene:** So you’re training them. If I hear what you’re saying, it is, every video you make, tell the person that’s watching to do something. Even if it’s liking or subscribing or whatever. Am I right?

**James:** Yes. Now, for me, at this point, what I do, YouTube is where I give free content. It doesn’t cost a dime to watch a YouTube video, to watch any of my videos and what I want to send people next is a place where I can turn them from a viewer into a subscriber. So, I want to build my mailing list so I will offer things like my free report. I have a free video series and they would opt in for it.

So, 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 37-page report. It’s going to show you everything you need to do, to turn YouTube into your own free traffic source. To get your hands on this free report, there’s a link on the description below this video. Click that link now, and I’ll see you on the next page.” Something like that.

**Chalene:** Awesome. That’s great. I love it, so you’ve got to put a call to action there, even if it’s as simple as don’t forget to subscribe, and especially for those people who are like, “Well, I’m not like James, I don’t have something to give away for free yet,” but you still want them connected to you and that’s why we want them to subscribe, correct?

**James:** So, try this, so at the end of your video you say, “This was the first video of many that I put out and I really want to thank you for watching, and over the next few weeks, I’m going to be putting out a lot more on the same topic, so make sure you take a second and just click the subscribe button so you’re going to get immediate update on when these next videos come out. You’re not going to want to miss a single one.” To give them a little something to do.

**Chalene:** Yes. Okay. Next tip.

**James:** Okay. This one’s huge. Number 4 is do optimize your video. This is what we call Video SEO 101. When you upload a video, YouTube asks a little bit of data. It’s says, “What do you want to title your video? What do you want in you description? What do you want your keyword tags to be?” And this is an opportunity where you go back to the first Do that we shared where you did the research and you should have a topic or a keyword, a keyword phrase, and that’s what you want to put into your title, the description and the tag, so in short, what you’re going to take down as you’re 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 when people title the video, ‘My First Video’ or ‘MOV 0007.mp4’ and I’m like, “What are you doing? No one’s searching that.” 60% of all the billions of views on YouTube, 60% of those views are search driven and are not viral videos. 0.001% of videos that have millions of views are the viral videos. The majority of them, for the rest of us, for the normies 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:** 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:** Yes.

**Chalene:** 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:** So, if we wanted to rank or get found for the term ’How To Lose Weight Fast’, our title would be, ‘How To Lose Weight Fast’, but 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. So, ‘Lose Weight Without Exercise’ becomes our title. We also put it in the description. We also put it in the tags, and this is all available to you when you’re uploading your video.

**Chalene:** There’s a bit of question about tags. I am always confused. Do I put in a comma? Or do I right the whole word as one piece? You know, what I’m saying?

**James:** Yes. I don’t know if you need to write a comma anymore. I think you just press Enter and Spacebar.

**Chalene:** Okay. Cool. Can I tell you that I’m a little bit distracted right now because I can see on you channel that you have a video called ‘How To Add Text To Your Videos’ and it’s the first thing I’m going to watch when we’re done.

**James:** So, that’s a great example, ‘How To Add Text To Your Videos’.

**Chalene:** That’s exactly how I would type if I would search for it too, FYI.

**James:** Yes. Exactly. This was intentional. 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 like a dancing sea-monkey, and it’s like really where I found my voice, so this video means a lot to me. It’s ranked number one for when you type in ‘How To Add Text To Your Videos’ and it has 153,000 views. It doesn’t have 150,000 views because I e-mailed my list or did YouTube ads or paid traffic or anything like that. It’s just because it sits here at the number one spot. That’s it.

**Chalene:** So, what the next thing we need to do? I have to admit that I kind of neglected my YouTube Channel, and I want to get back into it.

**James:** So, we could do what my lovely little sister, Jill, did and we could follow these four steps and she has that video, ‘How To Clear The Energy Of A Room’, which took her five/seven minutes to film and get ten thousand views with one video. Awesome, but then we could stop there and walk away. The real magic comes with number five, and that is to post consistently.

