



TIPS AND TRICKS FOR GETTING MORE CLICKS TO YOUR YOUTUBE VIDEO AND MAKING MORE MONEY FROM YOUR VISITORS

So you've got your video to page one of Google, and hopefully to the very top of page one. Congratulations!!! Now, you can just sit back, and watch the money roll in! Right?

Not quite

The reality is, if your video is at the top of page one of Google, you will get a majority of the traffic. But I want you to get as much traffic as you can!!! And, when you do get traffic to your video, I want it to convert for you at the highest rate possible. I want you to do the very best you can to convince the viewer that they should buy the product

So I'm going to give you my very best tips on how to get more visitors, and what to say to them:



WHAT SHOULD I SAY WHEN DELIVERING MY VIDEO?

First off, unless you are very experienced at either making videos or speaking “off the cuff,” I would recommend writing out a script with bullet points before delivering your video. If not, you might start rambling. Why not just write out a script? Because if you read off the script, it’s going to sound like you are reading, and you don’t want that. You want to make it sound like you are just having a normal conversation with your audience. Or better yet, that you are talking to one of your friends about this product that you have stumbled upon and they should try out themselves. Actually, you’ll find that your outline looks very much like a script, but when written in outline form, it comes across as much less “scripted”

So if I were to deliver a video about 100 Day Loans, I would start by giving a personalized account of my experience with this particular offer. Now, we are about to enter a bit of a gray area here. I know your first question is probably “but what if I don’t HAVE any experience with the product?” Well, you have a few options here. The first is to actually sign up for the offer. Yes, it will cost you some money, but this way, you will have a better idea of what it does and how it can help people. People can often tell if you’re being genuine (no matter how good of an actor you are!) so keep this in mind

You can also try to get the product owner to let you try the product for free. Just call or email them, tell them you are an affiliate, and that you’d like to recommend it, but you want to test it out first. You’d be surprised at how many product owners will allow you to do this. This may be tougher to



achieve for some offers than others. For a Clickbank offer, it probably would not be that hard, since many of them are ebooks or video courses that can easily be sent and downloaded. For other offers, such as insurance, this might be more difficult

If you don't decide to go this route, you can always look online for what others have said about the offer. I've included a great search engine for this [here](#). Just type in a product name, and sites with opinions on that product will come up. (Later, I will talk about another great way this particular search engine can be used to give credibility to the product you are promoting and boost your conversions)

Here is an outline of what will be discussed in the video, and in what order:

- Introduction (“Hi, this is Jeff, just wanted to talk real quick about 100 Day Loans”)

- The problem the customer is facing/situation they're in

 - Try to sympathize if you can*

- How this product/offer will help them

- Downsides to the product/offer

- What other customers are saying (optional)

- How they can access the product/offer



-Direct them to the link that you have embedded on your video as well as the link in the description for the video

For most products you are promoting, the first thing you want to talk about in your video is the problem that your viewer is likely facing if they are searching for this product. This lets them know that you sympathize with their current situation. And if it's a situation you have faced yourself, definitely talk about that!!! People respond to those they relate to! This may seem obvious, but people often forget this when they're trying to sell something. Instead, they just come off as a salesperson

So if I were doing an outline for how to promote *100 Day Loans*, the section on "The problem the customer is facing/situation they're in" would look like this:

-I know how difficult it can be when you can't pay your bills or can't get credit (talk about my personal experiences)

-Or maybe you just need cash for some other expense (not getting paid soon enough)

At this point, we would then start talking about *100 Day Loans*. In this case, I would talk about how I used them in the past and how easy the experience was (which, by the way, is true! In fact, I actually got payday loans a few years back when I was running a lot of paid traffic with Google Adwords and had maxed out my credit cards and all my other cash! The \$45 fee I had to pay was worth it when I was able to turn that \$300 loan into \$750!)



