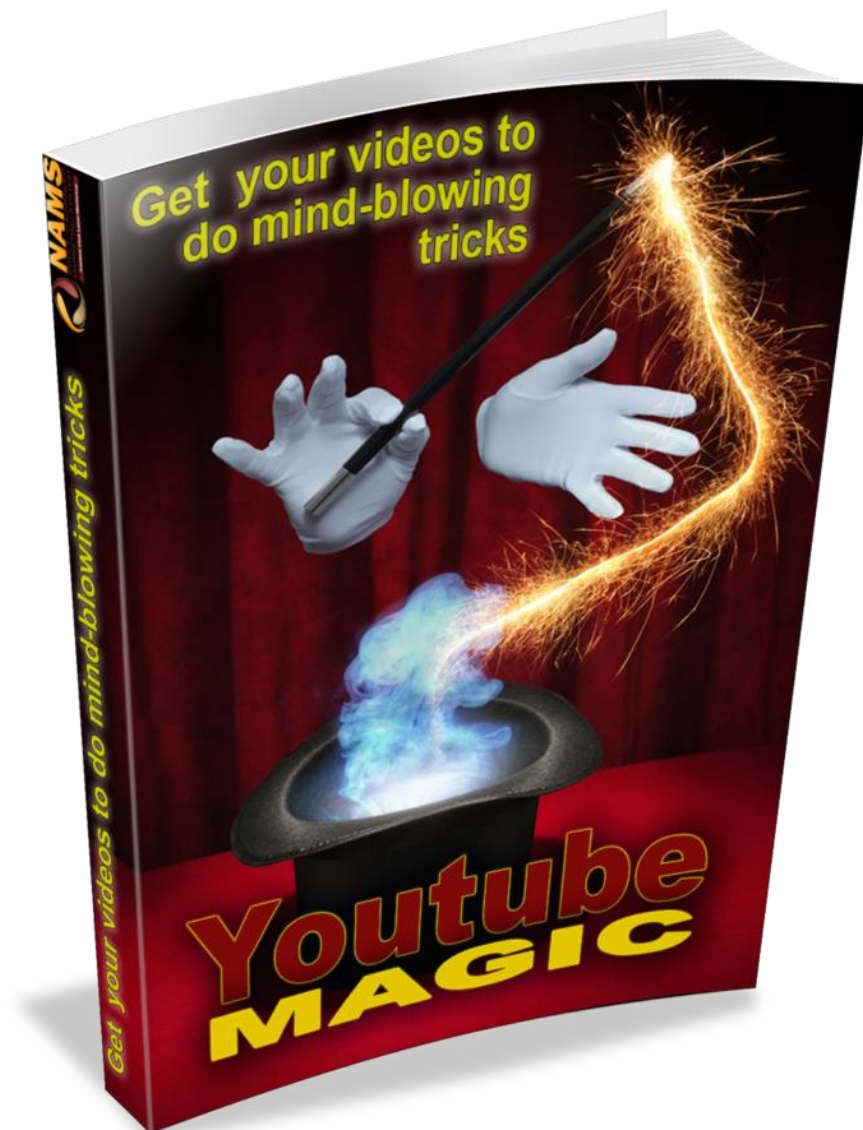


YouTube Magic:

Get Your Videos To Do Mind Blowing Tricks!





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Introduction

Are you using YouTube for any of your content marketing right now?

If not, consider these statistics for a minute:

- More than 1 billion unique visitors to YouTube every month
- Each month, more than 6 billion hours of video is watched
- 100 hours of video are uploaded each minute
- YouTube reaches more adults aged 18-34 than any cable network
- Every second there are approximately 49,296 videos being viewed around the world

....and

YouTube is the second largest search engine, right behind Google.

Even better, your YouTube videos will show up in Google search results. In effect, you get traffic both from YouTube and Google for the same small effort.

So, what's stopping you?

For many people, it's just a matter of taking the first small steps to break through your hesitance and fear of what's involved.

This is easy, cheap, effective marketing that can reap huge results for your business. People aren't looking for glitzy, slick videos on YouTube. You can quickly put together a 3 minute screencast or "Top Tips" video and have it up on YouTube in minutes.

In this guide, you're going to go through each of the basic steps of getting started on YouTube.....right from the first step of setting up an account.

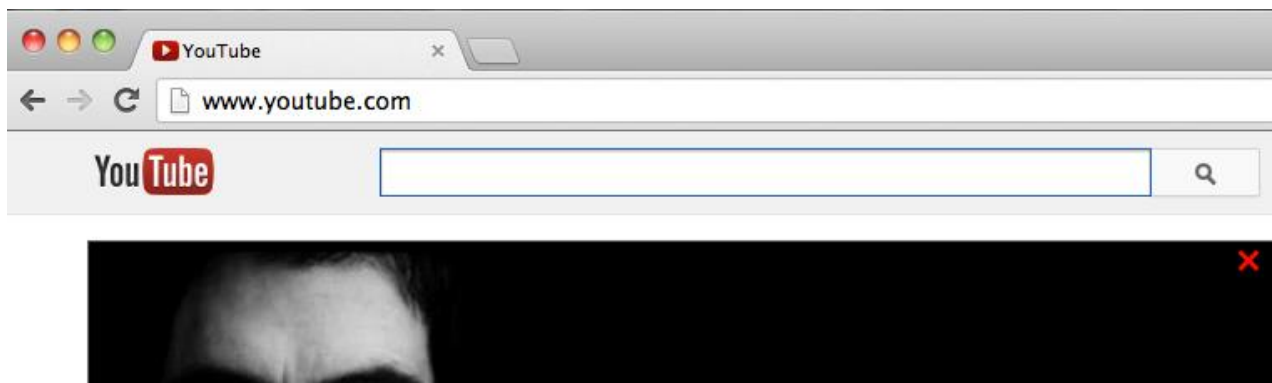
Let's get started!

How to Set Up Your YouTube Account

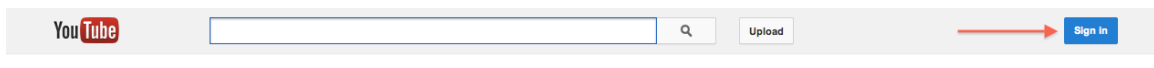
Sign Up

We'll start by setting up your YouTube account.

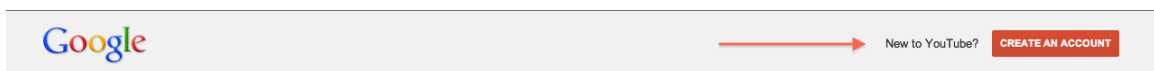
1. Go to www.youtube.com



2. Click 'Sign In' in the top right hand corner.



3. Click 'Create an Account' in the top right hand corner.



4. Input all of the required information. Give yourself a nice strong password. You can use something like [LastPass](#) to remember it.

Name

First Last

Your current email address

[I would like a new Gmail address](#)

Create a password

Confirm your password

Birthday

Month Day Year

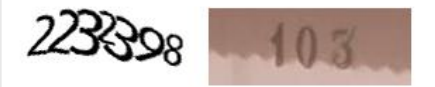
Gender

I am...

Mobile phone

Prove you're not a robot

Skip this verification (phone verification may be required)



Type the text:

Location

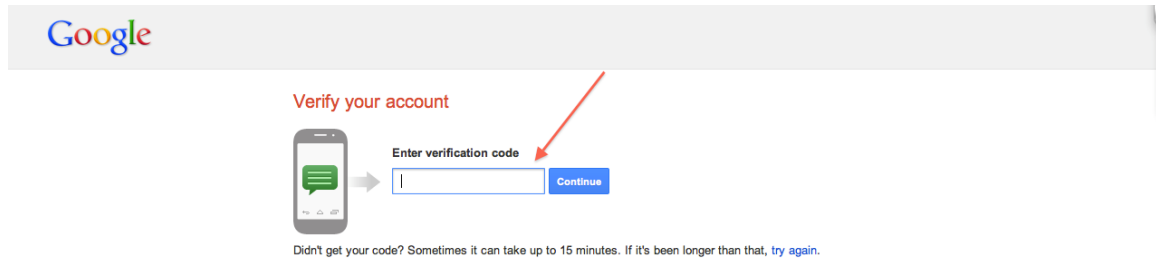
United States

I agree to the Google [Terms of Service](#) and [Privacy Policy](#)

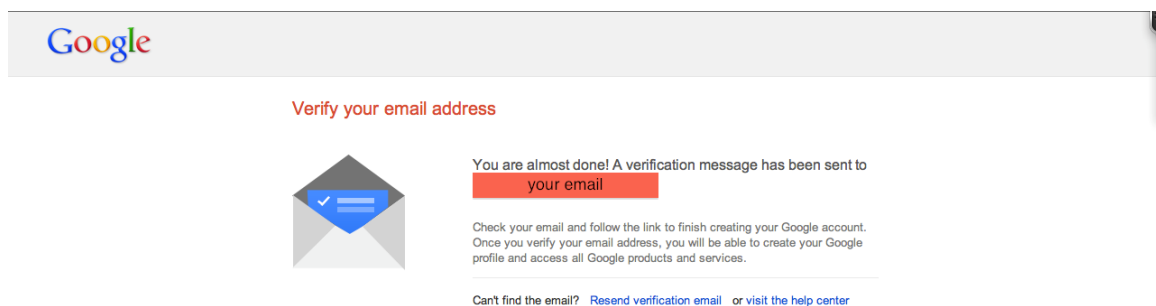
Google may use my account information to personalize +1's on content and ads on non-Google websites. [About personalization.](#)

Verify your Account

5. Verify your account by entering the verification code that was sent to your phone. This should have only taken a few minutes to receive. If for some reason you haven't received yours, click the 'Try again' button beneath the input box.

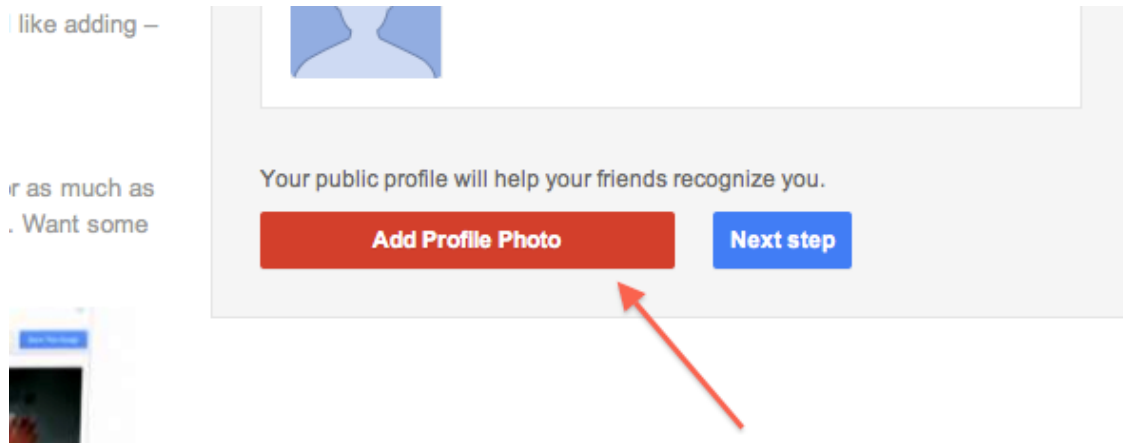


6. Verify your email address by clicking the link in the email that was sent to you. This, again, should only take a few minutes to receive.

