

YOUTUBE 2015 – CHANGES AND WHAT YOU NEED TO KNOW TO USE YOUTUBE EFFECTIVELY AND WITHOUT PROBLEMS

***DO NOT PUT ALL YOUR EGGS INTO ONE BASKET – DIVERSIFY YOUR
MARKETING**

***DO NOT USE YOUTUBE AS AN ‘ALL IN ONE’ MARKETING STRATEGY – It’s NO
More important than any other Marketing Strategy to Promote Your Product or
Business Opportunity**

**- Use This to build leads and build a list, link to capture pages and collect leads,
then they are YOURS – effectively capturing the lead from YouTube**

Few points about YouTube from myself personally

**- I’ve had over 6 YouTube Accounts, 1 of which has over 1,000 subscribers. I am
sharing with all of you why bad things happen on YouTube and how to prevent
it in the first place and why it’s NO BIG DEAL if something does happen.**

**1. Flagging and YouTube Suspensions and Terminations – It’s NO BIG DEAL whatsoever if you are
terminated**

**- It is incredibly easy to just start another channel with another gmail address or email address and do
things RIGHT the next time (NO BIG DEAL)**

- How To Prevent It From Happening (Stop SPAMMING)

Why It happens

**- The only reason you ever have any problems whatsoever on YouTube, is because of the YouTube
community, if you follow my guidelines you will have much better chance of having a healthy productive
channel for the long term you can keep adding content to for years to come**

**- The key is to never get flagged in the first place or have your channel displayed to anyone who would
maliciously flag your videos (Use the Ban From Channel Heavily)**

2. Watch Your Titles – Spammy Headlines have a much greater chance of getting flagged by the community

Instead of 'How to Make \$3,000 Today with XYZ Business', a headline like "How To Make Full-Time Income with XYZ Business Starting Today'

3. Watch Your Keywords – Keep your Keywords Consistent and Focused, do not use keywords such as 'make money online' or 'home based business' as this generalizes the video and viewers in all kinds of shady businesses will see yours and attempt to get you removed due to jealousy or envy or just 'trolling'

4. Never APPEAL a strike or warning on your Videos – This only leads to a real life human reviewing your ENTIRE channel, and if they see anything in your channel as 'commercially deceptive' or 'spam' then there is chance your ENTIRE channel will get removed. Do not take this chance as it could be just someone who works for youtube in a 'bad mood' and they will never take the time to really understand your business or what you are promoting if it is in the 'home based business' or 'network marketing' industry

5. YouTube does Not HATE You – They have to suspend accounts to keep their service free of 'spamming' (which is a good thing), depending on the person that reviews your flagging, this may be interpreted as 'spam' or 'commercially deceptive'. This is not right in my opinion but this is how their service works due to the billions of videos and there is no possible way anyone could regulate flagging or whether the content is actually violating anything

People get accounts suspended in all types of niches – from fitness to videos about firearms to animals to anything, the service is too huge to really be regulated effectively

6. SAVE YOUR VIDEOS TO A FLASH DRIVE OR TO YOUR COMPUTER – I cannot stress how important this is, if you are using YouTube (which is a free service) as 'hosting' for your video content, then this is the absolute worst idea you could ever have. Do not put your content into the hands of ANY free service that has the ability to terminate your content at anytime without any reason whatsoever.

- I personally use ScreenCastOMatic (\$15 Yearly) and they back up ALL my video content for no extra charge that I use for screenshares, I can always go back and get my videos again if I ever need them and save them to whatever I wish