So in the outline for this section, I will tell the viewer how 100 Day Loans will help them, and how they will sign up and get their money:

-100 Day Loans can help you out of a financial jam

-You sign up, and then 100 Day Loans researches about 150 lenders to match your desired loan amount with the lowest interest rate possible

-Money will be wired to your checking account within one business day (although it could take longer depending on your bank)

Now, it's time for me to talk about downsides to the product. This gives you a lot of credibility because it doesn't make you look like someone who is just trying to make a buck. Now, choose your words wisely here, because you want to still be as positive as you can. I'd mention a feature that isn't really that big of a deal. For instance, for 100 Day Loans, you could say:

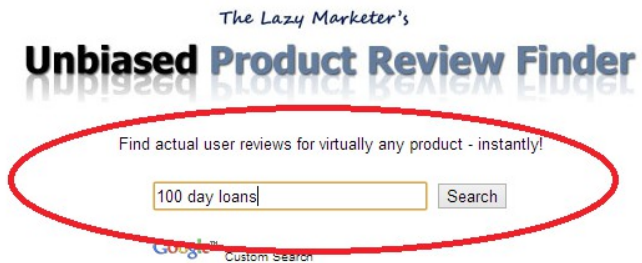
“The only downside to 100 Day Loans was that the money didn't get deposited into my account until 3 pm, and I was hoping it would get there by 1 pm. But I checked around, and found that this is standard. My expectations were a bit too high”

This next section of the outline is optional. What you'll be doing here is letting your viewers know what others are saying about this offer. You can search Google to see what other websites are saying, and you have another



option as well. Remember the [Conduit search engine](#) I spoke of earlier? Well, this is where we will use it again

Let's see what happens when I type "100 Day Loans" into the Conduit search engine:

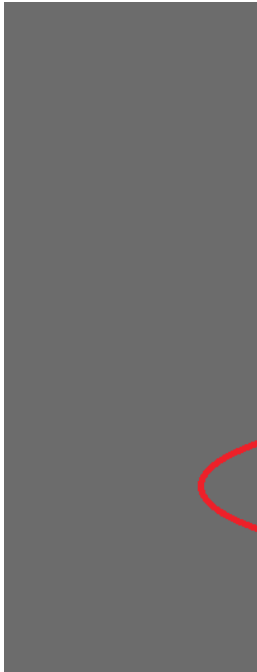


Question: What's the most effective type of affiliate review site? [Click here](#) to find out...

About 117,000,000 results (0.15 seconds)



It took some digging, but I did find a review I could use on page two:



BBB's Customer Reviews For **100 Day Loans** that includes background information, consumer experience, BBB Accreditation status, BBB Rating, customer ...
www.bbb.org/boston/.../loans/100-day-loans-in.../customer-reviews

[Do you know any legit pay day loan places online? - Yahoo Answers](#)

If you are looking out for an online payday **loan** company on the internet then, it is very much necessary for you to locate a ... **100%** 5 Votes.
answers.yahoo.com/question/?qid=20110303173506AAy7PTX

[Where can I get a "no credit check" 90 day loan online--please ...](#)

If you need 1500.00 with no credit check, I wish you luck in your search. Apart from borrowing it from a friend, family member or on of those next ...
answers.yahoo.com/question/?qid=1006051522965

[I need a quick same day loan what lenders are safe?](#)

pawn shop. auto title lender. Nothing online of course.
answers.yahoo.com/question/index?qid=20110303173506AAy7PTX

[Where can a 21 year old borrow a small personal loan? - Yahoo ...](#)

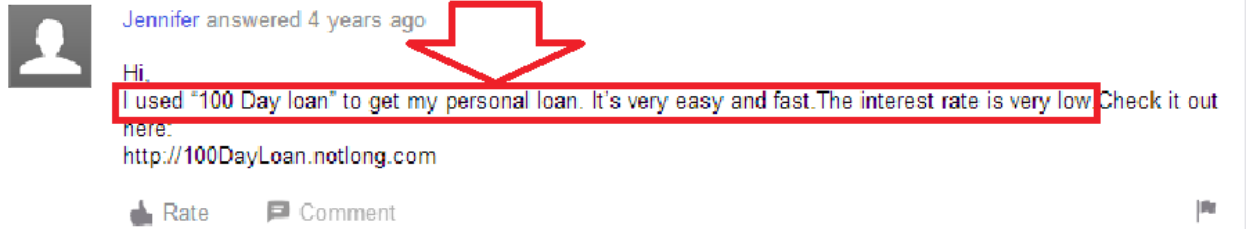
Sounds like what you are looking for is a micro-loan. There has been a new ... I used "100 Day loan" to get my personal loan. It's very easy and ...
answers.yahoo.com/question/index?qid=20100405225245AAPAc0x

