



90 Day Continuity Workshop

Week 8 of 13



What we are going to cover today...

1. What should you have done
2. Why Youtube
3. Inch Wide Mile Deep (show examples)
4. Network of 10
5. Mesolimbic Marketing
6. Unaffiliated Review
7. Facebook Synergy
8. How, Where, What
9. Youtube Channel Set up
10. Homework
11. Q&A

WHAT SHOULD YOU HAVE DONE?

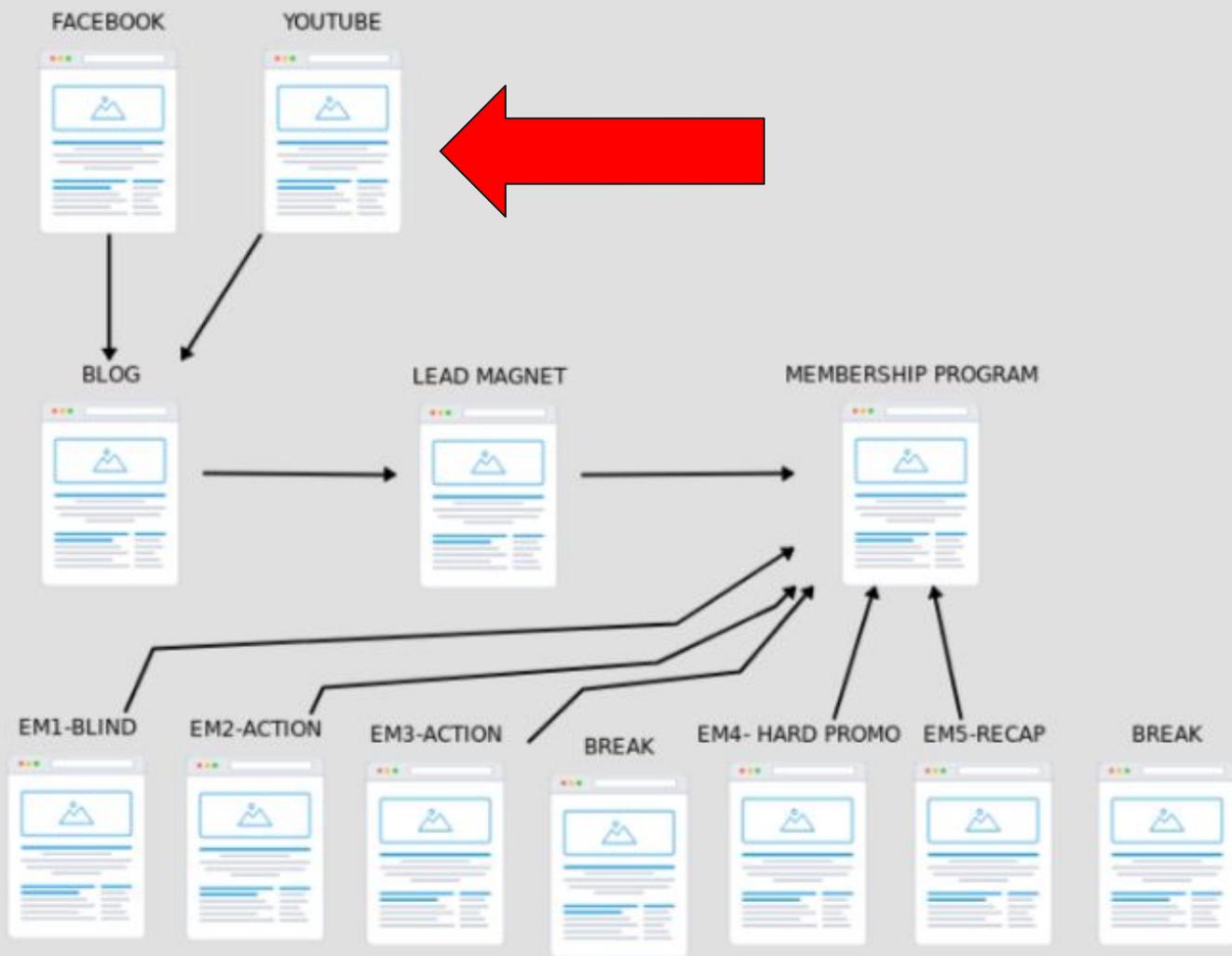
1. Your website up and running
2. Your logo done
3. Your Legal Pages done and on website
4. Your About me Page done
5. Install blog and first blog post
6. You should have 3 blog posts of impact driven content on blog
7. lead magnet done.
8. Signed up for autoresponder service.
9. Get Funnel Pages done.
10. Linked the autoresponder to the lead magnet.
11. Get your autoresponder sequence wrote and installed
12. Get your membership program sales page done
13. Get membership program set up with benefit running and ready to take payments
14. Installed Facebook Marketing

Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Week 8

“Eighty Percent of Success is Showing Up.”

-Woody Allen



overview



Why Youtube?



Because everyone is here. Your market is here.

<https://www.alexa.com/siteinfo/youtube.com>



Advantage

People also ask

What percentage of Americans are afraid of public speaking? ^

Glossophobia, or the fear of public speaking, is remarkably common. In fact, some experts estimate that as much as **75 percent** of the population has some level of anxiety regarding public speaking. Of course, many people are able to manage and control the fear.

[Glossophobia or the Fear of Public Speaking - Verywell Mind](https://www.verywellmind.com/glossophobia-2671860)

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Advantage

I can tell you as a product vendor that if I want a product to have a big chance of flopping, I make it about youtube.

All the successful product about youtube are selling the benefit of traffic, telling people they have a way to do youtube that is easy and doesn't require you to be on camera.



Advantage

That's a clear message. Many people hate being in front of the camera. Not only do they find it hard to do, but they find it would be time consuming as well.

This is a limiting belief that if you do not share, you can leverage.



Celebrity Effect.

My experience has been that if I am on camera consistently, I pull more people around me.

Section 1: Inch Wide Mile Deep



Inch Wide, Mile Deep...

Pick one sub niche of a bigger niche and go deep on that with a youtube channel. Stay tight on that subject. Do not deviate for faster growth.



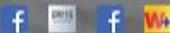
Inch Wide, Mile Deep...

zerofatz returns

HOME OF THE

THE MONDAY MORNING
BRICK REPORT

Epic Conversions



zerofatzreturns

16,445 subscribers

SUBSCRIBED 16K



HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT





Inch Wide, Mile Deep...

*N*utribullettime



nutribullettime

9,712 subscribers

SUBSCRIBE 9.7K



Inch Wide, Mile Deep...

**STAKE YOUR CLAIM
AMPLIFY YOUR MESSAGE
ON YOUTUBE**



**CLICK ON
THE BELL** 

 **Subscribe**



Brian G Johnson TV

79,820 subscribers

JOIN

SUBSCRIBE 79K



HOME

VIDEOS

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CHANNELS

ABOUT



Section 2: Network of 10



Network of 10

1. Put together a list of 10 youtube channels that all are in the same niche as you (or very similar, same grain). All 10 of these must publish at least once a week. They must have at least a thousand subscribers. Not so many comments per video that you will get buried when you comment.
2. Subscribe to these channels.
3. Friend request them on facebook
4. Everyday check in on each channel in this list. When a new video is published, watch at least 2 minutes of the video. Thumbs up, and add to the conversation in the comment section. Be a part of the comment section conversation for that creator.

Your name is a link. Doing this will get the influencers attention and pull their fans to your channel.

Section 3: Mesolimbic Marketing

WELCOME TO THE
KAM FATZ
CHANNEL



Kam Fatz

1,129 subscribers

SUBSCRIBE 1.1K

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT





The 5 Steps of Mesolimbic Marketing

1. Targeting an Influencer
2. Targeting a piece of content
3. Add to the conversation
4. Triggering the Mesolimbic Effect
5. Dynamic Approach

Section 4: Unaffiliated Review



The Unaffiliated Review

Over the last few years I have noticed the videos that have gotten me the most views in the Make Money Online niche has been the “unaffiliated product review.”

Reviewing newly launched products allows you to take advantage of launch jacking. By doing the review as “unaffiliated,” you build trust and rapport with your following and grow that following.