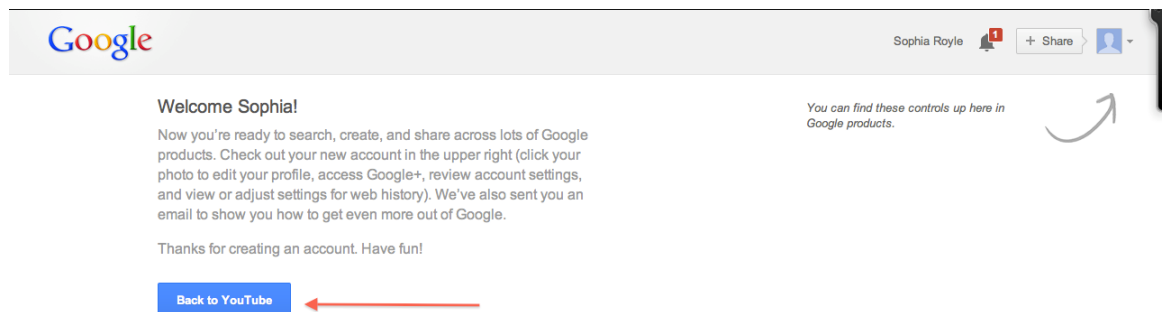


Get Started

7. In the page that pops up from that link, add a profile photo to your account. Click 'Next Step' when you're done.



8. Click 'Back to YouTube' to return to the main page.



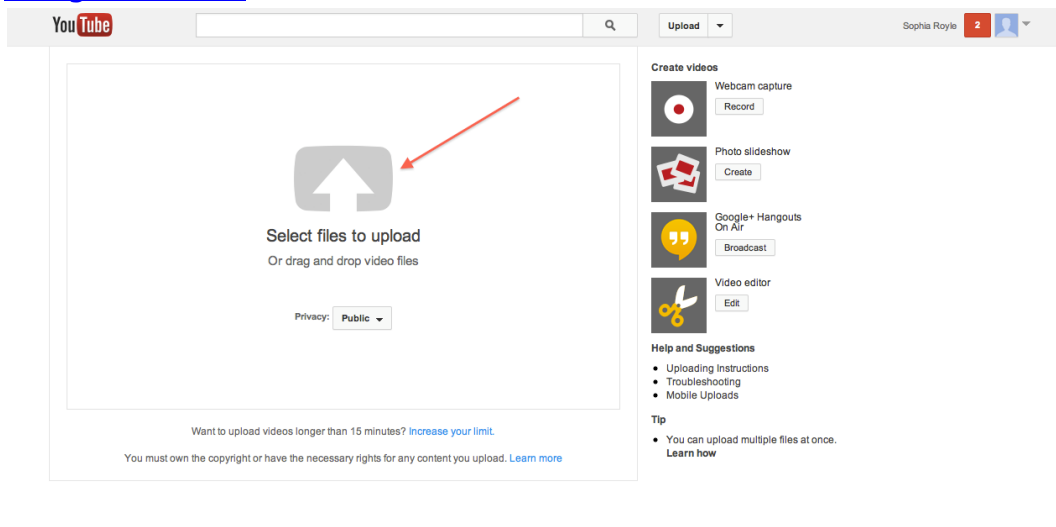
How to Upload Your Video to YouTube

Upload

1. Click 'Upload' in the menu bar at the top of the screen.

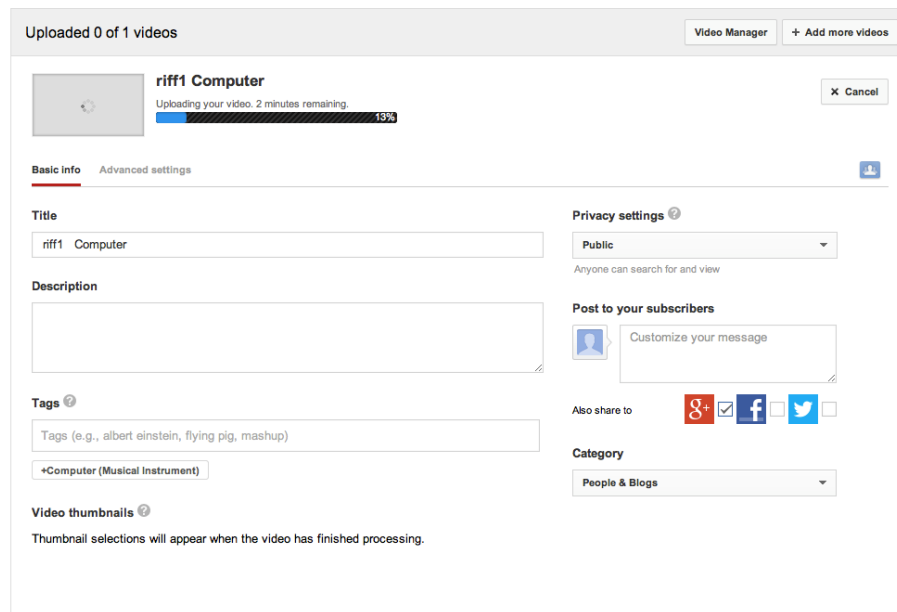


2. Click the icon in the center of the video upload box to select the video you'd like to upload from your computer. Select 'Choose' to begin the upload. You can also drag and drop your file right into the upload box. Alternatively, use the icons to the right of the screen to create a video using your [webcam](#), create a slideshow from images, or a [Google+ Hangout on Air](#) broadcast.

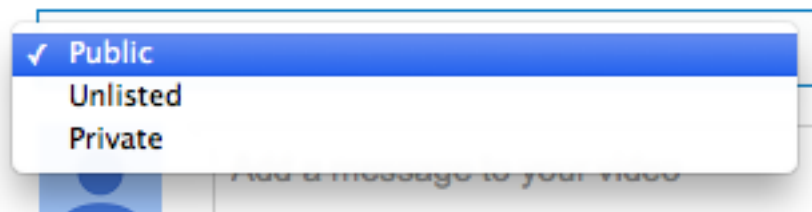


Video Details

3. In the upload screen, you will see the video upload progress at the top. Enter the relevant information for your video – Give it a description and enter some relevant 'Tags', or keywords that describe the content of the video.



4. Toggle the privacy setting if you don't want your video to go public just yet, and make sure you give it a relevant category so the Google can list it in the correct area. Remember; if you still intend to do some editing to your video, don't yet make it public.



5. When you give your video a description, be sure to include a link to related content that you'd like people to visit, especially if you're using the video to promote another website or product. Try putting the link at the very top of the description, and be sure to test it.

Description

6. In order to give your video the best chance of being seen by as many users as possible, you need to make sure that the Tags are as relevant and definitive as possible. A tag needs to define the video at it's most primary and objective level... so if you've uploaded a video of a dog for example, you'll need to tag that as 'dog' and 'animal', not 'video of a dog'.

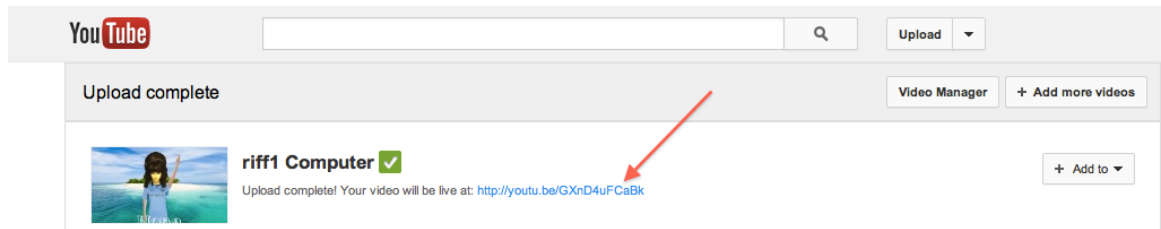
Tags (e.g. Albert Einstein, flying pig, mashup)

If you have a brand name, make sure you tag it in different variations; for example 'brandname' and 'brand name'.

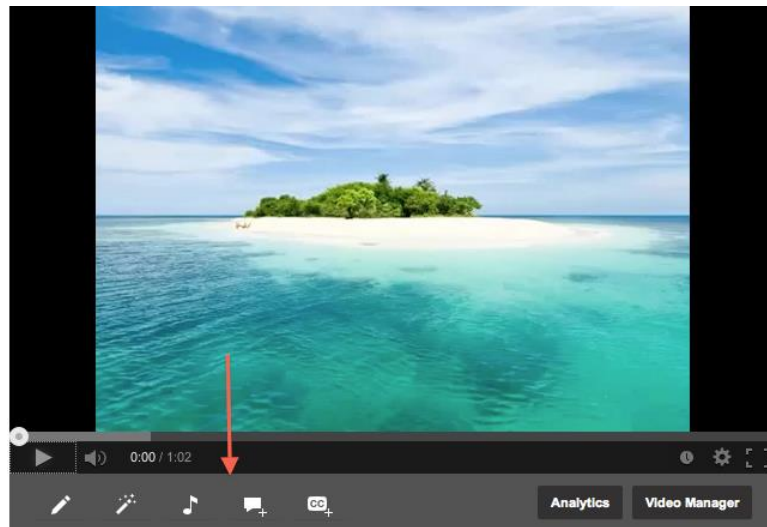
YouTube itself will offer some good tag suggestions, so pay attention to what they recommend. You can also take a look for existing content that is similar to your own to see what other people have tagged – this might give you some good ideas.

If you are creating a series of videos, try to use at least one tag that relates to the name of the series so that people can easily find the other videos in that series.

7. Once your video has finished uploading, you can view it by clicking on the link given at the top of the page.



8. You can use the icons at the bottom of the video to view the statistics and settings, make some enhancements such as filters or add captions to your video, (we'll go into detail with some of these options in the 'Edit your Video' section)



How to Edit Your Video

YouTube has its own powerful editing features that many people don't take advantage of. That alone gives you an advantage over a large portion of your competitors. None of the editing features are difficult to use, and all you need to do is explore and experiment a bit to get the hang of it.

There are actually two methods of editing with YouTube. First, you can use the new YouTube Video Editor to add an intro or outro slide, add transitions or splice the video, among other things. The Video Editor is accessed under the 'Create' drop down menu on the left. You'll see that menu when you click on 'Video Manager'.

The second option in your Video Manager is to click on the 'Edit' button under any video listed. You'll then get the ability to add enhancements, audio, captions, custom thumbnails, annotations and more - directly to the video you uploaded or created in the Video Editor.

The Video Editor

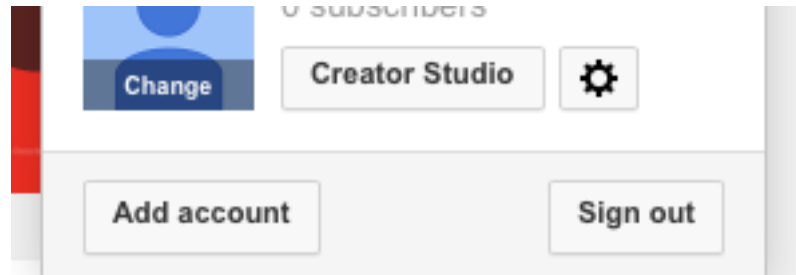
The Video Editor uses the original version of the uploaded video. This means that any enhancements, annotations, captions and the like that you have added to the video beforehand, when you clicked on that 'Edit' button, will NOT show up in the Video Editor. So make sure that you add any of those additional enhancements *after* having used YouTube's Video Editor. You'll see all those options in a minute.

It is also important to emphasize that the Video Editor creates a second version of the original video that you uploaded. For this second video to show up in your channel and in your list of videos, it must be 'Published'. Because you're creating a second version, this also means that any edits you make to your video in the Video Editor will not overwrite the original version of the video you uploaded.

There is not an actual 'Undo' option for changes made in the Video Editor, but bear in mind you can always start again by inserting another instance of the original video clip and deleting the previous one.

