

New Business Podcast

Episode #5

How to Build a Successful YouTube Presence, with James Wedmore

Chris Ducker: Hey, everybody. It's Chris Ducker here. And this is the New Business Podcast where insightful how-to business strategies collide with actionable tips and tactics. Look no further. You found the podcast that you need to tune into to catapult your business into the 21st century.

Well, hello everybody and welcome to episode #5 of the New Business Podcast. I'm your host with the most, Chris Ducker as always. And thank you very, very much for tuning in today. As you know, I always appreciate it. Today, is a very, very actionable type of episode so I want you to go ahead right now and grab a pen and a paper if you haven't already got one or an iPad or whatever the hell you're using to take notes to remember things to be able to take action when you're done listening in.

As you know, that's what I'm all about. I'm all about taking action after we sort of consumed this type of information. You got to use it, man. Don't sit on it and do nothing with it. You got to use it. And today, we're talking all about YouTube and why you as a business owner need to embrace YouTube as a very, very valuable traffic-generating source for your blog or your website or whatever the case maybe.

I believe that this episode is honestly all you need to be able to learn how to build a great YouTube channel and do it in the right way right out of the gate so that you do not have to backtrack and sort of redo things like descriptions and keywords and that sort of stuff.

It's a little bit of a technical episode at times so some of you might struggle with that a little bit but I believe that once you've upload four or five videos on to YouTube in the right way, that kind of tech stumble might and probably will disappear. So I hope you enjoy today's episode. Thank you very much for all the feedback and the iTunes reviews and everything thus far. I do very much appreciate it. And yeah, let's go take some action.

All right. So, I'd like to start off here by giving everyone a little bit of a warning. My guest today might actually potentially blow just a little bit of your brain up slightly. He is about to unleash one rocking tip after another on how to turn your YouTube videos into more website traffic, new customers, and new blog subscribers amongst other things. He's a highly respected entrepreneur. He's the author of the YouTube Marketing book

and with over five years of experience under his belt with online video in general, he now fundamentally dedicates his time to helping other business owners build their presence online with videos.

So, without further ado, James Wedmore. Sir James Wedmore, welcome to the New Business Podcast, my man.

James Wedmore: Thank you Chris. It's definitely not a sir but I'll take it. I appreciate it. Thanks for having me.

Chris Ducker: Hey, always take the sir. Always take the sir.

James Wedmore: Fair enough.

Chris Ducker: Listen, I've been really excited to talk to you and to present you to the New Business crowd because I'm a big fan of video and I've had kind of ups and downs of success with my YouTube channel and my videos and stuff, some have been incredibly successful but some of them you worked your ass off on things for five, six hours and then you got like 12 views or something ridiculous.

So I want to kind of really kind of hone in on YouTube here and really at the end of this kind of 30, 40 minutes or so, I want everyone to be able to kind of step away with a very clear game plan in their mind as to what they need to do going forward to really capitalize on this ridiculously huge opportunity that YouTube and Google are giving us. Is that good with you?

James Wedmore: Yes, that's great. In fact, what you described of some of your videos, you spent hours if not days on them to see little or no returns is what most people experienced. And I think to even hone it more specifically, if we can give you a clear strategy so that you can trust the process more so you can actually see results, that's going to be great.

But if we can also minimize that time spent so that you're not spending hours or days just to make a single video, I think you're going to see even better results because hey, when it doesn't take long and it's not a lot of work, we can just do more of it.

Chris Ducker: Boom! That's what I'm all about. Yeah, let's capitalize on that. So let's get going then, lots to cover. What do you think – here's the first question for you.

James Wedmore: Sure.

Chris Ducker: And anybody that listens in, they know that these conversations are not too canned but I always have a few bullet points put to one side. What do you think holds people back from getting started with YouTube in the first place? Because a lot of people kind of think about it for a while and they never really pull the trigger and

when they do, their competitor might have a leg up on the ladder. What do you think holds them back to get going?

James Wedmore: Yeah, there are a few reasons and it's different for everyone. The first one that I experienced a long time ago and I don't think it's as much more anymore, I hope it's not, was that people thought that YouTube was just for Justin Bieber fans. Like the only people that hang out on YouTube were the 13-year olds.

Chris Ducker: Right, right.

James Wedmore: I remember some of first clients, they laughed at me when I said I was working with real estates, that we were going to put their properties on YouTube. They said, "Sorry. My buyers are not 12 years old."

Chris Ducker: Right.

James Wedmore: People today know that that's really not the case. The next issue is that people actually think that in order to do a YouTube video, you have to be in front of the camera. Like I will say, "Why aren't you doing YouTube?" And they'll say, "Because I don't want to be in front of the camera?" And I said, "How does that have anything to do with it?" There's just no correlation at all.

In fact, yeah, you could be in front of the camera but I know plenty of people that are extremely successful and they've used other means. And I think it just starts with understanding what exactly a video is. A video is simply some sort of visual element combined with audio. You could literally take this podcast and put a picture up of it and put it on and now, it's a YouTube video.

Chris Ducker: Right.

James Wedmore: And you would – that picture doesn't have to be of us. So that's the other thing. Then the third thing is the time and technical overwhelm. I like to say that creating video can take as long or as little as you like. It can be as simple or as difficult as you'd like. So it's your job as a business owner, as a system creator to create something that isn't going to take you all day, all week, and all month just to make it and is something that is very easily to replicate and expand.

Chris Ducker: Yeah.

James Wedmore: It's totally possible.