**Chalene:** I’m in trouble.

**James:** Here’s why. Why I wrote these 5 Do’s is because what I’m really doing is looking at what YouTube is asking of us. YouTube will reward people. In other words, they’ll rank their videos higher if they follow a few rules and it comes down to some of the few rules here. It’s providing value and engaging people to stay in the end. Relevant video that has the keywords to the right words to the right search terms in the title, in 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, and the Channel Authority is how YouTube perceives your channel as a whole.

So, yes, if you have more subscribers and views, that helps your Channel Authority, but 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 and the reason that I share this is –the reason this is so important is in 2013, I uploaded a video every single week for 52/53 weeks a year, and I stopped.

I wanted to work on some other projects, so only last year, in 2014, I only uploaded a few videos, only 5 videos, yet I still generated 200,000 views each and every month because all of my collective videos were now ranked and getting new views. Videos that I posted in 2013, 2012 are still being found and still getting views and basically, the accumulative effect of having all of that content has now paid off dividends, so it’s doing this consistently and being patient because it will pay off. It just takes time.

**Chalene:** So, can you define ‘consistently’ for us because when you said that, I assume that meant a week, but you just shared with us that you only did 5 last year. Does that mean that 5 isn’t so many? What should most of us be considering ‘consistent’.

**James:** Oh, no. Definitely, if you can do one a week. 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. Now, if I don’t jump back on the consistency wagon right now, my views are going to start to go down, and my channel may start to dwindle a little bit over the next 12 months, but I’m at a place now where so many of my videos have hit those tops spots that I’m coasting, I’m cruising, and that’s what I love about YouTube. At the end of the day, more than anything, is that I have videos that I made in 2008 that are still being found, viewed, and taken action upon here today and in 2015 and beyond.

**Chalene:** Aside from the optimization, aside from 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 their promoting this great content that is in video. In other words, driving people to YouTube.

**James:** Great, great question. That is actually, if you do this step properly that actually helps get you ranked because YouTube is going to go, “Whoa! Chalene is sending a ton of traffic to this one video. Let’s get it so more people can find it,” so this is going to be like Do Number 6. I wanted to keep it simple, but you want to take it to the next level, it’s fine.

So, if you came out, if you looked at you YouTube Channel like a show and you have weekly episodes, just like your favorite TV shows teases throughout the week of what your upcoming stuff is, you could actually start to do that with your marketing.

So, what we do is we’re filming our videos, I will take my 15 second clips of that video and post them on it as an Instagram video. I will take screenshots, as well, of the video and post it on Instagram and say things like “Hey, remember to check out this week’s James Wedmore TV where I talk about this. A great thing that you can do is when a 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 XYZ. Make sure to subscribe now, so you know exactly when the show comes out,” and you can provide a subscribe link to your channel and that can be your call to action on Facebook, so people subscribe and then prepared and ready to go.

So, 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 the next episode. Then, the day of, I do things such as turn it into a blog post, so I embed my video on my blog write an article with it as well. I’ll post a picture of it as well, and post it on Pinterest. I’ll send it out on Instagram, I’ll share it on Facebook and I’ve even gone so far when it’s one of my favorite videos, spend Facebook ads, and drive Facebook traffic to it.

**Chalene:** Oh, wow. That’s great. Okay, so this is killing me right now because I tried to keep the show brief. People don’t have a lot of time, but you are a wealth of information. I can’t let you go. Can I ask you a few more questions?

**James:** Please, yes.

**Chalene:** I’m dying, This is just like one of those things where it’s like I have the expert. I know people are going to get so much out of this and these are the questions that people look to someone like you to get the answers, so let me ask you this.

The thumbnails, right? That really, to me, stands out when I’m doing a search for “How to Put Text Over Video”. I see your video and I’m like, that thumbnail, which is the little tiny capture that YouTube selects, we think, that little screen grab is what draws me in and usually makes –I don’t look at the videos that has much views and I usually look at the one that grabs my attention visually.

How important is it that we brand our actual thumbnail?

**James:** Super important. It’s absolutely important. I didn’t mention it because if your 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, so if I had to choose, to get a video ranked first and then, absolutely, thumbnail graphic becomes an intrical part of that because I’ve had my video in the Number 2 spot, and 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 and I had to do it. I don’t really like to talking about it.

It’s a waste of money, it attracts sleazy, get rich fast, quick audience so I kind of wish I didn’t do it. But that video alone has half a million views and the thumbnail is just a picture of me with money falling down from the heavens, and it’s absolutely ridiculous, but you want to click on it.