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

powered by Google™ Custom Search



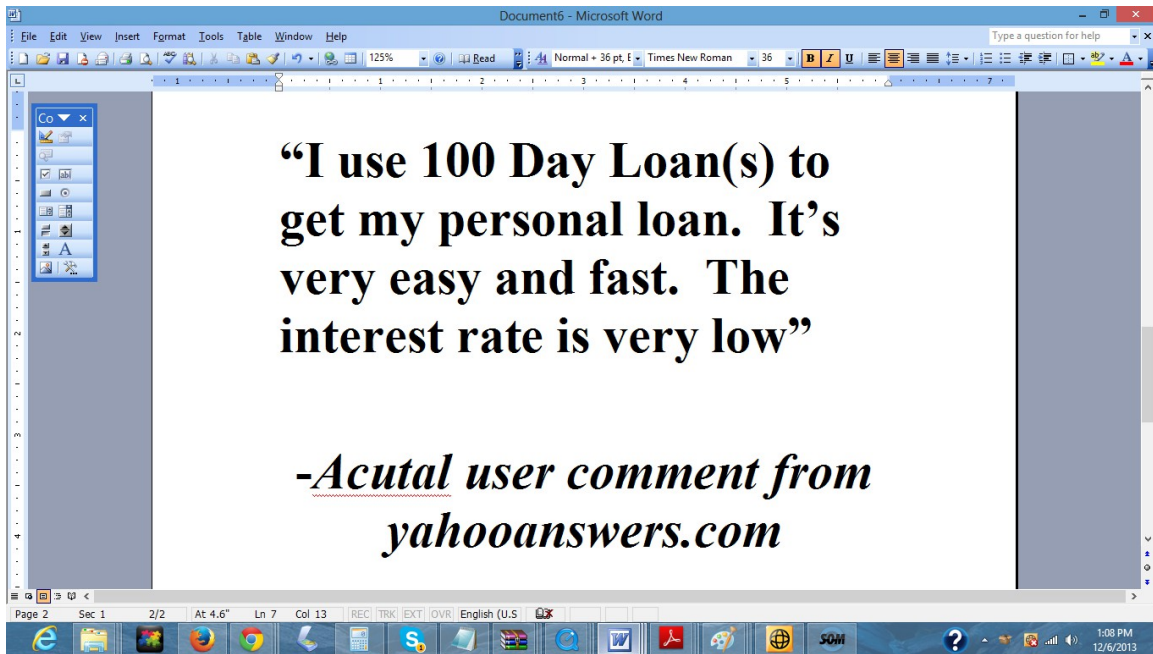
We are going to grab a snippet of what the user said and include it in our video:



So, I will include the “I use 100 Day Loan(s) to get my personal loan. It’s very easy and fast. The interest rate is very low” in my video, and will tag it with “actual user comment from yahooanswers.com” (be sure to include this)



I will then include this review in my Microsoft Word document that I am using for the text in my video. I will copy and paste (in large font) it on page two of the Word document and scroll down to it while delivering the video:



At this point, I am just about done with my script. I will then instruct the user to click on the bit.ly link on the screen, as well as the link in the description



So, my final outline will look like this:

-Introduce myself

-I know how difficult it can be when you can't pay your bills or can't get credit (talk about my personal experiences)

-Or maybe you just need cash for some other expense (not getting paid soon enough)

-100 Day Loans can help you out of a financial jam

-You sign up, and then 100 Day Loans researches about 150 lenders to match your desired loan amount with the lowest interest rate possible