Chris Ducker: Oh, it is. Absolutely. And you just have to look at the people that are having success online with video. I mean let's look at kind of the broad spectrum. You've got [Gary Vaynerchuk](#) who will literally flip open his laptop or even film something with his phone probably or something and the quality is grainy, he's in low light, there's no external mic plugged in or anything like that and yet, those videos can

help thousands of people around the world and go viral. Some of them have had hundreds of thousands of views. That's the one end of the spectrum.

The other end of the spectrum is the very polished, very high-quality stuff from somebody like [Marie Forleo](#) who is the studio and the lighting and the mic and the hardcore editing and all that stuff. It just goes to show you that the most important thing here above and beyond anything else is always the content, right?

James Wedmore: Well, it's knowing who your audience is first.

Chris Ducker: OK.

James Wedmore: And then providing the content in that way because when you're going to say, "Oh, it's all about the content," it's the value that you provide in that content, right?

Chris Ducker: Of course, of course.

James Wedmore: Well, part – in my opinion, strong opinion, part of value in content is how you deliver it. Giving the three steps to success or making millions and it's just this dry, old guy that you could barely hear telling you the most boring thing in the world but it's the three steps to make your first million dollars, is not going to be as valuable to us unless it's more visual, more easy to understand, clear, we can hear it better, we can see it better, we can walk away with something that we actually grasp. So that's what video can do. It allows us to communicate a message better.

I will give you one great example of that. If you were to do a Google search for how to tie a tie, if you were to find an article on how to tie a tie because you don't know how to tie a tie, that's going to be worst article just if you're going off of pictures and people are trying to explain it in words and texts. Yet if I could just have a video that showed me how to do it, how much more valuable is that to get that demonstration?

Well, if you go and do the search, you'll find that a video shows up on the first page of Google and hey, what do you know, it has about eleven million views because people would rather have a video visual demonstration than just a textual article.

And when you start to understand your audience, it's not just about doing video. But it's like what does my audience want and need that can be better demonstrated with videos so that I can provide more value to them? It has nothing to do with what type of camera, what type of lighting, how many people are on your film crew, or how big is your budget. Just knowing what type of content can I give them in video that they need?

Chris Ducker: Right. Absolutely. I couldn't agree more with you. I mean you mentioned that a lot of people kind of get bogged down with the idea of having to do everything themselves, the shooting, the editing, the marketing, the whole shebang.

You and I are both big fans of outsourcing and we appreciate the power of having skilled workers working for us behind the scenes on this sort of stuff, what do you think – how do you think the average business owner out there that might be looking to try and market their business online with some video, how can they handle that feeling of overwhelm to begin with?

James Wedmore: Are you saying that – because I'm assuming that you want them to outsource as much as possible. Is that where we're going?

Chris Ducker: Well, no, no. I mean not necessarily. I mean if we go down that rabbit hole, we might be here all night.

James Wedmore: Right.

Chris Ducker: Between the two of us. No. I'm saying like what do you think the first step is for someone that might be feeling a little bit overwhelmed with everything that they've perceived needs to be done to be able to produce that video? Do they just forget about it and just record something and upload or should they spend a bit of time trying to make it a little bit more pro-looking and things like that?

James Wedmore: What I like to tell people is that because I think one of the reasons people do get overwhelmed is because they want to make sure it's as perfect or as great as possible. And we do have to applaud people for having high standards and want to create something that reflects their brand properly. But what we've discovered and I didn't really discover this myself because I was doing video my whole life so I didn't really – I didn't have this experience but a lot of my clients, my customers, and students will say that they couldn't make a better video, which is one of the reasons. People are like, "I need to know all this stuff because I need to make a good or at least better than my competitor."

But what we've discovered is that they couldn't make a video better or as good as they wanted to until they just did their first video.

Chris Ducker: Right.

James Wedmore: They just got something out there. Like that's your frame of reference. That's where the bar is. That's what you can create without any knowledge, experience. That's just what you can put raw, in form right there. And then it's all about, "OK. I did this. This is the mistakes I made. These are the lessons I learned. How do I make this better?" And I really think that's with anything in life.

So my opinion is just do it because no one has to see the video – if you're one of those people that's subconscious about how it looks or how you look if wanted to be in front of the camera, just do the video with what you got, with what you know and then delete it if you don't like it. You can always go from there.

Chris Ducker: Right, right. Now, I've given that tip to a whole bunch of people. Record a handful of videos, a lot of them may stink, delete them, start over and you'll just sound better, you look better. It will be what it is. It's like a dress rehearsal almost, right?

James Wedmore: Exactly. And you are actually your biggest critic. So no one will be as harsh on you as yourself.

Chris Ducker: Yeah, absolutely. I remember with my first podcast when I started it a couple of years back, I listened to the first kind of episode after I've recorded that and thought to myself, "God, do I really sound that terrible?" Like I'm educated. Do I really sound that bad?

James Wedmore: Right, right.

Chris Ducker: But you just get used to it, right? You forget about it and you just move on and it is what it is. It's all done to help people.

James Wedmore: Oh, absolutely.

Chris Ducker: So, all right. Let's zoom in on YouTube a little bit then.

James Wedmore: Yes.

Chris Ducker: What are some of the things that we can do to make our videos stand out in – let's face it, a pretty noisy, crowded online platform even if you take away the Bieber and the cute kitten videos and stuff like that, there's a lot of stuff on there that's business related now. What can we do to stand out?

James Wedmore: Well, I'm thinking, there are a few areas I can definitely – few roads or routes I can down to answer this question. And I think the first one will be a little bit of a detour in that what I've experienced is that obviously, the whole standout, adding edutainment as we call it or entertainment to your educational videos will help and I can give specific tactics.