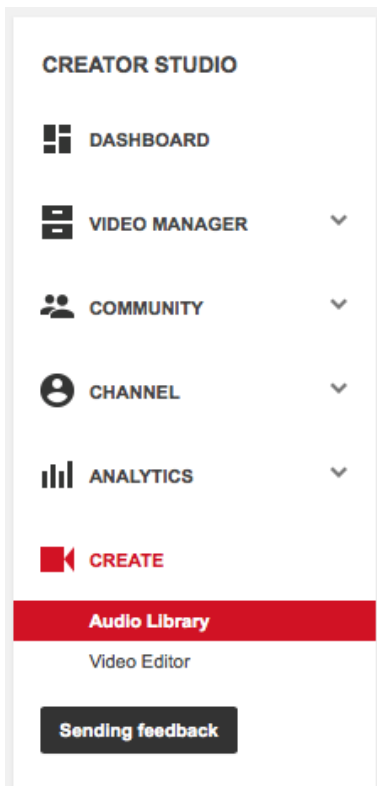
Finding the Creator Studio

1. Go to the main drop down menu by clicking your member avatar in the top right hand corner. Click on 'Creator Studio'.

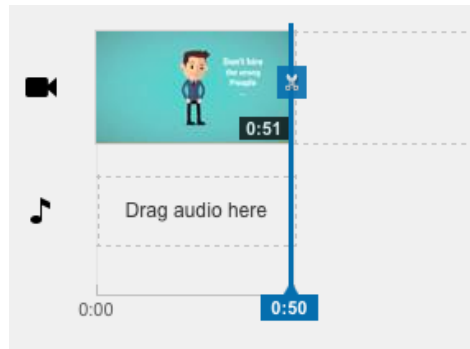


Intro & Outro Slides

2. To get to the Video Editor and add an intro slide, click the Create menu, then 'Video Editor'.



3. Select your video to the right of the staging area then drag it to the timeline beneath the staging area.



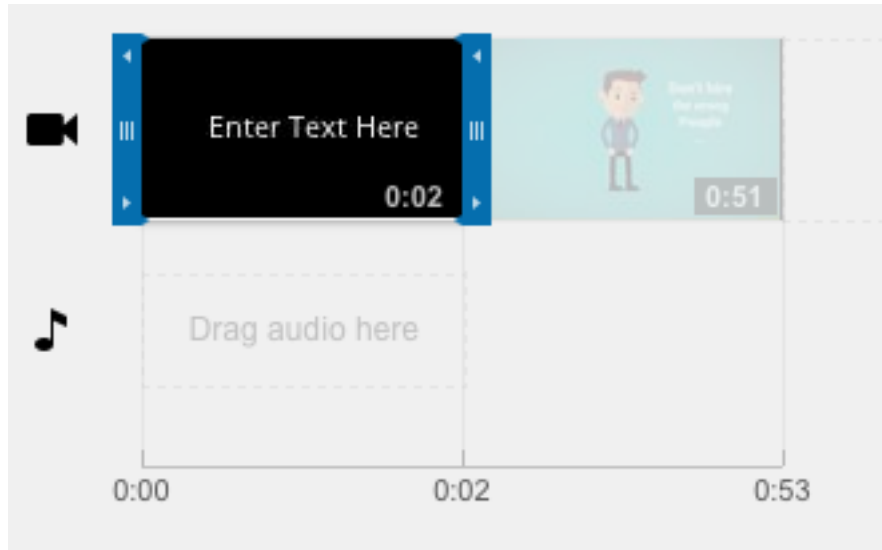
4. You can use the Zoom feature to the right hand side to get a better look at your timeline



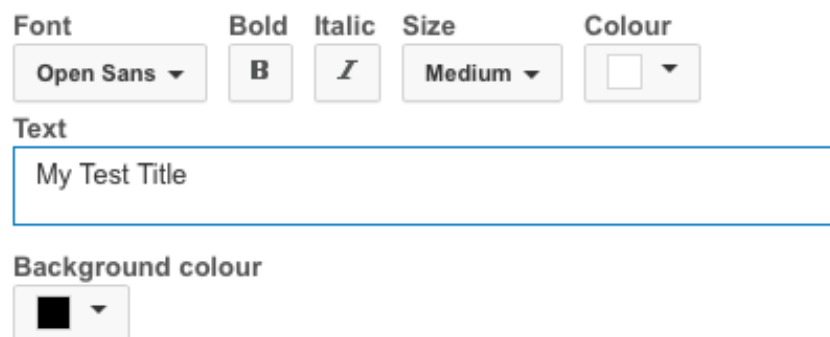
5. Click on the 'a' symbol in the menu bar.



6. Then select the intro type you'd like and drag it to the timeline, dropping it in front of your video clip. You can adjust the amount of time the slide is present for by dragging the blue bars at either side of the clip.



- Using the options to the right of the staging area, enter the text you'd like displayed, and adjust the other options, including background color and font style, as necessary.



All changes are saved automatically, but click the 'x' in the top right hand corner of the editing area to return to the menu.

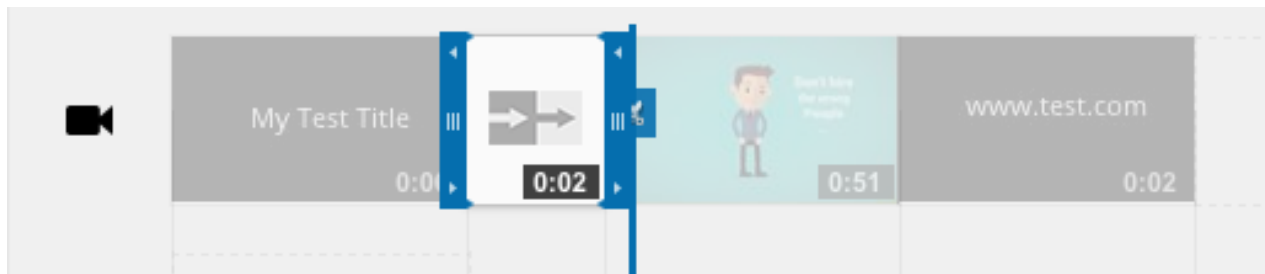
You can use this same method to add a conclusion slide at the end of the video. However, if you would like to add a link or clickable call to action, you will need to use the annotations feature, which we discussed earlier. You'll just need to go back to the 'Edit' option for your video in the Video Manager.

Transitions

8. To add a transition, click the Transitions icon in the menu.



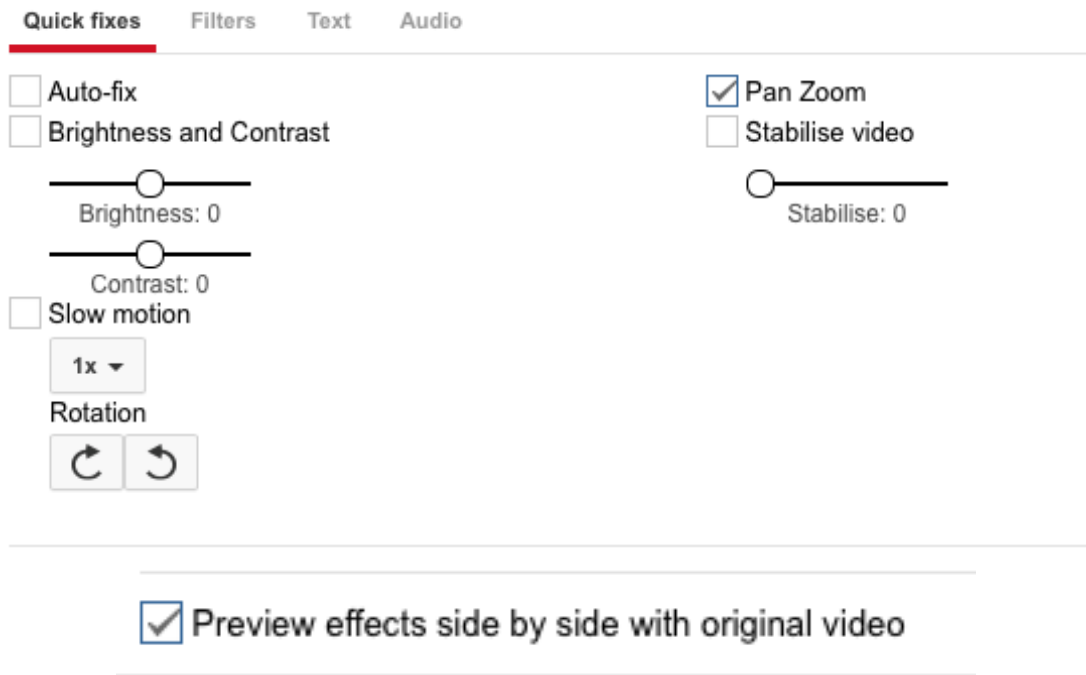
9. Then, simply drag the transition in between your title and video clips to apply it.



Pan & Zoom

10. The YouTube editor has a 'Pan & Zoom' option. While you are unable to specify the points of zooming in and out, etc, it is an intelligent feature that will assess key points and do it for you.

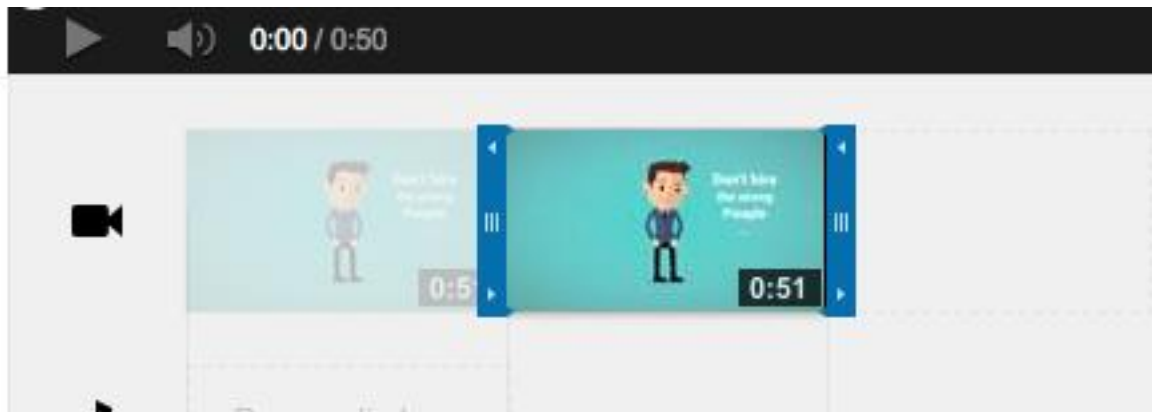
To turn on Pan & Zoom, simply select your video clip in the time line and then check the 'Pan & Zoom' box under the 'Quick Fixes' menu. To see the effect of this feature, select 'Preview effects side by side with original video' to turn on the split screen.



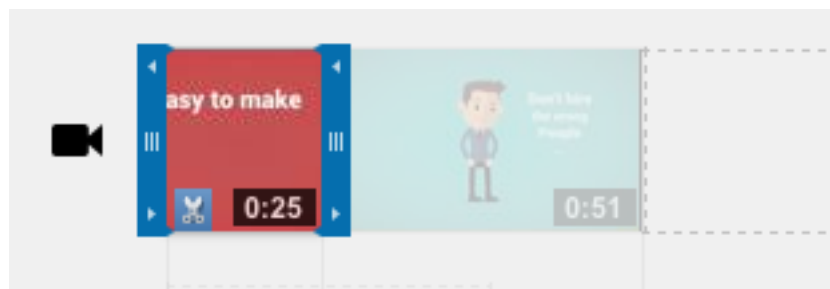
Advanced Feature: Splicing Video

11. If you want to have further control over which part of your video are shown, you can use the Video Editor to control different clips and cut out sections of video.

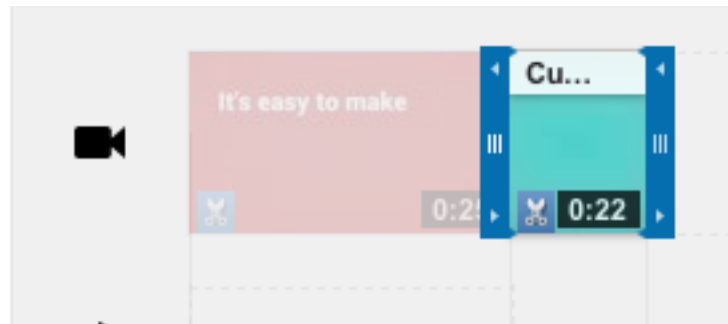
To do this, just add two instances of the video clip you want to work with to the timeline beneath the staging area, so that you don't inadvertently cut out more than you intend.



12. Then, using the right hand 'drag' bar of the first clip, pull it back to the point the video you want the first part to end. You'll see the second counter for the end of the video in the bottom right hand corner of the clip.



13. For the second clip, drag the left hand 'drag' bar to the point that you'd like it to start; looking at the second counter for the start of the video in the bottom left hand corner.