The Unaffiliated Review



Does Sale Hoo work??? (An unaffiliated Opinion and Review on SaleHoo.com)

zerofatzreturns • 56K views • 5 years ago

<http://adventuresontheriver.com/> - CLICK HERE to learn how to make a FULL TIME INCOME using the



What is Instant Payday Network and Does it Really Work? (A Non Affiliated Opinion)

zerofatzreturns • 2.2K views • 5 years ago

<http://adventuresontheriver.com/> - this is my website. it is a legitimate source of valuable information and will help you make ...



Magik Link Review - A Non Affiliated Review

zerofatzreturns • 276 views • 3 months ago

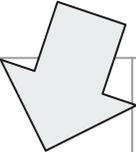
Magik Link Product Review - A Non Affiliated Review #makemoneyonline #workfromhome2019 #magiklinkreview

Section 5: Facebook Synergy



Facebook Synergy...

Last week I showed you a simple system for installing facebook marketing and driving traffic.

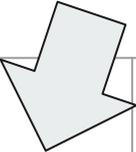


MONDAY	TUESDAY	WED	THURS	FRI	SAT
25 minutes in groups	25 minutes in groups	25 minutes in groups	25 minutes in groups	25 minutes in groups	25 minutes in groups
text based impact driven content	conversational marketing post about your lead magnet.	FB live stream on text based content	Invite friends to like facebook fan page	Big fish networking	



Facebook Synergy...

You can download that video from facebook and put it on youtube for more exposure. Be sure to utilize playlists for added exposure.



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text based impact driven content	conversational marketing post about your lead magnet.	FB live stream on text based content	Invite friends to like facebook fan page	Big fish networking	



Facebook Synergy...

This tactic alone will create a presence for you on youtube and will give you a simple piece of content every week.

Create playlists for the different topics in your niche that you find yourself covering, and add the videos to those playlists as you upload them.

But what else besides that? Let me show you...

Section 6: How, Where, What Method



The How, Where, What Method of Youtube Content Creation

3 Easy kinds of Youtube Content to make

1. How to do something?
2. Where to find something?
3. What you think of something?

Section 7: Youtube Channel Set up



A thought and a technique on thumbnails



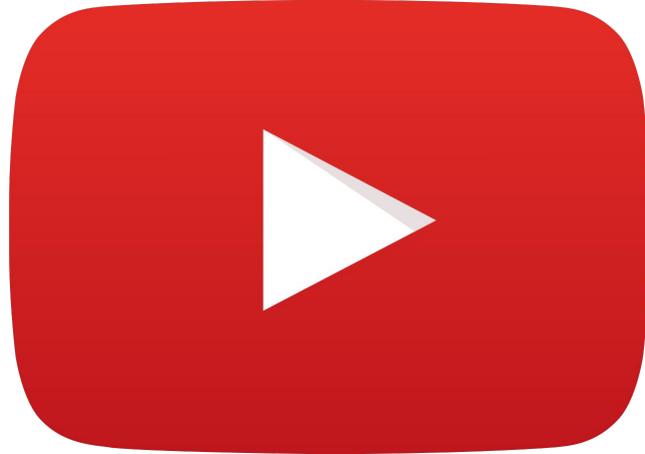
Youtube Channel Set Up

1. Video ideas list (20)
2. New Channel (name after brand)
3. Banner
4. Picture
5. About
6. Synergetic Links
7. Trailer
8. Create initial playlists based on your list of 20

Maintaining the Youtube Marketing (1 hr a day)

MONDAY	TUESDAY	WED	THURS	FRI	SAT
Network of 10	Network of 10	Network of 10	Network of 10	Network of 10	Network of 10
New video	Promote video on Facebook	Bring over your FB Livestream video	Promote on Quora (5 seeds)	Promote on Youtube (similar videos comment section)	Outreach (people and places) Ideas for videos

Be dynamic and adjust as you go. It's a moving puzzle. They don't even have it figured out. The bottom line is it's a free tv show on the most popular website in the world.



HOMework

1. set up youtube channel
2. Do the system I outlined for a week and adjust as needed.

Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Q&A!