But I always, always, always tell people that if we start with a keyword first and it's a good keyword or keyword phrase, then everything else is kind of secondary because I've seen people – the last thing I want is people to try and make a viral video or create a video and then just hope that if they put it out there, cross their fingers that everyone and their mother is going to share it and all of a sudden it's going to be Gangnam Style with millions and millions of views.

Chris Ducker: Right.

James Wedmore: That doesn't really work. So, let me give you an example of a video I just did and this is really what I'm bringing it back to is to find a keyword but be bold with your keyword choices. So let me give you an example. So with my personal channel, I was starting with keywords like YouTube for business and how to use YouTube in your marketing and keywords like that and they were only getting – if you use Google keyword tool and some other keyword research tools, if you're familiar with those, then they only get about 3,000 to 5,000 searches a month in Google.

Chris Ducker: Right.

James Wedmore: But I was still making videos. And OK, they're bringing me in like a couple of views and I was getting them ranked and that's really the goal is get them ranked. But then I said, "Let me broaden my horizon. Let me widen the net or cast a bigger net." And I found keywords like royalty free music which is obviously a very broad keyword because there's – everyone even outside of my niche and my target audience is typing that in but my entire audience is like I got the – every time I do a webinar, every time we get an email, a question or a private forums, it's all about royalty free music.

So I'm like, "Let me make a video about this." And literally in about two weeks, that video got over 10,000 views. And it's because royalty free music gets searched about 135,000 times a month.

Chris Ducker: Right.

James Wedmore: And I'm not even ranked at the top. So instead of necessarily focusing on even asking that question yet at how to stand out, it's really about how do I get found? And it starts with being bold in your keywords, finding keywords that you know people are searching for that get a lot of views or a lot of searches and then creating content around that like I did. I created two and a half minute video about great resources for royalty free music. And if you look at my analytics on that, 60 percent of my traffic came from people typing it in to Google or YouTube.

Chris Ducker: Wow! Yeah. You see, that's the kind of number that you can't turn away from that kind of number, right? It's too big to be ignored.

James Wedmore: Yes. And that's the thing is I want more total views because I see the numbers. And the more views you get, the more traffic you get. And we can talk in a moment about how to convert those views into traffic but that's always my goal, is get as many views as possible on the channel, live, real, organic views. None of this is paid stuff and we can talk about why we don't want to do that. That's actually – YouTube and Google have changed their algorithm in a way where they can really see if that's what you're doing.

Chris Ducker: Yeah, let's talk about that because it's cropping up more and more and more. At first, it was sort of, I'll help you with social proof and all this sort of stuff. And I

know a lot of people that have purchased views and subscribers and stuff like that. If they've maybe done it before in the past, are they still at risk of having issues from the powers that be or are the algorithm sort of changed now where if you do anything from now on, you're going to get stung?

James Wedmore: That's actually a really good question and I don't know if I know the answers. I would assume that it would be like all of your videos would – it would shift for because I noticed some of my videos that I put up months ago that were like easily ranking number one and had been there very comfortably for a while suddenly were like three or four.

It wasn't because I was buying views. It's because they definitely shifted some stuff in their algorithm and I know because a few of my videos went down. But the thing with the buying views that people have to understand is that people – these companies will tell you like, "No, no. These are real views. This is fine. You're not going to get in trouble. They're real views. It's not an IP address robot thing that just pings YouTube over and over again. These are real views." And I say, "You're right. They're real views coming from real people that only have to stay on your video for ten seconds and then they can leave."

Chris Ducker: Right.

James Wedmore: So, when you buy 50,000 or even just 5,000 views, now, your analytics show 5,000 people leaving your video after ten seconds and YouTube goes, "This video must suck because everyone left after ten seconds. Let's put this one down."

Chris Ducker: Right, right.

James Wedmore: So it's like when you talk about social proof, it's a great argument like no, no, a lot of numbers, that's a great social proof. But it's like the chicken or the egg thing because buy them first, it's great you got that number but then when your video gets down and buried, you're not going to get any real views anyway so no one can even see your video to begin with.

Chris Ducker: No, exactly. And I think a certain amount of it might come down to sort of what your plans are. And we don't want to go off on a tangent here but when you look at SEO principles and things like that, is your SEO campaign a short-term campaign? Do you want a ton of traffic in the next 60 days? If you do, then the chances are you're probably going to do some sneaky, sneaky stuff.

But if you want that SEO to last for a number of years and you know that you've got to follow the white hat way of producing links and all that sort of type of thing, I guess the same can be said for things like YouTube views.

If you're promoting I don't know, whatever, a student film and you want to show that you've got 10,000 views on there or something like that, that sort of type of thing, it goes on. People do – whatever they worked the system a little bit to get what they want whether it would be a short-term or a long-term setup, right?

James Wedmore: Absolutely. But yeah, I mean at the end of the day, I love YouTube because of the fact that it's – when we talk on the SEO's standpoint, it's not as frenetic and finicky as Google. I have videos that are four years old that are still ranked number one spot.

Chris Ducker: Yeah.

James Wedmore: And then obviously, people can say, "Well, yeah. But it's a video that's ranked. That's not your website." And I say, "Yes, but when that traffic," and I think this is one of the most important things to understand is that when that traffic leaves YouTube and goes to your website or your blog or your squeeze page or wherever you're sending them, that's some of the best-quality traffic that you can have because what if they just do for the last three minutes, they just watched the video of you?

Chris Ducker: Right.

James Wedmore: And then if they did what you said, "Click this link. Go to my website." They obviously know, like and trust you at some level and now they're on your website. Now, they're reading your offer. Now, they're clicking to buy or to opt in.