**Chalene:** Right. So, let me ask you this. I’m looking at my awful page right now, and it’s like, when I look at a page like yours or some of your students and their pages look branded and I love that feel. And I would look at a brand of page and go, “I’m subscribing to this channel because I can see just by looking, glancing each one of these thumbnails what I’m going to get and there’s someone who’s profession has their act together.”

I feel like right now, like I can’t do anything until I go through every single one of my videos and create a consistent thumbnail. Is that a good use of my time or not?

**James:** Well, for you, personally, I’d say get a graphic designer to do it for you.

**Chalene:** Well that’s sounds neat, sure.

**James:** Yeah. If you were to give this to a designer or assistant to do it for you, the process is simple. What you could do is you step 1 is have someone get a screenshot of your video at a good frame that they like, may be you’re like in a jump action pose or something like that. Ideally the shot should be you –for most people, you looking at the camera.

So, it’s people always gravitate to a smile or eye contact and a face, and then you would just add text to it. So, your Piyo-based 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 and how do I do that,” and it says Piyo-base move tips and an exclamation point. That is a perfect example of a great engaging thumbnail image, and 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:** Okay. Next, I see now, because I haven’t been in page for a while. I uploaded a ton of videos, then I didn’t unlock them, they’re still private.

**James:** Or unlisted.

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

**James:** That is a really good question.

**Chalene:** Thanks.

**James:** Well, it really is. The first thing I would say to people, which is not the exact question, but what brings it up is YouTube does not just want you to upload 30 videos right? No.

So, that’s not the answer. They don’t like that, they really don’t. I noticed that a long time ago. So, that’s why I said consistent. Now, Chalene’s questions are a little different because you’ve already uploaded them, but they’ve been unlisted. 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. Here is why. When you make a video public, it broadcasts out to your subscribers so you can sync this with your Google+ account and everything. And Twitter as well, and so, you don’t really want your Twitter feed to have you say, “New Video Up!” “New Video Up” “New Video Up!” Technically, whenever it pop into your head, like make another one public, come back a few days, make another one public and go from there.

**Chalene:** I have a virtual assistant, that seems like a good project for her.

**James:** Yes.

**Chalene:** Love it, okay. My next question is this, how do we have the ability to upload popular music in YouTube or are we not?

**James:** Technically, we don’t and that’s something you really want to avoid. It’s really 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. They have access to royalty-free music. So, if you go into it, it’s called the Creator Studio, which is like the back-end of your channel.

**Chalene:** Does everyone have access to that?

**James:** Everyone that has a YouTube account does under the button that says create, there’s something that’s called Audio Library.

**Chalene:** Okay. I’m on my own channel right now. I want to make this really easy for people. I go to –there’s Home, Videos, Playlist, Channels.

**James:** So, see you’re the image picture of you in the upper right hand corner.

**Chalene:** Yes?

**James:** You should be able to click it, you should have a little drop down box and you should be able to see Creator Studio in a gray box.

**Chalene:** Yup.

**James:** Okay. Go ahead and click that and then the last button on the left column says create. It’s got a little video camera next to it.

**Chalene:** Gosh. I;m so glad that you just walked us through this. I would’ve never found it. Yeah. Okay. Cool.

**James:** So, the first one is your audio library and there are literally hundreds of super high-quality royalty-free music. The ones that YouTube approves of you can download. You can just download and listen to them. You don’t even have to open your videos.

**Chalene:** Are you kidding me? What the heck? Are you kidding me right now? This is amazing. Mind-blown.

**James:** I don’t know what this next one is. Ad-supported music. I’m assuming it’s –Oh, these are, okay, this is rather new. The second tab is ad-supported music, which means these are actual real songs that you can use. I don’t know the specifics of how you can use them. Say like you can’t monetize the video, I have a whole rant about going about monetizing your videos. Hopefully, you’re not, Chalene. I hope you’re not putting ads in front of your videos. It’s one of the worst things you can do.

**Chalene:** Yeah. I hate that. I don’t have time for that.

**James:** Yes. Good. And now, we have sound effects, which is so cool. So, if you want an explosion at the end of your workout videos, like boom! There you go.

