



**HOW TO GET**  
*Sales from YouTube*



**Did you know, YouTube is the world's third biggest search engine after Google and Baidu (wait, what? China's biggest search engine, that's what!) which means that, more often or not, when you put a search into Google for how to do certain things, quite often it's a video on YouTube that comes up in the top 10 search results.**

Let me give you some statistics from YouTube's site.

- YouTube has more than 1 billion users
- There are 4 BILLION video views on YouTube per day
- 300 hours of video are uploaded to YouTube every minute
- 50% of YouTube views are on mobile devices

Hmm, interesting huh? That's a lot of video views and a big chunk of them will have come about as a result of a Google search.

So, if you're NOT using YouTube how many searches COULD you have appeared in but didn't, because you're not on YouTube?

I can hear the penny dropping right now.

This is a really useful thing to know because:

- Most businesses ARE NOT on YouTube.
- Most of your competitors are not on YouTube.
- But most of your customers are searching Google and getting YouTube 'how to' videos coming up in their search results.
- You need to be there.

**So let's start thinking like a business owner.**



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# HOW TO USE YOUTUBE TO DRIVE SALES

**How can you capitalise on this, now that you are 'in the know'? How can you use YouTube to sell more stuff?**

- Well, you can use videos to showcase your products and services for starters.
- You can share your results.
- You can show work in progress.
- You can show happy customers benefitting from your work.
- You can show sale items and whet people's appetite.
- You can share trade secrets and tips.
- The more you share, the more people will take notice.
- The more people take notice, the more you will sell.

People buy people. Relationships matter in marketing and in business. Videos showcase you as a person and allow your viewers and potential customers to begin building a relationship with you, even though you're not there in person.

## CREATING VIDEOS IS EASIER THAN YOU THINK

**It's so easy to create videos. It doesn't have to be you talking on camera (cue: huge sigh of relief from you) but we'll talk about this more in a moment.**

You can make a video of you demonstrating things with your hands, so if you're a maker, crafter or an artist you can just have a camera focussed on your hands and demonstrate techniques and how to's.

You can share teaching slides and create teaching videos where you explain how to do something and walk people through it, narrating the slides – you can use [www.screen-cast-o-matic](http://www.screen-cast-o-matic) to do this very cheaply and easily).

You can create videos where you share your screen and again, using Screencast-o-Matic you can demonstrate how to use software or social media, if that's relevant to your business and audience.

So, you see videos don't have to be you! But... it would be REALLY good if you could create some of you talking to camera. Why? Because they:

- Help to position you as an expert,
- Build relationships with your potential buyers,
- Showcase your expertise,
- Build your credibility and
- Generally short-cut the learning process so if you're trying to get a message across it's much easier to get that across on video than it is on a page full of words.
- Show off your awesome stuff

You, being yourself, talking to camera does more to build trust and shorten the buying cycle than any amount of sales pages on your website.

People love to hear from business owners; they love to know that behind this website there's a real person who is passionate about what she does.

## **HOW CAN YOU USE YOUTUBE IN YOUR MARKETING?**

**I want you to think about how you could use YouTube in your marketing.**

- What kind of videos could you put together that your super customers would love?
- What could you showcase in your business?
- What could you teach in your business?
- What could you shortcut in your business?
- Is there something that loads of people struggle with?

- Are there certain questions that you always get asked in your business that you could answer in one quick video and help people without having to get in touch with them?
- How could you use videos in your frequently asked questions section, if you have one, on your website, if you don't have one on your website, do you need one?
- Are there certain things that customers and clients always struggle with when they're deciding to buy or when they're getting started with you?
- Are there things you always end up explaining?

## CREATE ONCE, USE LOADS OF TIMES

**The thing is, just because they're on YouTube doesn't mean you can't use them elsewhere.** You can embed them in your website. You can use them on other social media platforms such as Facebook, Google+, Twitter or LinkedIn. You can link to them in your e-newsletters and send them out to your subscribers and customers. You could get a LOT of use out of one little video.

## WHO CAN SEE MY VIDEOS ON YOUTUBE?

**There are three different privacy settings on YouTube videos; you can have private videos which only you can see, unlisted videos which only people with a link to the video can see, and you can have public videos that everyone can see and that appear in search results.**

For profile building, relationship building, positioning yourself as an expert, building your credibility and getting known, you would create public videos. If you are delivering these videos as part of a programme or teaching series or you only want people on your website to be able to see them, you might make them unlisted so that only people with the link can see them and then you might email out to the people who need them with the links.

If there are videos you want to keep for reference but you don't want anyone to see them, or maybe you are going to make them public at a certain time you would set them to private.