Chris Ducker: Right.

James Wedmore: It's almost like no brainer. I mean how many times do we go to a website we stumble upon somehow and we're just like, the red flags are going and we're like, "How did I get here? How did this person scam me and spam me?"

Chris Ducker: Right, right.

James Wedmore: It's that you don't have that when they come from YouTube.

Chris Ducker: No, you're absolutely right. It's almost seen like a bit of a trusted source to a certain degree.

James Wedmore: It's about the offer that like filters up the quality of your traffic.

Chris Ducker: Yeah, absolutely. So let's talk very quickly about the SEO side of things. You talked about grabbing a keyword, getting the traffic, the views, and that sort of type of thing. And I really want to pick your brains on converting views into traffic and we'll do that right after this one.

But what are the SEO principles on YouTube? What should we be doing for each clip that we upload in terms of an SEO standpoint to make sure that things are found? Not obviously, also just on YouTube but on Google as well because they list video results on Google as well.

James Wedmore: Yeah. And the ultimate goal is to get your video to the number one spot inside of YouTube search results which will then allow for the opportunity for you to get ranked inside of Google. Now, you're not always going to get a video in Google. And the best way – I'm just kind of reversing the general process because when you won the grand prize, you won the lottery when you type in your keyword into Google and your video comes up number one.

Chris Ducker: Right.

James Wedmore: And I have examples that have done that for years and they're still there even despite any of the big algorithm shifts that Google that has taken place. That's the big grand prize. You did it. But how do we get there really depends on what type of keyword that you've started with?

For example, the tie – how to tie a tie example, Google is so smart that they know that the best example or the best result to provide its audience on Google would be a video.

And so, any type of keywords that could provide more value with a video than an article, show up as a video inside Google which is why any time you type in any type of fitness stuff like how to do a push-up, how to do a pull-up, how to do a squat, any type of thing like that, you're always going to get a video on the first page of Google. So that always helps. When thinking of keywords, what are things that are more visual, demonstrative, demonstrable, that has sort of visual element to it. So that's what I like to start with.

Moving back towards from there, after you've chosen a keyword, keyword phrase like I kind of mentioned earlier, be bold with the keyword. Choose something that's not like a million searches a month but you can get away with it anywhere from like a 40,000 to 60,000 a month search.

Chris Ducker: Right.

James Wedmore: So that's a big demand for that keyword. And create a video around it. Now, the whole trick is – the whole strategy, it's not really a trick, is you need to do everything possible to tell YouTube and Google what your video is about which is this keyword. So if we were to compete with the how to tie a tie video and we want to outrank them, what we would start with is all the metadata, how to tie a tie is the title of our video.

Chris Ducker: Right.

James Wedmore: It's right there. A lot of people make that simple mistake about putting some text first and then put the keyword. So let me give you another example.

We did a video case study for a bootcamp I held and we chose a fitness gal and we did a keyword called armpit fat. And she wanted to name the title how to get rid of armpit fat. And I said, "You're not going to rank for armpit fat, you're going to get ranked for how to get rid of armpit fat which is totally different keywords."

Chris Ducker: Right.

James Wedmore: Always put your keyword at the beginning. So the title was Armpit Fat Be Gone, which sounds weird but it ranks so it works.

Chris Ducker: Right, right. Yeah. And people aren't going to fall in love with the title. They're going to fall in love with the content and the video, right? I mean I'm a little "I know" with that kind of stuff as well but I've kind of resigned it to the fact that yes, every now and then it's not going to sound as natural as I really need it to be but it's OK. I can live with that if I'm getting 15,000 more people to my site every month. You know what I mean?

James Wedmore: Yes. And another example, we had a gal too. She does some health stuff as well and she did SI joint pain or it was exercises for SI joint pain. And she wasn't getting any results. And I'm like, I did the research and I said, exercises for SI joint pain gets 2,000 searches a month. And then I just typed in, SI joint pain and it's like 100,000. I'm like, "That's the keyword. That's all you need."

So it's simple and it's basic for most people but we also just have to remind that that's – don't forget that because I see people make the mistake all the time. And these are people who have gone through my courses and programs. So apparently, some people are – still need to learn that. So the description is the next thing. You get a place underneath the video to type in some texts.

Chris Ducker: Yup.

James Wedmore: And the thing I like to say here is start with your keyword and as soon as the description as possible. So early in the description, put the whole keyword phrase in there. Some people say, you really only need to put the keyword once. Yeah, I'm not a big fan of keyword stuffing but if it happens to show up two or three times in the description, that's fantastic. But what I would do is spend some time writing the description. Think of it as a mini blog post.

Chris Ducker: Right.

James Wedmore: Sometimes people just don't even put a description. So I just feel and this is something I can't prove with specific data and analytics but I just feel from

my experience of doing this is that there is more seriousness and clout when you actually create or take the time to create that description that actually talks about what's in the video and all that. And obviously, put your link on that first line; that's the whole traffic side of it so we can get people off of YouTube.

Chris Ducker: Right.

James Wedmore: I love teaching this. This is hilarious. Get as many views as possible and get people the heck off of YouTube as quickly as possible.

Chris Ducker: Right.

James Wedmore: That's ultimately what we want to do because if they go on to another video, they're going to forget about you and they're just going to down rank a whole of crappy videos about cats and babies.

Chris Ducker: Right. And Justin Bieber.

James Wedmore: Justin Bieber, yes.