-Money will be wired to your checking account within one business day (although it could take longer depending on your bank)

-Any downsides? The only downside to 100 Day Loans was that the money didn't get deposited into my account until 3 pm, and I was hoping it would get there by 1 pm. But I checked around, and found that this is standard. My expectations were a bit too high

-100 Day Loans are very popular in different countries around the world. Here's another opinion (then scroll to page two of the Word document and read the other opinion)



-Wrap the video up

-Just go to the link on the screen and in the description

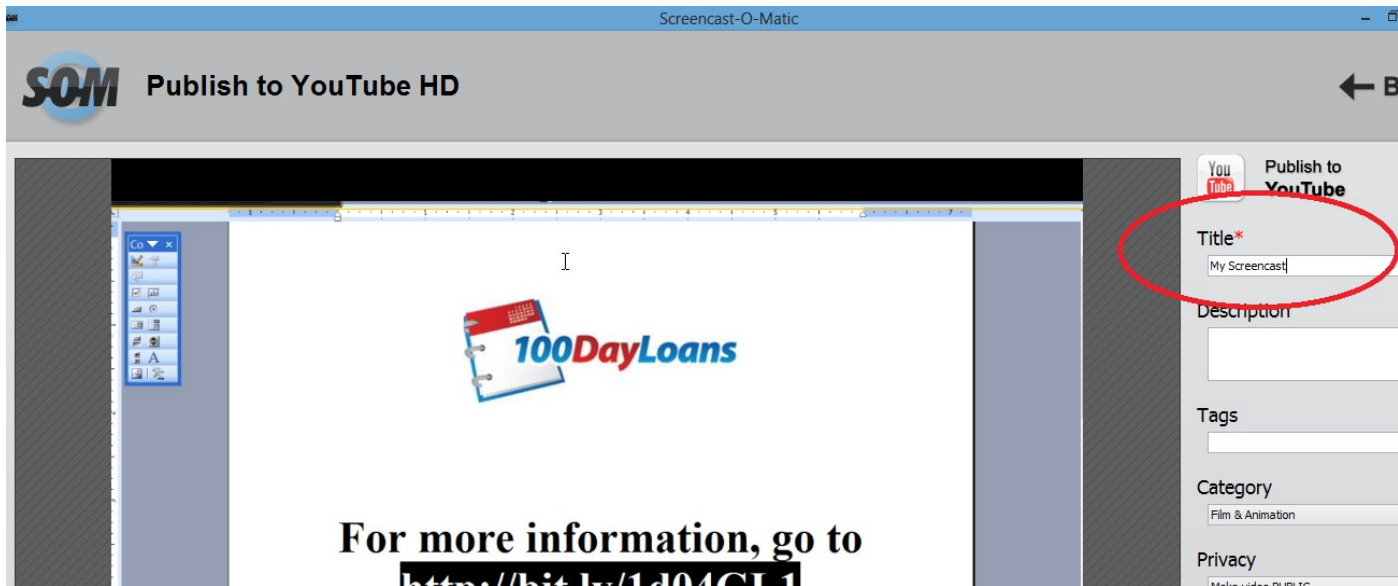
*****Now, one concern you might have is whether you should voice the video yourself, or have someone else do it. I would recommend that YOU be the one to do it, because it will come across as more authentic. But if English is not your first language, you might want to consider hiring someone from [Fiverr.com](https://www.fiverr.com) for only \$5 to do it instead. And speaking of which, some people ALWAYS hire a different person off Fiverr to not only voice their videos, but also present them while on camera (in other words, they show nothing but a person talking). There's a very specific reason for this: they want to get attention by using an attractive female. They feel it will improve their clickthrough rate. I've never tried this because I've always been happy with my CTR, but this is definitely something you should consider*

Don't want to do this yourself? Why not let me do it? That's right, I will create a video for you! Just send me the product you want to rank for, and I'll do the rest!