## GETTING MY VIDEOS FOUND ON GOOGLE

**This is how you'll appear in Google search results so there are a few things you can do to make this even more effective:**

- 1. Call your video something 'searchable'.** By that I mean think about what your customers will be putting into Google – what they will be typing in the search box and try to call your videos something that will match that. If you are demonstrating how to ice a cupcake like a rose then call your video 'How To Create A Cupcake Rose' or 'How To Ice Your Cupcake Like A Rose' because this is what people will be typing into Google
- 2. Fill out the description box.** Most people don't do this and yet it's probably the biggest reason your video will appear in Google searches. Remember, Google doesn't know what you are saying in the video. All it can use is the title and description so you need to make sure your title and video description describe what the video is about
- 3. Add a link to your website and other social media accounts** in your video descriptions so people can easily find your website and shop – make it easy for them to buy

## VIDEO TIPS

1. Remember your videos could be seen by anyone in the world so speak clearly (while being yourself, don't turn into a robot!)
2. If you are talking on camera have your lighting in front of you, not behind you or you'll look like a silhouette

3. Stick a post-it note to your computer screen if you're recording on your webcam, with prompts and reminders about what you want to say
4. Don't get hung up on your voice and appearance – your viewers just want to learn from you

## VIDEO IDEAS

**Here are some ideas that could work for you. You don't need all of them, you just need one or two that work for your business and do them as best you can.**

- Client testimonials
- Case Studies
- 'How To' demonstration videos
- Hands-on demonstration videos
- You, explaining a concept
- You, answering frequently asked questions, one at a time (you'll have a little collection of really useful videos before you know it)
- You, showcasing new stock that's just arrived
- Reviews (book reviews, equipment reviews, website reviews). This going to help your customers because you're helping them to short cut the research process and give them YOUR expert recommendations.
- There are loads more, just see what everyone else is doing inside and outside of your industry

## HOW TO GET STARTED ON YOUTUBE

The best thing to do is set up a YouTube channel for your business. This is fairly simple but can be baffling to the uninitiated - luckily YouTube's help files and walk-throughs are great and designed for total newbies.

### Remember:

Your customers and clients would rather you got the videos done and out there and helped them, instead of worrying about whether you look 'right' and never getting your video out there.

Just get the videos done, get over yourself and start to benefit from the amazing massive search engine that is YouTube. You'll find that if you do the right videos (you'll learn what works, the more you do) and give them the right titles your videos will start to show up in your potential customers' Google searches. This will drive enquiries, drive traffic to your website and ultimately (if you've got your targeting right) drive sales.

### What's not to love?



[www.thegirlsmeanbusiness.com](http://www.thegirlsmeanbusiness.com)

## ABOUT US

**Claire Mitchell is a marketing and business coach, an Amazon best-selling author and mum.**

She works from home in a little village by the river in the North East of England with husband Mitch, daughter Chloe and dog Meggie. She's been featured in Marie-Claire, The Guardian, Closer, Essentials and the Huffington Post. She's been featured on TV-AM, Radio One and The Apprentice.

## ABOUT THE GIRLS MEAN BUSINESS

**Created by Claire Mitchell, The Girls Mean Business is an online business school for women. She runs a number of courses and classes including:**

### THE GIRLS MEAN BUSINESS CLUB

**An AMAZING group of women business owners who are determined to build their business, no matter what!**

This is SUPPORT ON STEROIDS! Learn all about business and marketing with people who KNOW what it's like to feel flat, isolated or out of your depth – who GET what it's like to build a business when life gets in the way and who WANT to learn and help others do the same. It's AWESOME! A monthly class and challenge get you motivated, little surprises through the mail make you happy and likeminded people to hang out with make you SUCCESSFUL. Yay!

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## **30 DAYS TO BOOST YOUR BIZ**

**The 30 day motivation programme for women business owners.**

30 days, 30 mini lessons, lots of motivation and a fantastic, supportive Facebook group = HUGE progress and the foundations for AWESOME success.

## **SMALL BUSINESS SUCCESS CAMP**

**The ULTIMATE BUSINESS SUCCESS COURSE for beginners (or those who are rusty and need to start again properly).**

7 modules, over 100 bite-sized videos and a whole bundle of planners, cheat sheets and workbooks. Perfect if you don't have time to waste – you can just pick a mini-class on the topic you're struggling with and watch it right now. Job done, move on. Or you can work through all the modules and watch yourself morph into a successful business owner before your very eyes! Yay!

## **THE BIG GIRL KNICKERS BUSINESS ACCELERATOR**

**The SERIOUS BUSINESS BUILDER'S COURSE for seasoned business owners who are a bit flat or stuck in their business and are ready to be bold, brave, put on their big girl knickers and step up to the next level.**

12 modules, over 100 mini- videos, monthly challenges, regular bum kicks and NO EXCUSES! If you are serious about building this business, if you've HAD IT with getting by, if you're DONE with doing OK, it's time to get those big girl knickers on and show the world what you're made of!

**We've also got Online Coaching Made Easy and Supercharge Your Sales as well as lots of other amazing free and paid resources on our website. What's not to love?**

**No excuses, time to build that AWESOME business!**

*love, Claire xx*



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