Chris Ducker: Right. So let's talk about that then and obviously, I know that right underneath the description, you've got the keywords and I think my audience is savvy enough to understand that they need to put the keywords and related keywords into that section as well, right? So let's – this is the one I'm excited about here and I am really – and I've read a lot of stuff that you've done. I've downloaded your free guides and all that sort of stuff and you know this shit. I mean let's not beat around the bush. You know what you're talking about here.

So how do we turn our YouTube views into website traffic? How do we get them to leave YouTube to come and visit us on our blog, on our business site or whatever the case maybe?

James Wedmore: OK. So there are two things I'd like to do. The first thing is most people know that we should have an irresistible free offer, free report, free video, et cetera. And so, most people have one of those.

And so, if I have ten videos on YouTube or you have ten videos on YouTube, you can send all those ten videos to your free report and that's actually really what I recommend the most. If we're going to send traffic off of YouTube, we should send them to a squeeze page or a lead capture page.

So at the end of my video, I could say, "Thanks for watching my video. Now, if you want to learn more about to how to get more traffic, leads, and sales to your website using YouTube.com, head on over to my website and get your hands on the YouTube traffic report, my free report that's going to show you exactly how to do this. Go ahead. Click the link below in this video and I'll see you on the next page."

There's a simple call-to-action I kind of just made up off the top of my head.

Chris Ducker: Right.

James Wedmore: But what I'd like to do is because I'm casting a bigger net with these keywords, I'm going after things like royalty free music, big keywords to get big views, is I'm making specific free offers for those videos. And let me give you one example. I did a video which didn't get a crazy amount of views but in 48 hours, it got 1,007 views and I was pretty happy with that. And the video was about what is – it was basically called, What to Say in Your Videos and it was a 5-step part outline of how to script and structure every YouTube video so you know exactly what to say and when to say it. And I taught it in the video in two minutes.

And then at the end of the video, all I did was say, "If you want to learn more about this, I put together an infographic and a free video to help you so you can create your next video if you follow in this template." And I said, "Click over to my website to get it." And with a 1,007 views, 420 people opted-in.

Chris Ducker: Wow! That's great.

James Wedmore: So out of those thousand views, I was able to convert 420 of them into subscribers with their name and email address.

Chris Ducker: That's awesome.

James Wedmore: And it was because it's a very targeted message. It's more work, it's more time. But for me, I see the value in that when it comes to list-building and using YouTube that way. So it's a great strategy. It's obviously more advanced but it works.

Chris Ducker: For sure, for sure. All right. Well, OK. So – I mean the opt-in side of things on websites is it's there and we're all very much aware nowadays that the list is very important and if you want to do any kind of business online, I've seen some of your videos, I know the kind of CTAs or the call-to-actions that you're talking about and I mean for you guys out there that maybe haven't followed James as closely as I have, I strongly suggest that you head over to his [YouTube channel](#) and see exactly what he does in regards to the call-to-action in his videos himself.

They're always very concise. I've noticed this, James, very quick, very concise, very to the point, and everything you're saying right now is just reiterating everything I know already about you because I've seen so many of your videos.

But for people that maybe are just discovering you for the first time, they don't know that that's your MO. They don't know that that's what you do, that's part of your process. They just see you as being a very professional, knowledgeable guy that's

willing to help and fundamentally do it for free. All they need to do is sign their email life away to you.

James Wedmore: That's right.

Chris Ducker: Right? But we jest in fun but that's basically the be-all and end-all of this and that's what it's all about. Now, here's the thing though, here's the thing, what do you think – a lot of people kind of tend to quit on the YouTube channel because they don't get enough new subscribers or enough views or whatever. We talked about views thing quite a bit already. I'd love to touch on the subscribers side of things.

James Wedmore: Sure.

Chris Ducker: A lot of people will argue that the subscribers are not all that important if you're sending people to YouTube via an email that's just been built up through views. I don't know. I mean I got 6,000 subscribers on my YouTube channel. I'm quite happy with that. I get some great feedback on YouTube for my videos as well as on my blog and through my email list. How can we increase our subscriber count on YouTube particularly? Are there any kind of tactics that we can use?

James Wedmore: Yeah, yeah. And I've got a lot of great stuff here. First of all, I want to take a step back. You said a magic word a few moments ago and the word was concise. And I think this is so important especially because you asked earlier like how do we stand out in our videos? I think that can be – it's not a sexy answer but that's one of the fast answers I can give is to be concise.

I used to tell people to keep their video short. I now retract that advice and tell people to be concise. There is a difference between being short and being concise because I've seen videos that are 10 to 12 minutes that you watch every second of it because it keeps you engage and doesn't ramble.

A lot of people and this is if you're going to be in front of the camera and do your first video, this is one of the big mistakes people make is they just talk and talk because they haven't really honed their messaging or what it is they're going to share and they're just kind of yeah, and you know, and uhm, uhm and this, and oh, and that. And it can ramble on when it doesn't need to. So be concise.

Now, as far as getting the subscribers and ramping this up, I actually did for my members that are my students, I actually do like a member webinar for them every single month. And I just did one yesterday where I did entire presentation called *How I Doubled My Views Twice* and I was just checking my analytics which by the way guys, YouTube has such – some of the best analytics features. I mean you get to know who is watching your videos so well when you start to look at the analytics feature. I mean where they're coming from, how old they are, male or female, how long they watch your videos, et cetera. It's fantastic information.

Chris Ducker: Yeah.

James Wedmore: So I was looking at my analytics and I noticed that from July to August, I doubled my views. And then from August to September, I did it again. And I was looking at what was the catalyst, what was the thing. And it's nothing – once again, it's nothing sexy. It's nothing that's like, "Oh, that's brilliant." Like you're not going to have oh moments. It's just going to be like, "Oh yeah, I already knew that but I'm not doing it." There's difference between knowing something and doing it. If you're not doing it, do you really know it, right?