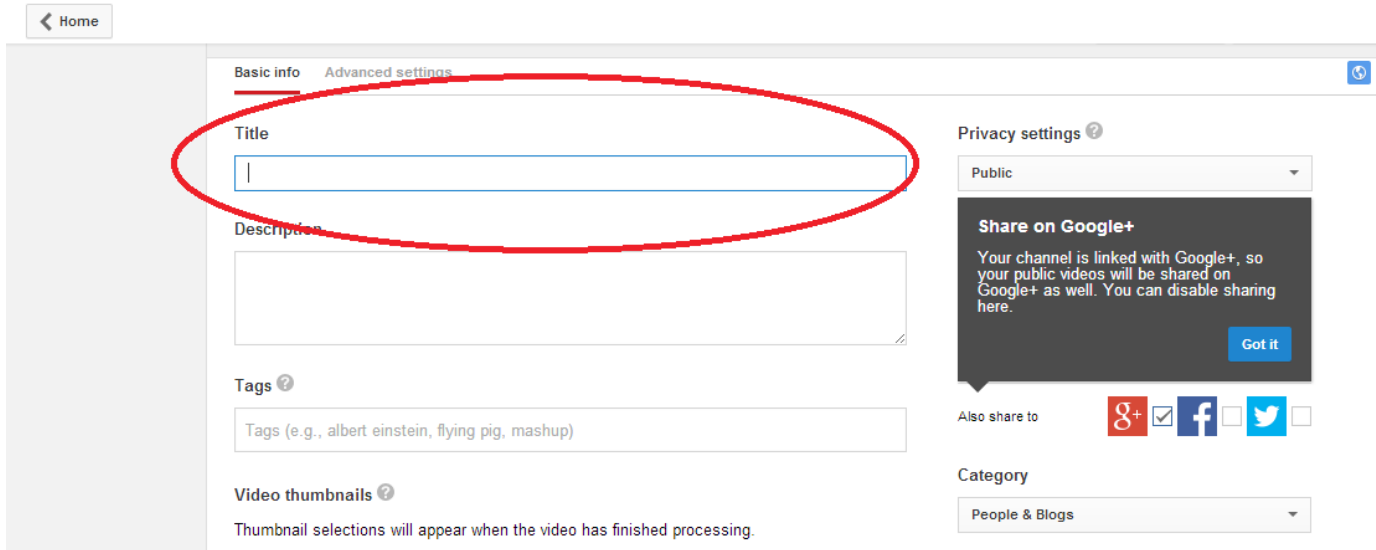
Click here to learn more: <http://jlfstore.com/youtubeto74.php>

HOW TO SEND YOUR CLICKTHROUGH RATE THROUGH THE ROOF:

When you upload your video to YouTube, you will be asked to enter a title:



Or, if you decide not to upload via Screencast-o-Matic, here is what the regular YouTube version looks like:



I use the following title:

“Is (Product X) a Scam???”

Why? Because this taps into the psychology behind why most people search for a product name in a search engine. They want to know if it really works, and whether they are going to get ripped off if they buy it

In the description line, I continue with this theme with the following:

“Warning!!! Do not use (Product X) until you read this!!!” (And, of course, be sure to include your affiliate link here as well)

I have consistently achieved clickthrough rates of 10% or more by using this strategy. You should too 😊



Here's what it looks like:

Title

Is 100 Day Loans a Scam?

Description

Warning!!! Do Not Use 100 Day Loans Until You Read This!!!

<http://bit.ly/1gKX8OQ>

Now, it's time to enter some tags. I talked a bit about this in the main section of the course, but you will want to go to the Google Keyword Planner and find as many phrases related to 100 Day Loans as possible. You will also want to enter any related phrases to payday loans. There's some debate as to how much of an impact tags have on how your video will rank. I personally have not seen a huge impact, but it doesn't hurt to put some tags in there. Besides, it only takes a few minutes

At this point, you are pretty much ready to upload your video!!!! Once that's done, start building as many backlinks as you can to get it ranked as high as possible!

***And just a reminder, you can still have me create your video for you!!!!

Check out my service here: <http://jlfstore.com/youtubeoto74.php>