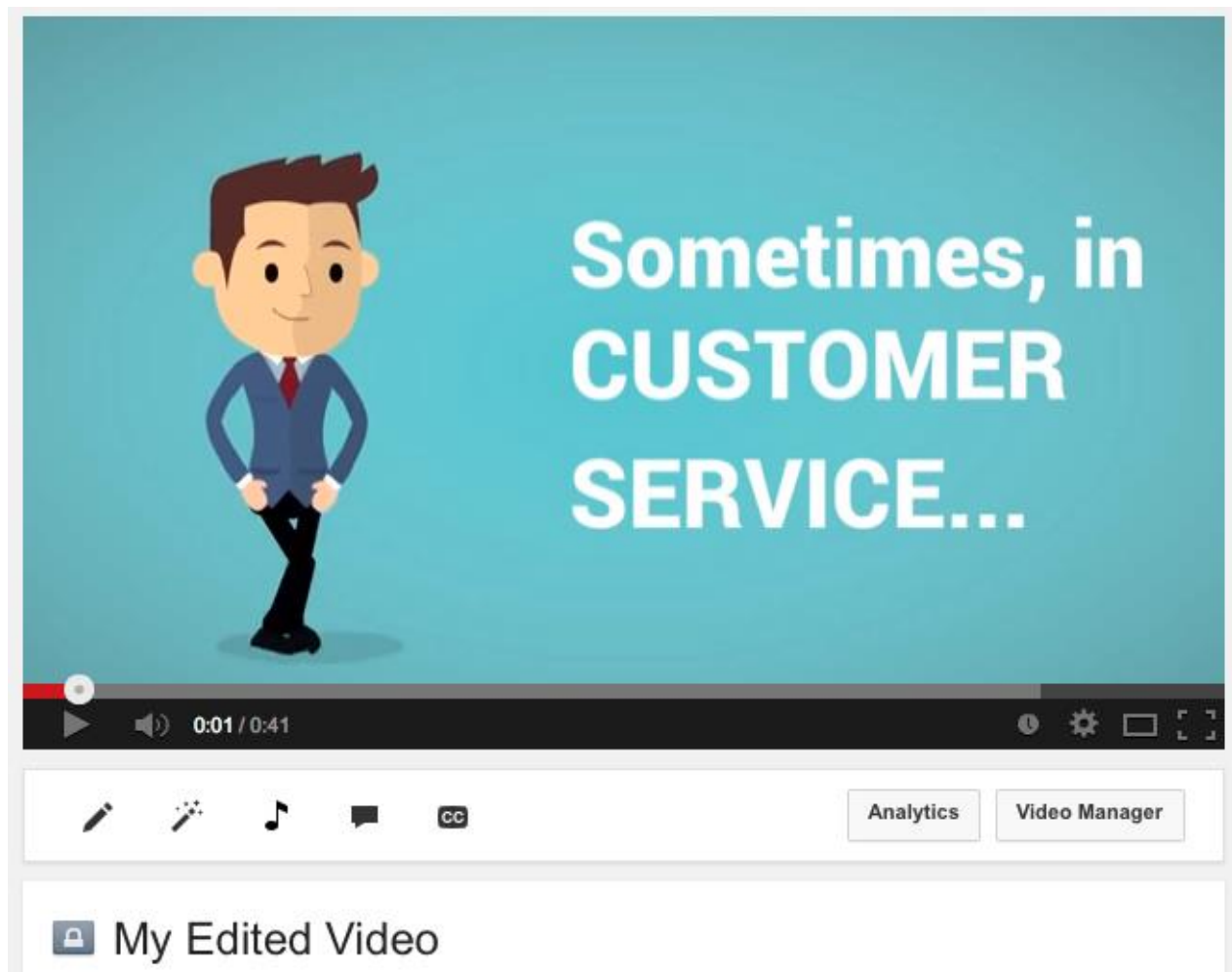
Now when you play your video from start to finish, you'll have taken out the part between the two sections.

Alternatively, you can pick the exact section you want to clip out by clicking on the little 'scissor' icon at the beginning of the clip. Then move the blue bar to where you want the clip to end and click the scissor again. You'll now have a section of the video that you can delete or move around.

Click 'Publish' if you're ready to save and publish the new version of your video from the Video Editor.

Publishing

14. Once you've published your video, you'll be taken to the video page. You might need to wait a little while for your video edits to upload, (and may need to refresh the page) but once it's ready, you'll see your video with the changes you made to it ready to go.

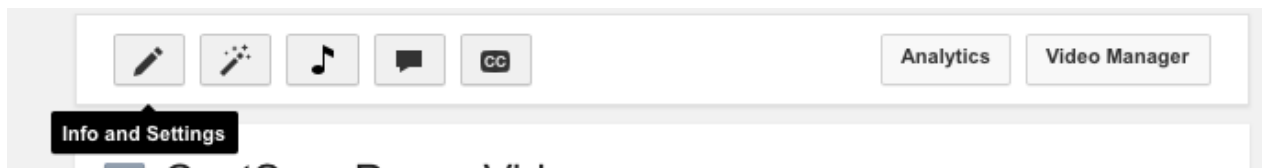


Direct to Video Editing

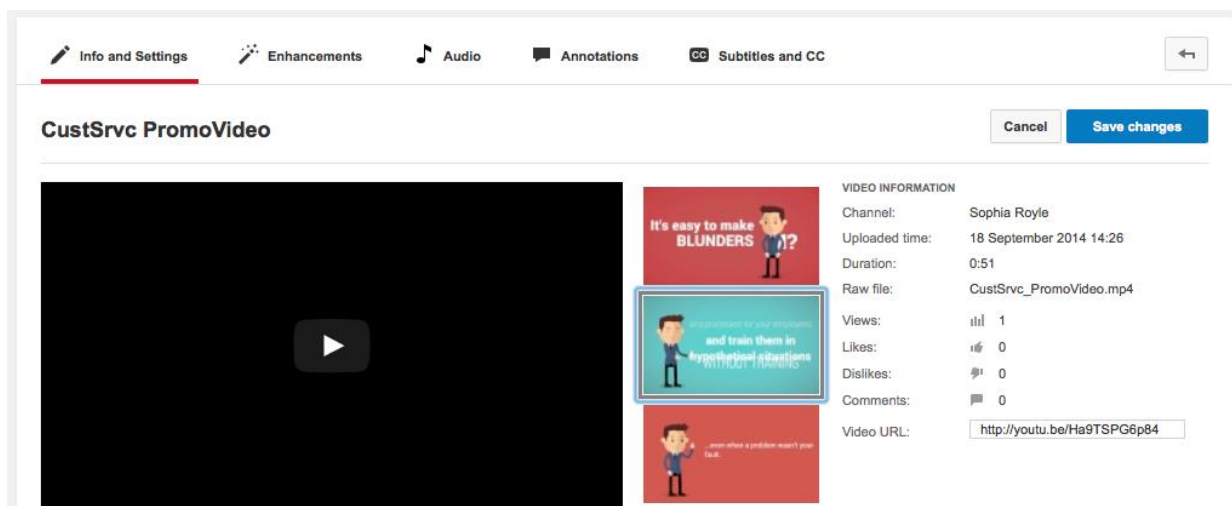
After you've published your video with any edits from the Video Editor, you can then look at the other options available to on YouTube through your video manager. You can access these options through buttons right under your videos, or by clicking on 'Edit' next to any video listed in your Video Manager. These are available for all videos – both the ones you directly uploaded and any that you just published from the Video Editor.

Info and Settings

15. On the bar beneath the video staging area, click the pen 'Info and Settings' button.



16. In the 'Info and Settings' area you'll see all the information about your video, such as views, duration and likes. You'll also see options to choose which thumbnail shows up and to upload your own 'Custom Thumbnail'



Thumbnails

Once your account has been verified and in good standing with YouTube, you can upload a custom thumbnail. It is recommended that you take advantage of this ability when you have it... the opportunity to use whatever you wish is a great one as it's the thumbnail that visitors first see. A good thumbnail can mean the difference between someone skipping over your video or having it grab their attention.

If you do have the ability to upload your own thumbnails, you will find it directly beneath the three YouTube suggested ones.

In order to get the perfect thumbnail, remember the following points;

- **Relevance.** We all know cats are popular on YouTube... but resist the urge to use the photo of one just to get clicks. You'll end up with a bunch of unhappy viewers who feel like they've been deceived into watching your video. If your video is about lasagna; make sure there's lasagna in the thumbnail.

- **Where possible, use content from the video.** If your video is of a high quality, grab a good still shot from it and use that. You're telling people exactly what they're going to see.

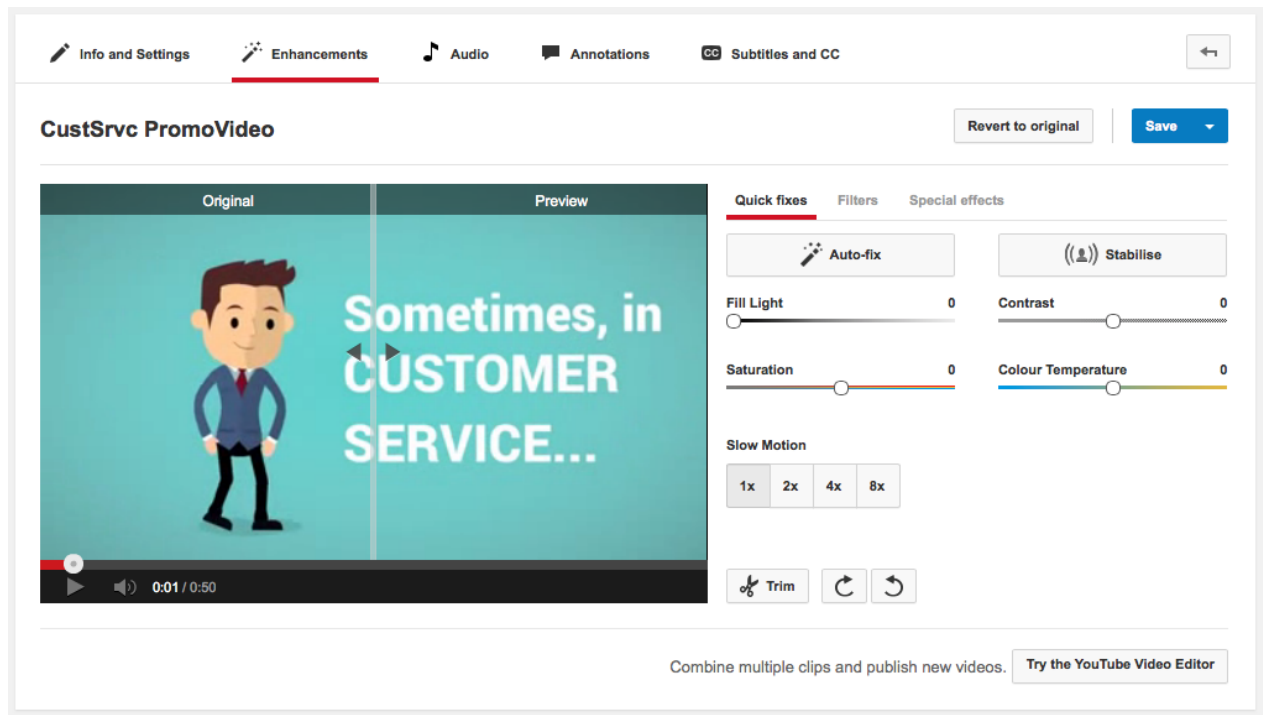
- **Use Text.** A little text on the thumbnail will again immediately tell people what they're about to see. Use some image editing software to write your title or key point on your thumbnail. A great free online image editor is [Pixlr](#). Remember that it's not a huge image so make sure it's easy to read!

- **Make it eye catching.** You're competing against A LOT of other content, so making yours stand out as much as possible is incredibly important. Use bold colors, for example, to attract the eye.

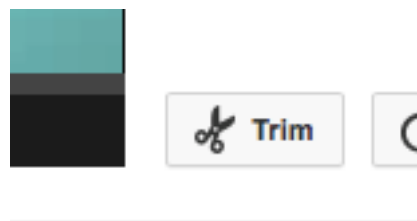
- **16:9** YouTube thumbnails use a ratio of 16:9 – make sure your image adheres to this to avoid getting a squished thumbnail. You can use a free online ratio calculator such as [this one](#) to figure this out.

Enhancements

17. Click on 'Enhancements' in the top menu bar. You can use the various options on the right hand side to alter the image and you'll see the original and preview versions in the split screen in the staging area.



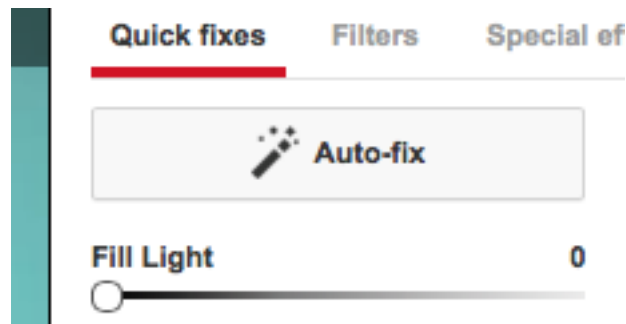
18. Using the 'Trim' button at the bottom right hand corner of the video itself, you can alter where the videos begins and ends.