Chris Ducker: Right.

James Wedmore: So, the one thing was consistency. In the summer, I said, "Things have freed up for me a little bit." I was like, "I'm going to really focus more on YouTube." And what we focused on tends to grow. I said, "The first thing I'm going to do is I'm going to stick to a very disgustingly strict schedule of one video a week every single week." It's going to come out every Tuesday morning and I have a whole system behind it. We're going to email my list. We're going to put it in on my blog post. We're going to share it on social media. And it doubled my views.

And the thing is and what's ironic is that I've actually stopped doing that and we'll talk about that in a second because the consistency thing is so powerful yet if you don't set it up right, if you don't plan it and give yourself some buffer time, you feel like you're just chasing every single week and that's just not cool.

Chris Ducker: Right.

James Wedmore: But I've actually stopped it for now because I'm actually going to go back to the drawing board to plan out the next three months' worth of content so I am prepared and the views haven't gone down. I'm still at away higher view count because those videos are still online and they've gotten the traction. They've gotten the rankings and they're still bringing in the new views.

So at the end of the day, let's just keep things simple and say, "If you're going to do this, don't just do the one and done. Put a video schedule out and do one a week and try it for two months before you come back and say, this YouTube stuff doesn't work." That's what I want to see.

And now, bringing in with subscribers is it all ties in because when you sit here and tell people, "Make sure to subscribe because I'm putting videos out every week. I've got more videos on the way." It gives people a no brainer reason to subscribe. Why would I subscribe to something if you're not putting out additional content? If I just saw a viral video and it was just one video that this guy put out and one and done never again, there's no reason to subscribe.

Chris Ducker: Right.

James Wedmore: You subscribe to something that you want to get more of. So when you create more of something, you get more subscribers. And I always put a subtle call-to-action like usually in the beginning, in the middle, or in the end of the video, “Make sure to subscribe because I’ve got more videos like this one coming out that you’re not going to miss.”

And if you want to open some loops and tease your audience and say, “Now, we didn’t get to talk about how to increase your subscribers but we’re going to talk about that next week so make sure to subscribe.” I mean everyone watching the video is going to click that little button.

Chris Ducker: Oh yeah, absolutely. Yeah, absolutely.

James Wedmore: And subscribers are important. For people that say they’re not, the way I want you guys to frame it because from a left-brain marketer’s standpoint, they’re not. You don’t have their email address. You can’t really mail them. You’re not going to – they’re not going to be as warm and intimate of a lead as an email and I get that.

However, the people who consciously, not from some paid service, but who consciously subscribe to your after watching your video are going to be your first line of defense of real fans. And these are the people that will comment on every video and share every video. And these things like commenting, liking, and sharing are the things that also boost your rankings.

Chris Ducker: Right.

James Wedmore: So you always want subscribers and I can give you a 101 little tips and tactics and tricks but I think I’ve given you enough with just – it’s as simple as saying, “I’m going to be consistent with my content. I’m going to let my audience know I’m consistent and I’m going to ask for them to subscribe. I’m going to tell them they need to subscribe to my videos because we’ve got more content coming up.

Chris Ducker: Right. Yeah, that’s it. Exactly. So, what do you think – I mean you’ve been utilizing YouTube for a while. You’ve been very successful with it. What do you think is the thing or should I say rather, what excites you the most about using YouTube now going forward in regards to marketing your own personal brand as well as your businesses as well?

James Wedmore: Oh boy, that’s a great question. So there’s a lot – I mean let me answer this on a few levels. There’s a lot that YouTube has just come out with and is coming out with that excites me. Things like we’re finally hearing that we’re going to be able to have clickable links in our videos like click annotations that can click to external websites which the reason – I call this a video traffic for a reason so that we can click on a video and go somewhere else.

Chris Ducker: Right.

James Wedmore: I think that's exciting. What I am personally excited to be doing is ramp it up even more for my own personal channel where I'm actually going to have – basically, it's a weekly show but there's actually a few different shows in the week so like Tuesdays is the business show, Wednesdays is like the video marketing, and Thursdays is whatever, I haven't decided yet.

And just offering more but being able to connect them all together because at the end of the day, yes, I've gotten great traffic, it's been a fantastic – one of my best traffic sources has come from YouTube. And not just for my YouTube training stuff. I've done this in several different niches from things like how to bartend, deejay-ing, fitness, even dating and relationships.

Chris Ducker: Right.

James Wedmore: And it's always my best source. But the other opportunities that have come to me because of the videos, people who feel like they already know me, people who want to work with you, JVs that approached you, and speaking gigs and all kinds of other fantastic opportunities, it's because of the videos.

Chris Ducker: Sure.

James Wedmore: And I think if we've made the decision in our business that we want to be a personal brand, it doesn't mean you have to be to be successful on YouTube, it's just such an invaluable thing to have is that personal brand and you can leverage that very easily. So I'm actually really excited for that for 2013. Personally, I'm just going to be ramping up. It's just more of it. Like every time I go, "How can I do more of YouTube? I get more back. I get more results."

Chris Ducker: Right.

James Wedmore: That's just continues to be my answer. So more videos, more content, and do it more frequently.

Chris Ducker: It goes back to what you were saying when you focus on something, you tend to get more out of it anyway. So like if you're learning how to shoot a free throw, if you're going to do a hundred shots a day for two weeks your free throw percentage is going to go up. I mean there's no doubt about it because you're focusing on it. So I love the idea of more, James. I think that's great. There's nothing wrong with that. There's nothing wrong with that at all. Look man, it's either that or more Bieber. You know what I mean? And I'm more Biebered out.