**Chalene:** So everyone, this is free to you. It’s right there and here, I didn’t even know this existed. So, James, I mean, I can’t thank you enough for this incredible wealth of information that you’ve dropped on us. You’ve dropped some serious knowledge here.

**James:** That’s where I cue the knowledge bomb explosion sound effect.

**Chalene:** We’ll do that first. I love it. So, I mean, how can we learn more from you. I’ve got people who want to be your next Marie Forleo. They want to make this happen. How can they learn more from you?

**James:** 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, which is like a dream inside of a dream. So, everything I teach or share is all done by me as the guinea pig example. And that, I think is the best way to teach because you teach by example. The link, again, is YouTube.com/JamesWedmore, I also have, which I mentioned earlier, my YouTube Traffic Report, which is just another modality for learning the same information that you can find on my YouTube Channel, which is ‘How To Get Your Videos Ranked’. Same thing that we just talked about in this episode.

**Chalene:** And where can we find that?

**James:** I have a link for you. Actually, we’re just going to use JamesWedmore.com/Chalene.

**Chalene:** And just in case you 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 just pretty easy to remember, JamesWedmore.com/Chalene. I mean think about all the information. This is how you reach people and 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 constantly asking me how I put together these amazing birthday parties,” or whatever it is, start creating this type of content and keep having it build a community for you because you never know when you’re plan B is going to become a reality and the mor people you have who trust you, like you, have been served by you, it’s just made it that much easier.

**James:** Yes.

**Chalene:** James. It has been a pleasure. A long overdue honor to have you on this show. I can’t thank you enough and I can’t wait to kick your butt in my home-gym.

**James:** Bring it on.

**Chalene:** Alright. You heard it here first, ladies and gentlemen. James, thanks so much.

**James:** Thank you.

**[END OF PODCAST]**

**Chalene:** Amazing, so, since we recorded this episode, I’ve been, I guess you can call it obsessed with my YouTube Channel. Much like you, I think that you’ll probably go to your YouTube Channel and if you haven’t created one, you will now.

Now, here’s the update since we recorded this episode: Number One, we were trying to figure out whether it would matte or not if I had all of this content kind of stockpiled on my YouTube Channel, that I just haven’t released. And here’s how that happened. I recorded a bunch of videos this summer and even in the last couple of weeks I’ve uploaded videos to YouTube and don’t ask me why, I just haven’t released them. So, there they sat, and the question both James and I both had was what do we do with that now? Do I upload them all at once? And the answer to that is, “No.” Do I just upload them one week at a time? And here’s what I found out since our interview. If I do that, the date that I originally posted them in YouTube still appears. There’s no way for me to change that.

So, in other words, if I upload a video tomorrow it will appear as though it hasn’t had any views in months and it will look like outdated content. So, what do I do with all of that great content that I’ve created that I’ve just kept? Well, here’s what we’ve decided to do.

There’s this great little program and, again, it’s free, it’s called YouTube Downloader. That’s all you have to search on Google. And it’s a free program. I think there’s an upgrade so you don’t have watermark or something, but 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 might’ve saved them on or 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.

So now, what will I be able to do? Just download those videos that are there and re-upload them one week at a time, just as 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 seen them but could seem outdated, if you now went back and updated your titles and did that optimization in you description and tags, you could do exactly what I did. Download you own video, re-upload it to YouTube and add all of those tips that James mentioned in this episode and the previous episode, Part 1.

There’s so much to cover on YouTube. And I really have spent just maybe an hour in the last day or so. Going through my YouTube Channel, updating things. And I’d love your feedback because I think it looks pretty good now. So, check it out. It’s YouTube.com/ChaleneJohnson and of course, I’d love for you to subscribe and 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.

I hope you loved this episode as much as I did. If you struggle with the confidence you need to get on video or just get your voice out there, may I suggest that you visit our show sponsor. It’s CourageousConfidenceClub.com. You can find all of the notes, the resources, more information on how you personally can work with James, by going to our show notes, which can be found at ChaleneJohnson.com/Podcasts. Alright, baby doll. It has been a pleasure spending this time with you, but enough with the chitchat. We’ve got some YouTubing to do.

**[ END OF PODCAST ]**