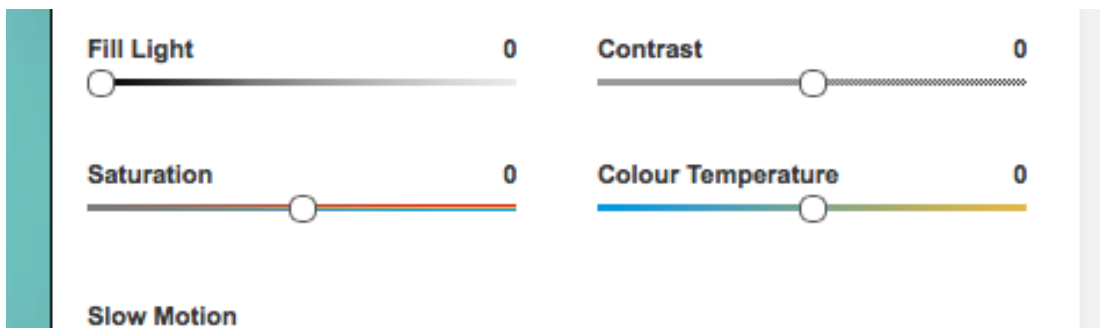
Simply drag the bars either side to where you want the beginning and end, and click 'Done' when you're finished.



19. Clicking the 'Auto Fix' button to the right of the screen will automatically 'fix' lighting and color in your video.



20. You can manually adjust the contrast, saturation and other color fields using the options to the right of the video.



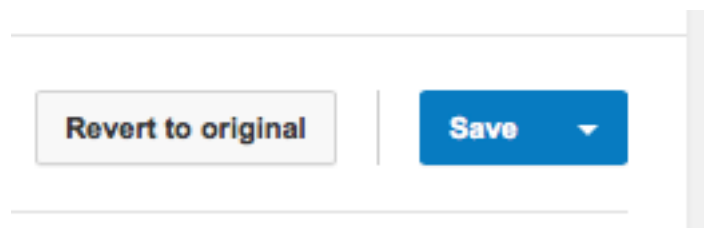
21. To slow down the video, select the speed from the Slow Motion section.



22. Click on the 'Stabilize' button to remove any shaky camera movements in the video.



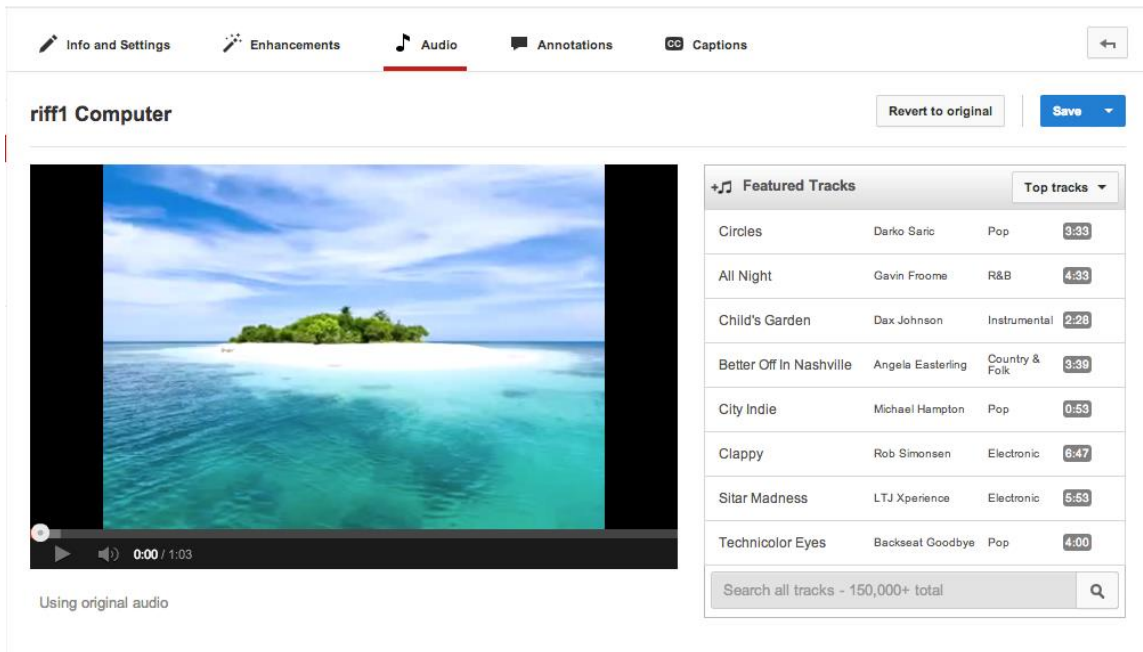
23. Remember to click 'Save' to keep any changes you've made!



Adding Audio

24. Click on the 'Audio' tab in the menu bar to change or add audio. You can select any of the tracks seen to the right of the screen, or search for something specific. If you already have audio when you uploaded, adding a new track will replace the previous one.

Click 'Save' to keep changes.



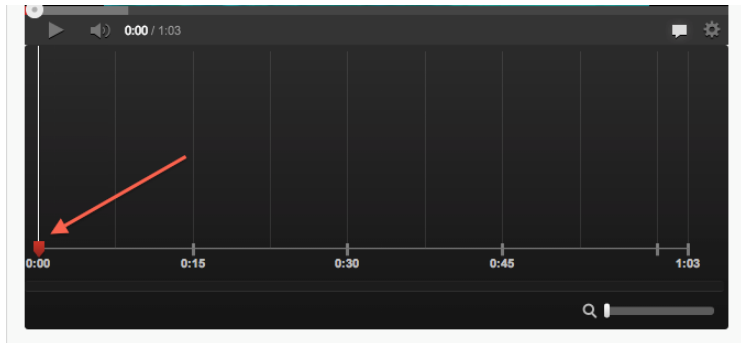
The screenshot shows the YouTube video editor interface. At the top, there is a menu bar with tabs: Info and Settings, Enhancements, Audio (selected), Annotations, and Captions. Below the menu bar, the video title "riff1 Computer" is displayed. To the right of the title are buttons for "Revert to original" and "Save". The video player shows a tropical beach scene with a white sand beach, turquoise water, and a small island in the distance. The video progress bar shows 0:00 / 1:03. Below the video player, it says "Using original audio". To the right of the video player is a "Featured Tracks" section with a "Top tracks" dropdown menu. The tracks listed are:

Track Name	Artist	Genre	Duration
Circles	Darko Sario	Pop	3:33
All Night	Gavin Froome	R&B	4:33
Child's Garden	Dax Johnson	Instrumental	2:28
Better Off In Nashville	Angela Easterling	Country & Folk	3:39
City Indie	Michael Hampton	Pop	0:53
Clappy	Rob Simonsen	Electronic	6:47
Sitar Madness	L TJ Xperience	Electronic	5:53
Technicolor Eyes	Backseat Goodbye	Pop	4:00

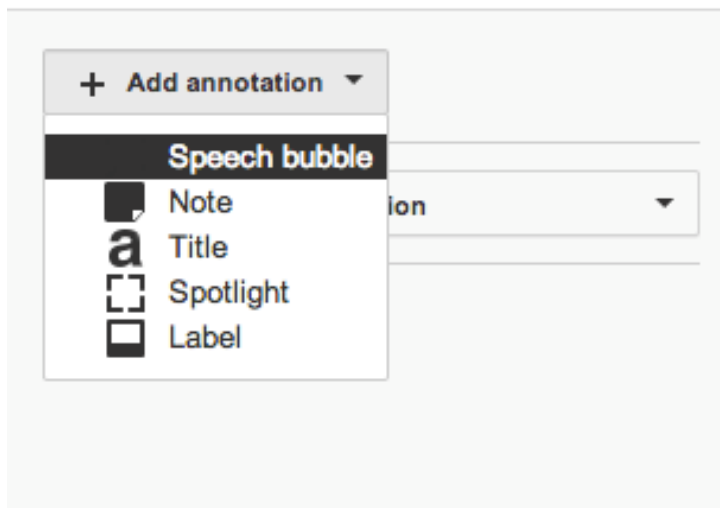
At the bottom of the tracks list, there is a search bar that says "Search all tracks - 150,000+ total" with a search icon.

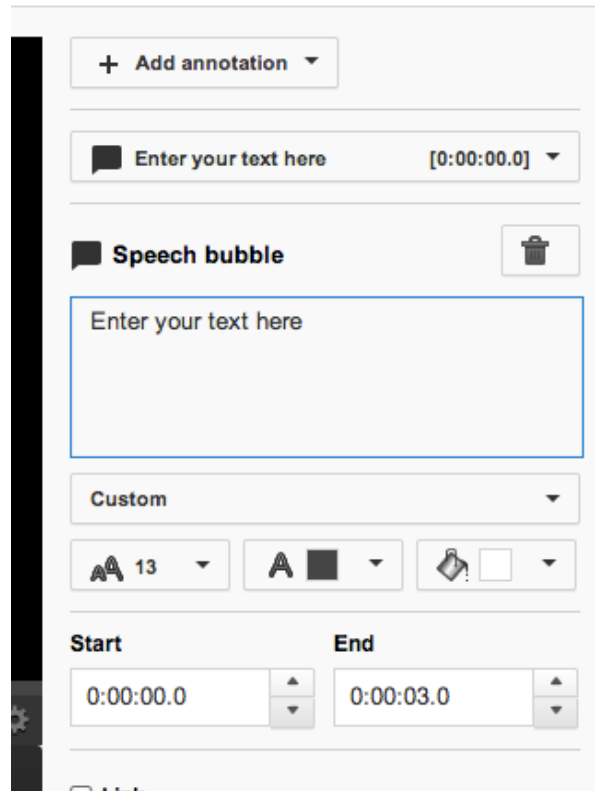
Adding Annotations

25. Click on the 'Annotations' tab to add comments to certain parts of your video. Drag the slider on the timeline underneath the video to select a certain time, then click 'Add Annotation' on the right. Select the annotation type.



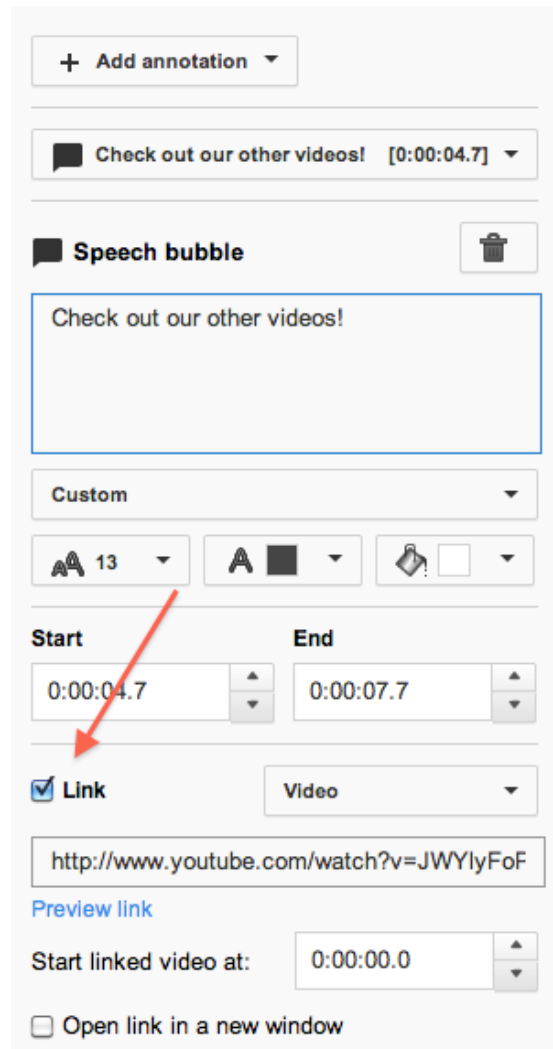
26. Add the text you'd like to include and edit it using the editor's buttons below. You can change size, color, etc. Select the 'Start' and 'End' times.





27. Annotations are a fantastic tool to not only engage and communicate with viewers, but also add any extra information that you have missed within your video.

You can also add links to other videos in your annotations easily. When adding your annotation, simply check the 'link' box and then include the video link. You can edit the starting point of the video and select whether or not you'd like the window to open in a new window – which is recommended so your viewer doesn't lose what they were initially watching.



When writing annotations, there are some key points to remember.