James Wedmore: No more Bieber, huh?

Chris Ducker: Yeah, no more Bieber. I'd rather have more James. So, all right. So here are a couple of last questions then. Let's say I'm a small business owner. I'm relatively a traditional business owner, brick and mortar. Let's say, I run a pet store or a cycling store or something along those lines, bakery, whatever. If I have to shoot one video to help promote my business online via YouTube, what kind of content should be in that video?

James Wedmore: Right. Well, taking the step back because these are always fun for me, remember, we don't necessarily want to attempt to do a viral video strategy. When it pulls off, like we look at an example like the [Dollar Shave Club](#), a video that's came out I believe in April or May and has 8 or 9 million views.

Chris Ducker: Insane video. Fantastic. I mean it had everything, right?

James Wedmore: Do you know that guy? \$4500 to get that video made, had a full film make it and you go, "Oh that's – I don't want to spend that." And he just had a second round of VC funding at about \$10 million or \$11 million for his company.

Chris Ducker: Wow! Yeah.

James Wedmore: That for one video, right?

Chris Ducker: Right.

James Wedmore: But I don't recommend that as a strategy because there is no such thing as a viral video strategy because there are people like [Old Spice](#) who have made these videos and they can't – that get millions and millions and they can't duplicate it. They can't. So I want to avoid that and say that if – our sure proven strategies always start with our keywords. And so for brick and mortar, we're going to be geographically-based. And so, always run keywords like San Diego pet store.

Chris Ducker: Right, right. OK.

James Wedmore: And if it's your first video, I honestly would make it kind of like a commercial because if people are looking for San Diego pet store, they're going to be looking for what's the best one. I was actually just looking, I'm out in California, I was looking for a camera shop. I got B&H out in New York which is the best photo-video store.

But I was looking one throughout California and half of these guys, camera stores, don't even have websites and I really wanted to see if I could see inside of their store, I could see what kind of supply they had, how big it was, what kind of selection they had in the store. And it was such a hard thing to get that type of answer. To see what – if I'm going to drive to this place, what it's going to look at when I get inside?

And I think a great video for brick and mortar retail type store is a video like that. Like a virtual tour of your place and like what you're going to experience and get when you come here. But going beyond that because the magic word of the day that I've just mentioned was consistency, being consistent, well, you can't do 20 videos and doing the same video.

Chris Ducker: Right, right.

James Wedmore: Look at the store from this angle. You can't get away with that. But going beyond that, it's about turning it into information. So if you want to be extremely successful with this, it takes some work and dedication but it freaking works. And you're the pet store is doing videos about information, teaching people how to potty train their new puppy or what to do when – what to look for when choosing a new dog or anything that you can do to inform your audience before making a buying decision.

Like maybe, the difference between buying from their pet store versus buying from someone on Craigslist and like what you're going to get. You need the shots because there's a lot of stuff that goes into getting a dog, getting all the shots and all papers and all that.

Chris Ducker: Yeah, yeah. So we're talking about a little of education at the same time some soft selling and a little bit of marketing thrown in.

James Wedmore: Absolutely. But you're always, always – if you're going to do it in YouTube, if you're the pet store owner in San Diego, California and you make a video with a title, How to Pick a Pet, How to Pick the Right Puppy, it's not going to work because it needs to be targeted in San Diego. You need to do those local geographic keywords. Obviously, if you're a national brand, that's different. But focus on finding keywords that are San Diego based or geographically based first.

Chris Ducker: Sure.

James Wedmore: You have way better results, targeted result.

Chris Ducker: I think that's a really, really good tip actually because I know there's a lot of people that listen in to this show and read my blog are from that more slightly more traditional business world and a lot of them struggle to understand the complexities of online marketing and building a brand and a presence online and things like that.

And it just goes to show you whereas you would might as more brick and mortar type business advertise in local Yellow Pages. It's the same thing. You're just utilizing what you already have like your location, your town name and things like that to be able to be found online. But a lot of people don't quite get that, right?

I mean you even said it yourself where people who have bought in to your programs, they've seen you speak or your coaching or whatever, and they still need to kind of be almost reminded of some of these things.

James Wedmore: Yes. Oh, absolutely. And when it works, it works. We have – I have done a lot of work with real estate agents and they'll talk about how they become a celebrity in their community. It has that celebrity effect.

Chris Ducker: Right, right.

James Wedmore: I think in our industry like as far as marketers go, like it's a much more common place. If you go to an event, most of the people there are doing some sort of video work so it's like, "Yeah, I've seen your videos."

But I've literally had people come up to me and then my students will describe the same experience where they're like, "Oh my gosh, I'm nervous to even be talking to you right now. I see all your videos and blah, blah, blah." And we had a real estate agent who did that where she would be like in line at the supermarket and be like, "You're Hillary Caston! Oh my gosh."

Chris Ducker: I love it, love it.

James Wedmore: "I saw your videos. You're incredible." And it's like, that's what I'm going back to like that invaluable brand that kind of transcends even the direct marketing when she stays top of mind and she comes to the table from a place of power, position of authority, and gets the sale easier.

Chris Ducker: It's a great brand-builder video.

James Wedmore: Yeah.

Chris Ducker: It's almost like audio as well. People feel like they connect with you, they see you, you're talking directly to them through the screen, a bit like with audio, they're in your ear buds. We had [Pat Flynn on the show](#) a little while back and he was talking about how important podcasting has been to the growth of his brand because people just literally, they take Pat on their dog walk or on their airplane journey or in the gym or in the car or whatever. There's something about that kind of closeness, that communication that is unraveled through audio. And I think video, I'm a big fan of video myself so I think video is just as powerful as audio in slightly different ways but ultimately, it's all about building that brand and being able to connect with people.

James Wedmore: And you know what I love is that they're two – I don't even think they're an either or like should I do a podcast or a YouTube series? I think they're something that can go very hand in hand in that, "Here we are doing a 30 plus minute interview and I would never do a 30-minute YouTube video."

Chris Ducker: Right.

James Wedmore: You would never see me caught dead doing that. On YouTube, you're going to have a very short attention span. People are going to watch for a few minutes and if you don't get to the point, get them in and get them out, they're going to get distracted. So you keep it concise. But with a podcast, yeah, I mean this is where you can – you can create a video that kind of shares one or two tips and then you could actually be like, "Oh, and if you want to learn more about this, I got my weekly podcast and we can talk about this for a full hour."

Chris Ducker: Yeah, exactly.

James Wedmore: They can work very well together.

Chris Ducker: That's right. The compliment is definitely there. So, all right. Well look, I wrap up every one of these chats and I feel like we could go for hours literally and we probably will do when we get the opportunity to sit down with a coffee or something at some point in the future.

But I always ask the same question at the end of each of these sessions and I'm going to do it to you now so brace yourself. It is very simply, what is your number one tip to doing business in the new economy?

James Wedmore: Yes. It has to come down to improving the customer experience especially in the area of customer support. And I share that because just very recently like less than a week ago, we had a ticket that had come in from a customer that somehow magically I saw it which normally, I just trust my support team to take care of anything unless they need to bring it to my attention and somehow I was just browsing the net and this thing caught my eye.

Chris Ducker: Right.

James Wedmore: And it was a person that literally told me my customer service sucks. And obviously, that gets anybody's attention. But the thing was they – I've realized very quickly it did. Based on her perspective, it totally did suck. She had purchased one of my programs. She couldn't get her login info and for like five days, she was going back and forth with my team. And I realized for the first time ever that I had not really sat down and trained my team on the importance of customer service and how they need to improve the experience. They were sitting there giving an excuse as to we went through a service switch and some of our stuff is not working so blah, blah, blah, blah and it was all excuse, excuse and explanation.

Chris Ducker: Right.

James Wedmore: Yeah, give her your username and password. I don't care. Like we need to solve her problem immediately and then we can always come back and do

something later. But I was actually appalled and disgusted by how my team was treating her. And they weren't rude or anything. It was just like this is – why would you keep someone who's paying us, a paying customer on the hold for five days and not deliver what we say we're going to deliver?

Chris Ducker: Right.

James Wedmore: And I don't think a few years ago I would have cared as much and I think that's the funny part is that it was – it hit me so much harder today and that's obviously where it's going. And not just from the standpoint that, oh yeah, someone can go complain on Yelp and all over the social networking sites but because it just has become – I think people are just more aware and more conscious of it and it's what's going to help win you more customers and lifetime customers. So yeah, that's what really what I'm focusing on is ways that I can improve customer service and the customer experience of my people.

Chris Ducker: Yeah. No, I hear you. I think that – and it's such a great way to close out because I think that the way that business is nowadays with us being online so much, it's just as easy for the negative stuff to spread as it is the good stuff. We're always out there looking for the good stuff. We want the positive reviews and the testimonials and the thumbs up and the likes and all the rest of it but it's just as horribly detrimental to the growth of businesses that social side of the web as it is positive as well.

So I think that aspect of caring, really truly caring for your customers cannot and should not be kind of taken lightly in today's economy, the way that we do business together.

James Wedmore: Right, right.

Chris Ducker: Well look man, I thoroughly enjoy this conversation. I mean I feel like we could go for like another hour.

James Wedmore: Oh yeah.

Chris Ducker: So, we'll have to try and do that next time. We'll try and do it in person when I'm in the US or something and we'll get our video cameras out and do something as well.

James Wedmore: Yeah, there we go.

Chris Ducker: There you go. So look guys, for all of you guys out there, if you want to find out a little bit more about James, what he does, how he does it, and how he can help you create a much more fruitful and more of a focus of conversion in one way, shape or form with your YouTube channel and YouTube videos, hop over to his blog,

JamesWedmore.com. There will be links to everything on the show notes over at ChrisDucker.com as always.

And James, I want to thank you very much for taking the time out. It's been an absolute pleasure to sit down and have a chat to you about a topic that changes very rapidly all the time. But it's so much nicer to be able to sit down and speak with somebody who's truly got their finger on the pulse and knows exactly what they're talking about than just reading about stuff online.

James Wedmore: Yeah Chris, thank you. It was my pleasure.

Chris Ducker: Alrighty. So we will see you very, very soon with another episode of New Business Podcast everyone. In the meantime, for all the goodness of everything else that this podcast has to offer, make sure you subscribe. There's a call-to-action right now. Do you like that, James?

James Wedmore: Boom! There it is.

Chris Ducker: Make sure you subscribe on iTunes. Hop over to ChrisDucker.com. JamesWedmore.com, that's where you need to go right now to find out a little bit more about James and what he does.

I will see you very, very soon. Take good care until then. Bye-bye for now.

If you want to catapult the growth of your business in today's economy, you need to join my free [7-Day New Business Bootcamp](#) for actionable tips on blogging, online video, outsourcing, podcasting, social media, and much, much more. Just visit ChrisDucker.com for more details and instant access. I'll see you on the inside.

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