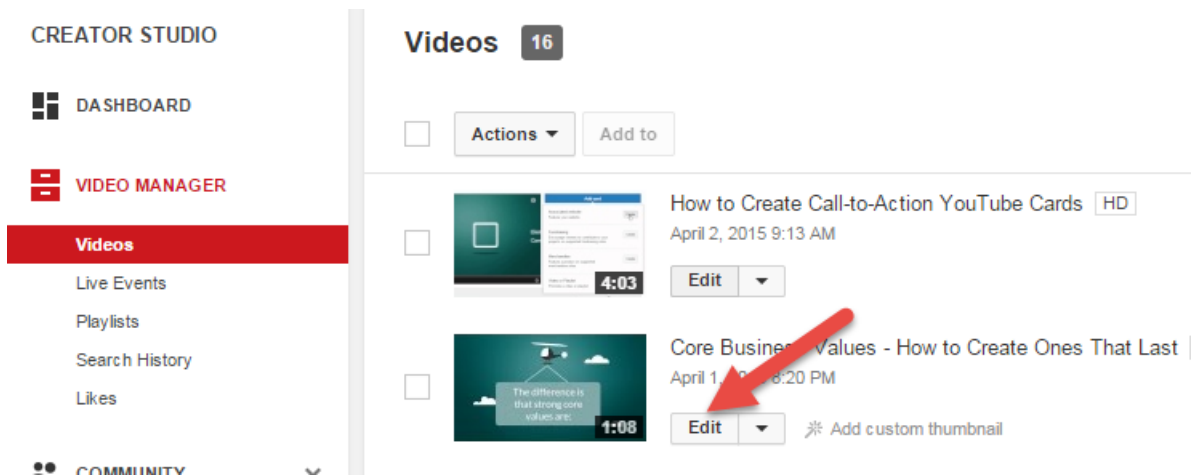
- Keep the distraction down to a minimum. Don't leave your annotations on for too long a period of time; you don't want to take too much emphasis away from your video. A good rule of thumb is to keep them between 5 & 7 seconds.
- Use as little space as possible. You don't want to cover any important parts of the video.
- Use vibrant colors to make them stand out.

- Position them to the borders of the screen. Again, avoid covering any important aspects of your video.
- Don't overload your video. Keep your points specific and to a minimum.

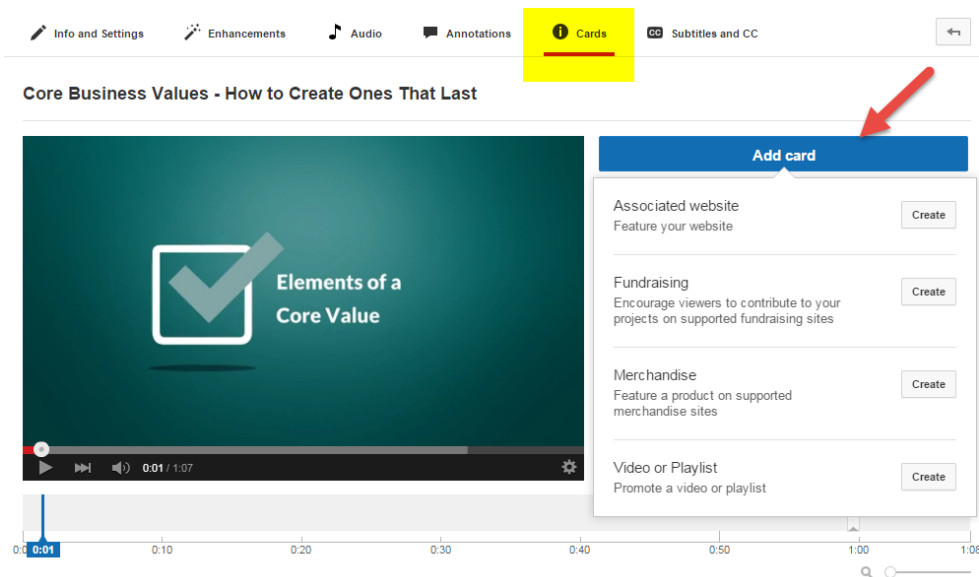
Adding Cards

You can create a video Call to Action using YouTube Cards. They're a little different from Annotations, (You may well find that the annotations feature is phased out in favor of Cards by the time you read this!)

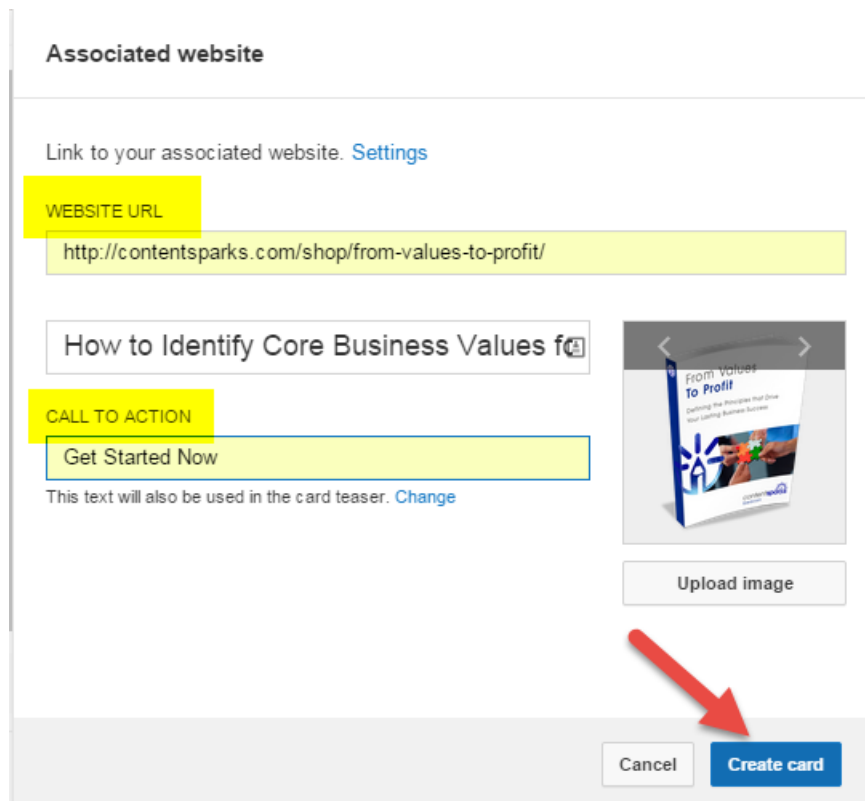
28. To select the video you want to edit, go to your 'Video Manager' in your Creator Studio. Select the video and click on 'Edit'



29. Go to 'Cards' and click 'Add Card'. There are 4 options. The one for linking to an associated website will allow you to choose specific landing pages on whatever website you have associated with your YouTube channel.

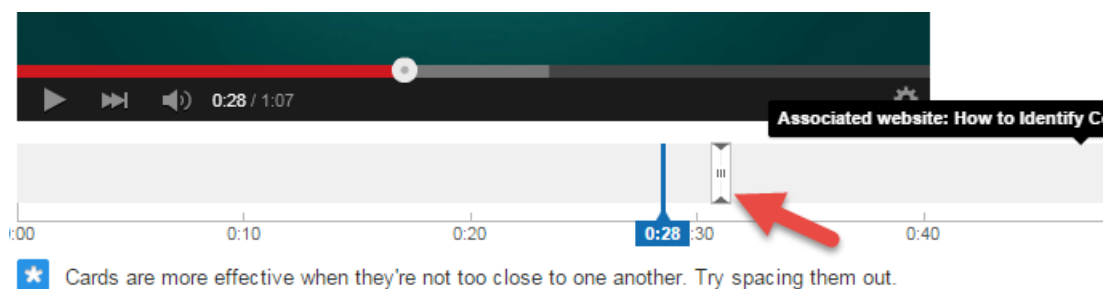


30. Here you can enter the information and link for your card. You can upload a custom image, so long as it's square, and customize the title of the card and the 'teaser text' that will show up next to the 'i' icon.



The screenshot shows the 'Associated website' configuration page for a YouTube card. It includes a 'WEBSITE URL' field with the value 'http://contentsparks.com/shop/from-values-to-profit/'. Below this is a title field containing 'How to Identify Core Business Values fo' and a 'CALL TO ACTION' field with 'Get Started Now'. A preview image of a book cover titled 'From Values To Profit' is shown. At the bottom, there are 'Cancel' and 'Create card' buttons. A red arrow points to the 'Create card' button.

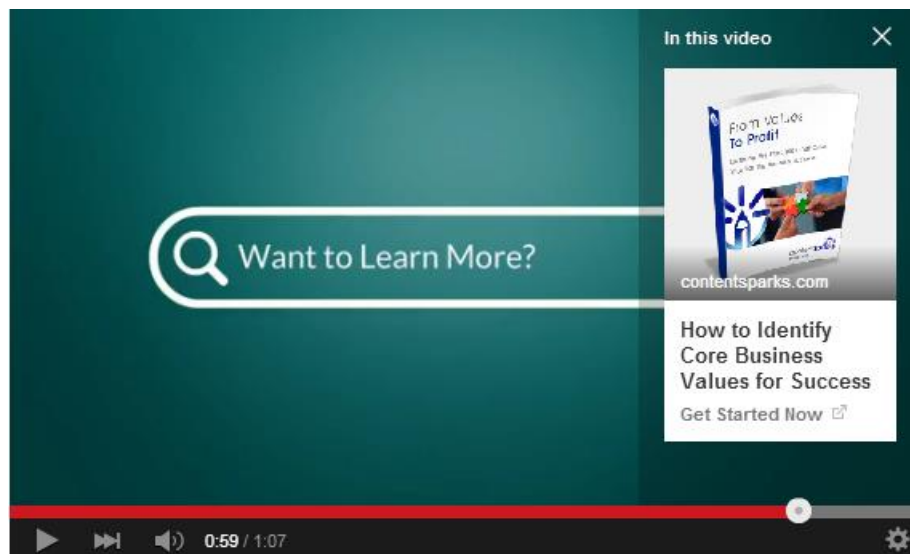
31. Use the slider in the timeline to select the point where you want your 'teaser text' to show up next to the 'i' icon.



32. Here's what the teaser text will look like when it shows up. You can customize that text in your card settings.



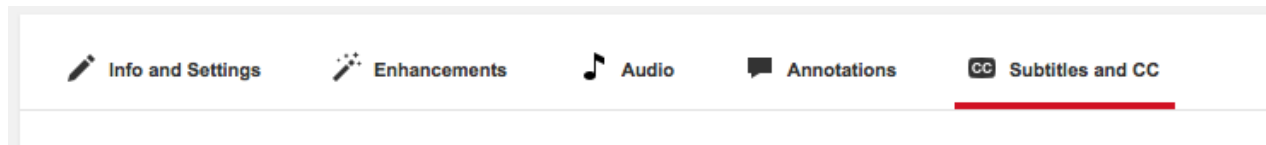
33. Be sure to preview your video to make sure that the teaser text isn't distracting from other content on the page. Click on the 'i' icon to review the card itself too. It should look something like this:



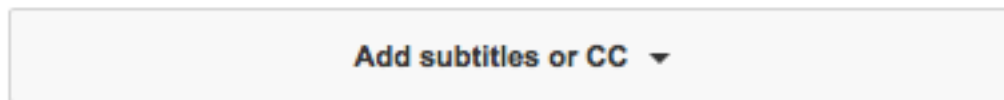
Subtitles and Closed Captions

Now let's take a look at subtitles and closed captions (transcriptions).

35. Click on the 'Subtitles and CC' tab on the menu bar to add captions to your video. In this screen, select a language for your video.



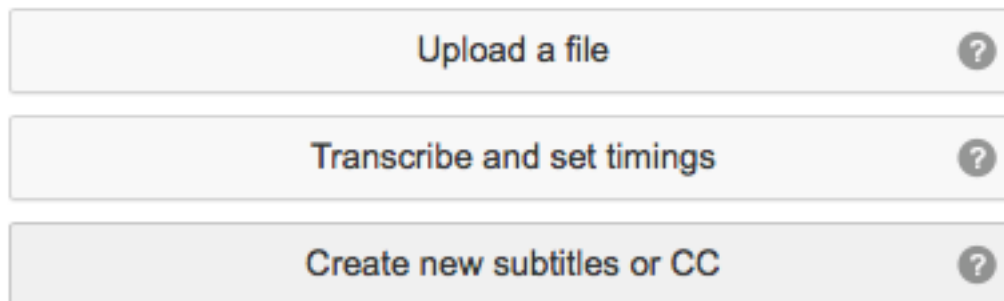
36. Click the 'Add subtitles or CC' button.



37. Select the method you wish to use to add a caption. For the purposes of this tutorial, we'll look at the 'Transcribe and set timings' option.

SELECT METHOD

Choose how you want to add subtitles or closed captions to this video:



38. Now enter your transcript. Click 'Set timings' to automatically line up the text with speech in the video.

VIDEO TRANSCRIPT 

Type everything that's spoken in the video here, then click "Set timings" to automatically line up your text with the speech in the video.

|Type what's spoken here



Pause video while typing

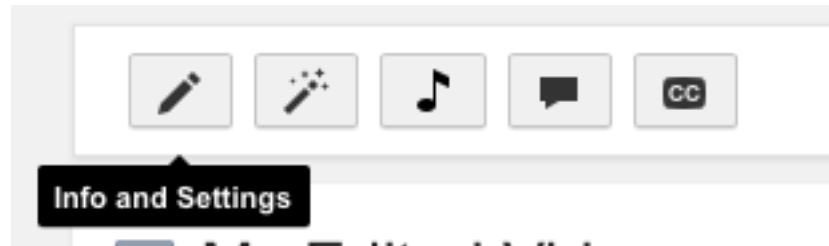
Saved

Set timings

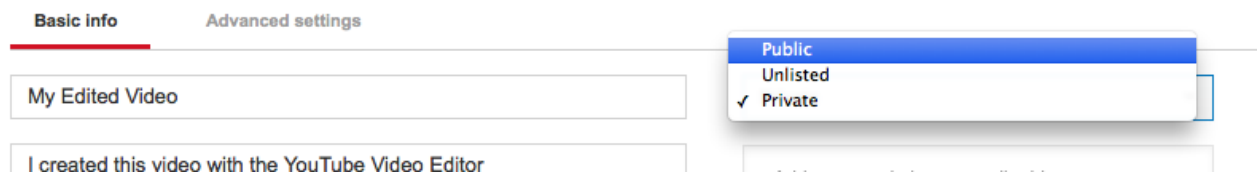
If you can take the time to add transcriptions to your entire video, YouTube will love you, but don't let it stop you from moving ahead.

Transcriptions are also a great task to outsource!

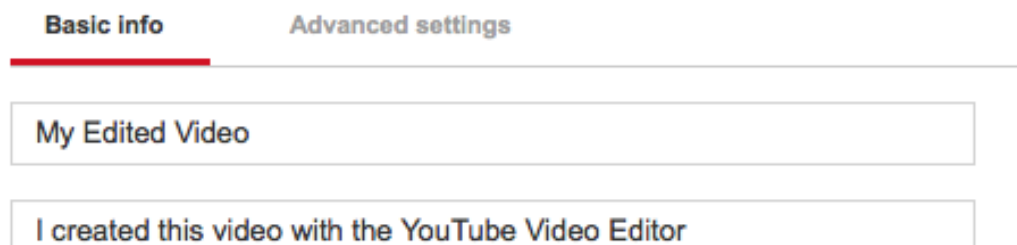
39. Before you finish up, if you set the privacy setting to 'Private' when you first uploaded your video, no one can see it. To change this to public, click on the Pen 'Info and settings' icon at the bottom of the staging area or under the Edit menu for that video in your Video Manager.



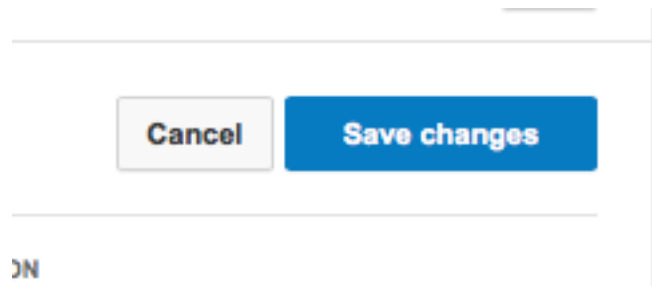
40. You'll then see all the details of your video. Select 'Public' in the dropdown menu under 'Basic Info'.



41. You'll also want to give your new video a better name than 'My Edited Video', which is the default for new projects created in the Video Editor! You can change the title and description under 'Basic Info' too.

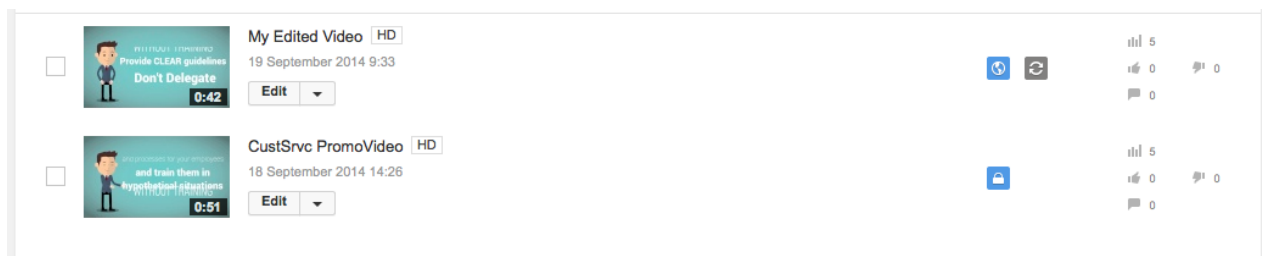


42. Click 'Save Changes' in the top right when you're done.

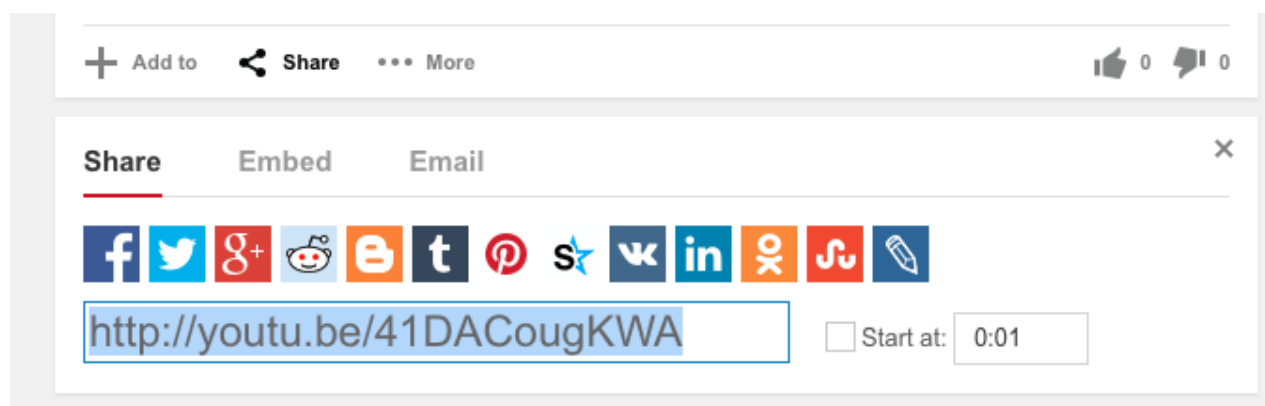


Broadcasting Your Video

43. Now, go back to your Creator Studio and Video Manager and click on 'Videos'. You'll see your videos in a list. Click on the title of the video you want to share with the world to go back to its video page.



44. Click on 'Share' under the title to find the different options for broadcasting your video. You can click any of the social media icons, or click on 'Embed' to get the embed code needed to post the video to your website or blog.

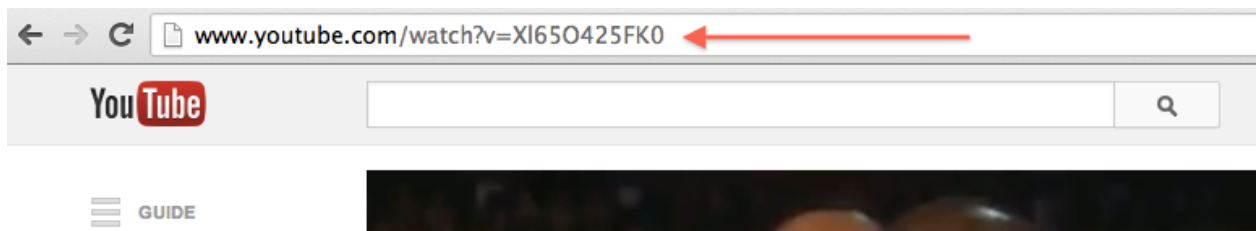


How to Embed a Video into a Blog Post

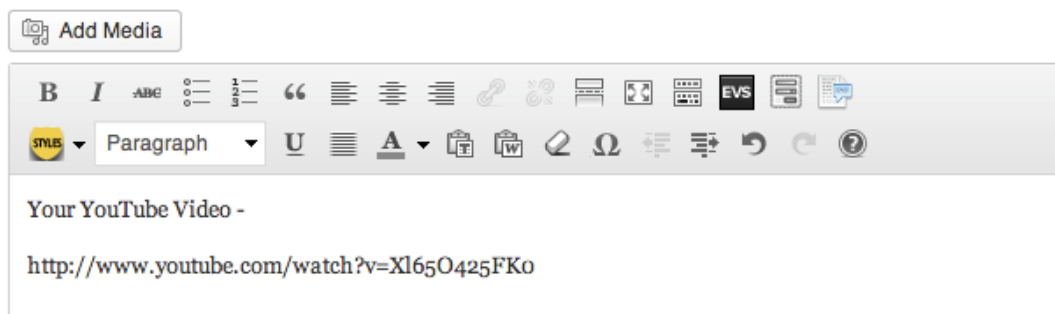
YouTube shouldn't be the only place you put your video. You should embed it into your own blog, as well as encourage others to do the same. You can certainly embed other people's videos too, and both YouTube and WordPress make that easy.

Embed

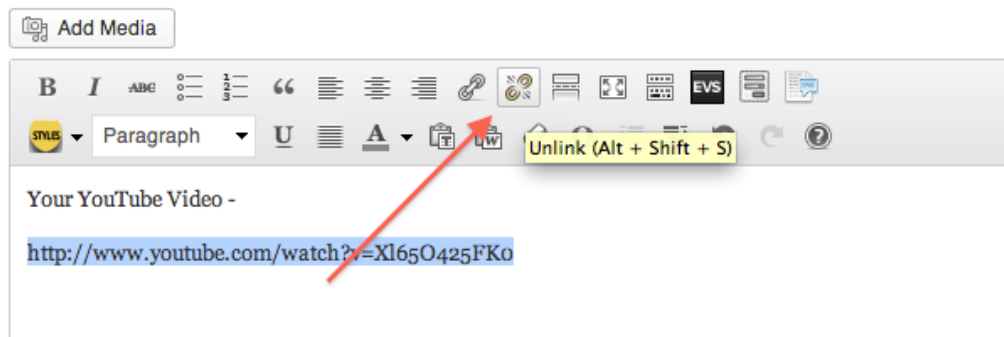
1. Once you've uploaded your video to YouTube, copy the URL found in the address bar of the video page.



2. Simply paste the video directly into your post under the 'Visual' tab.



3. Make sure the link you've pasted is NOT a hyperlink. To remove a hyperlink, click the button in the editor's menu.



4. WordPress will automatically insert your video with a standard size. In order to change these sizes, you just need to use a 'Shortcode'.

To turn your link into a short code you need to use the following format;

[youtube=YOURLINK]

...so it would look a little something like this...

[youtube=http://www.youtube.com/watch?v=XI65O425FK0]

Notice that the only alteration you need to make to your link is to add 'youtube=' to the front of it, and to use square brackets either side.

In order to alter the dimensions, you need to use a little more shortcode. The width of the video is defined by the code '&w=... ' and the height is defined by '&h=... ' ; the sizes you need must be added immediately after the = in each instance.

This code must be added directly after the link, within the square brackets... so it should look something like this..

```
[youtube=http://www.youtube.com/watch?v=XI65O425FK0&w=640&h=385]
```

You can use any size in replacement of the 640 x 385 used in the example above.

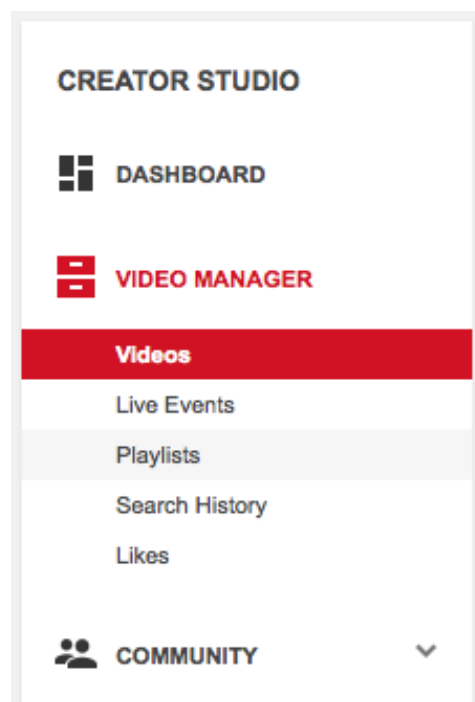
How to Create a Playlist

Playlists are a great way to make it easy for your visitor to watch several related videos at once. You can make a series of short, related videos that people can sit back and watch – one after the other.

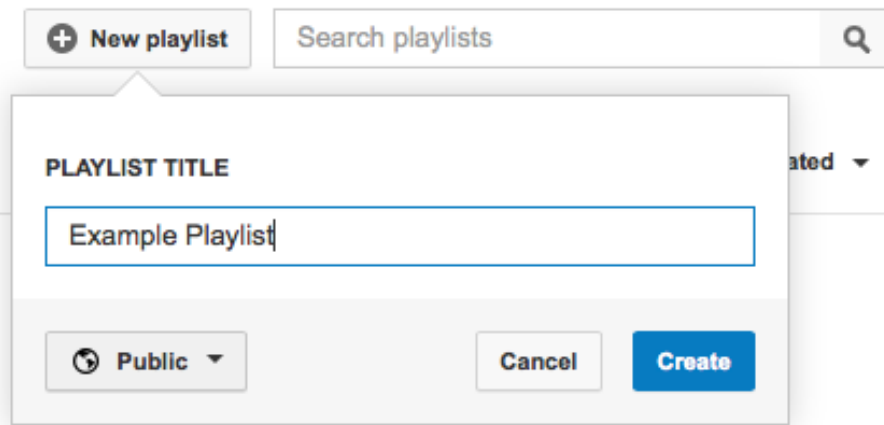
Playlists are also another separate listing on YouTube and can show up in search results, along with the individual videos themselves. And you only need two videos to make a playlist!

Creating a Playlist & Adding a Video

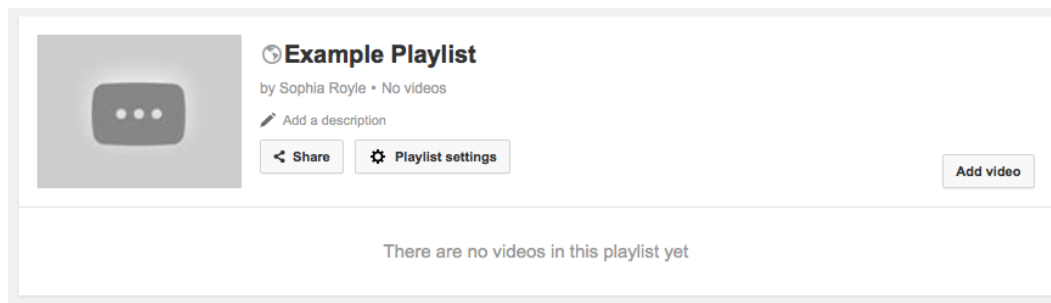
1. Go back to the 'Creator Studio' using the drop down menu by clicking on your avatar icon in the top right hand corner of the screen. You'll see 'Playlists' under the Video Manager menu.



2. To create a new playlist, simply enter a new playlist name in the box provided and click 'New Playlist'. Toggle the privacy settings where appropriate.



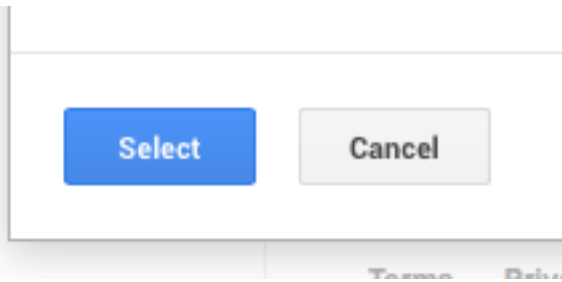
3. You can then select 'Add Video' to place your video in the playlist.



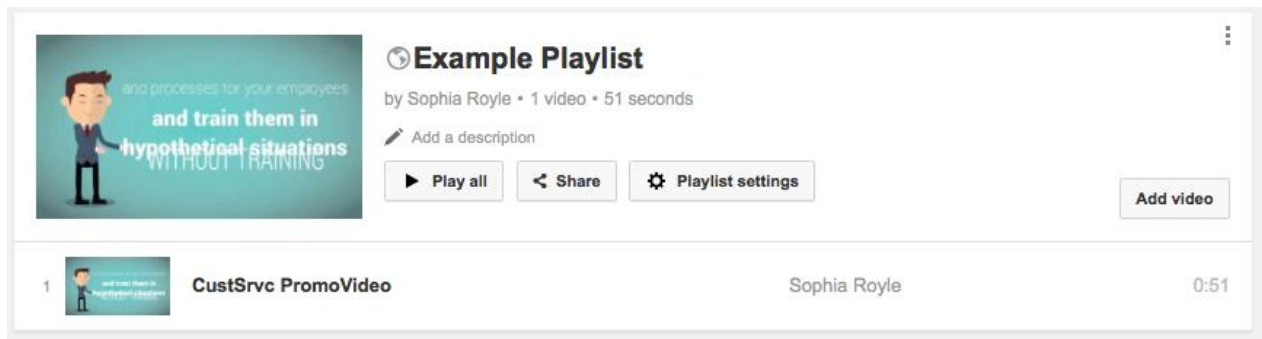
4. Click 'Your YouTube Videos' and find the video you want to add, then select it.



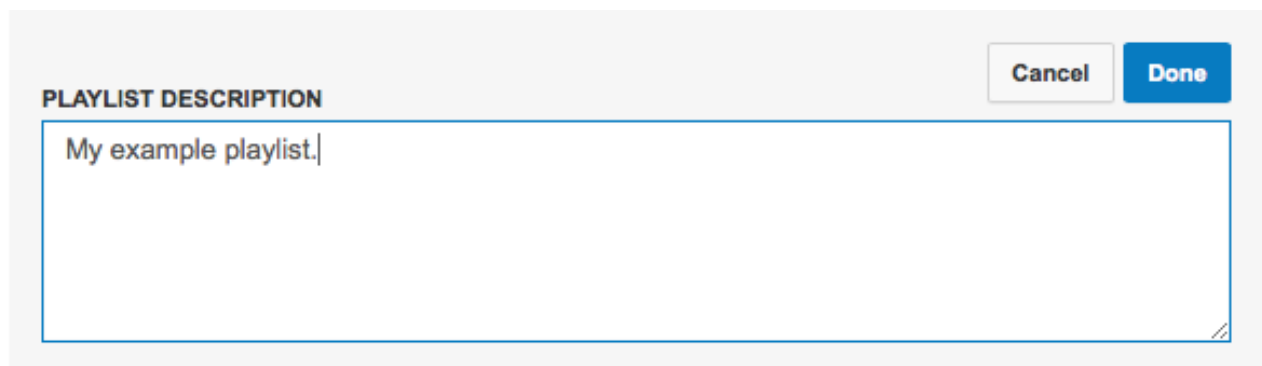
- When you're ready to add it to the playlist, hit 'Select' at the bottom.



- You'll then see your playlist page, with information about it. Click 'Add a description' to give it a description and make it much easier to find.

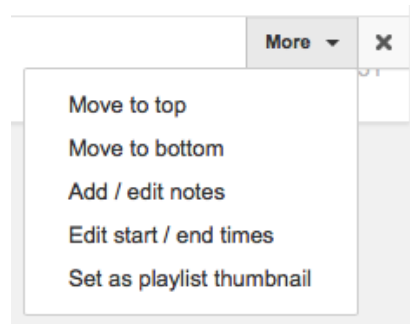


- Click 'Done' when you're ready.



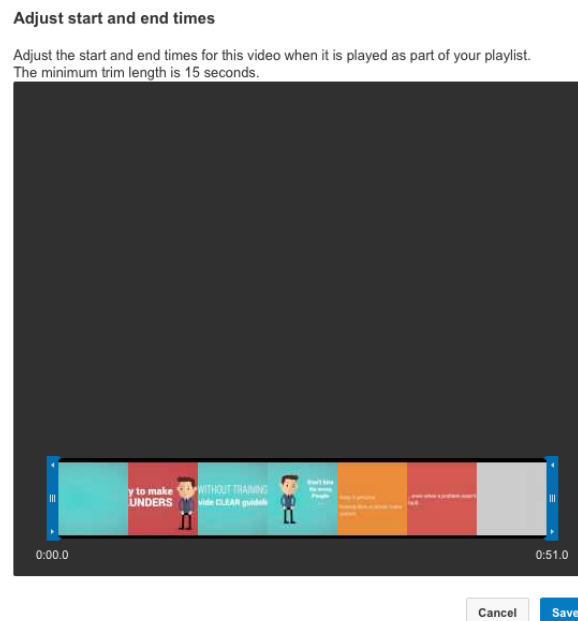
Adding Video Notes

8. You can add a note to a video by clicking 'Add a Note' in the More... drop down menu to the right of the video thumbnail.



Adjusting Start & End times

9. You can also adjust the Start and End time of each video by clicking 'Edit start / end times'. This is a great tool if your playlist is specifically focused on one topic and you have extra content in some of the videos.



In the window that appears, simply drag each bar to the desired beginning and end of the video.

10 Tips for YouTube Marketing

1. **Keep your video short.**

People generally have small attention spans and the percentage of viewers that are going to stick around for your big finale - and link information - after even 5 minutes is pretty slim. Try and keep your information brief and to the point. Use your YouTube channel as a method of enticing viewers to view your other content, and give them more information when they get to that point.

2. **Don't forget about your mobile audience.**

A growing number of people are using their phones to access YouTube and watch videos. Bear that in mind when you're including text - it has to be easily viewable on a small screen.

3. **Watermark your content.**

Keep your information secure and not easily reproduced by others by adding a watermark to your video. Just make sure it's not too overpowering that it distracts from your content.

4. **Spread the word.**

Having a consistent level of communication between your YouTube, Twitter, Facebook and other social media accounts will do wonders for your flow of traffic. As soon as you've produced a new video, get it out there and let everyone in your network know about it. The good news is that it will automatically post to your Google+ account since you'll already have your Google and YouTube accounts linked.

5. **Focus on SEO.**

Add captions, tag your content, add a succinct description, think hard about your title and make sure your video file name is relevant, (dog-chases-car as opposed to 10-10-13) ... these are all great methods of making sure your content gets viewed.

6. **Think about Audio.**

You want to make sure your audience is engaged... but not overwhelmed. If you have spoken audio, it's good to include intro and outro music to the video. YouTube has some fantastic options to choose from.

7. **Prepare your videos.**

Use the best quality video and audio equipment as you can afford right now. Keep shaky camera movements to a minimum and plan the video before you shoot it – think about writing a script and practice first!

8. **Link.**

Make sure you take good advantage of the fact that someone is viewing your content – give them a link to the rest of your content or relevant content, and make it easily accessible in both the annotations and the video description.

9. **Do something different.**

Never has 'thinking outside of the box' been so important. You're up against a lot of competition and the more you stand out, the better.

10. **Go beyond YouTube.**

Once you've created your video content there are plenty of other video sharing sites online where you can post it and increase your audience.

Conclusion

At this point, you've learned how to:

- Create your YouTube account
- Upload your first video
- Do some minor editing
- Share your video
- Publish your video on your blog
- Create a playlist
- Start employing some best practices

You have no more excuses for NOT using YouTube, except that you now might be worried about how you're actually going to create a video to upload!

The trick is to just start with something...anything.

Try one of these options, picking whichever sounds easiest to you:

1. Create 5 PowerPoint slides with your Top 5 Tips for [something that will help your viewers]. Then hook up your mic and click on the "Record Slideshow" option in PowerPoint and talk through the slideshow. When you're done, just save it as a video (only works with PowerPoint 2010 and above). You could also use a screen capture software to record the slides and your voice as you go through.
2. Outline a short task that you do on your computer regularly and which other people might not know. It could be as simple as dragging a file into an email, or inserting a table into a document. Then fire up a screen capture software and record yourself doing that task. Jing is a free program you can use that captures videos under 3 minutes. A great length

3. Do you have a digital camera or a webcam? Write down 3 questions people have asked or might ask about your business. Then record yourself talking through the answers. You could also do this on slides and add some images if you want.

Think you can do any of those? I assure you that you can.

Now go have some fun with YouTube. But please, no funny cat videos ☺



Of Course!
We all do...

Click **HERE** to check out the
MyNAMS Insiders Club to get the
RIGHT Team, Training and Tools!