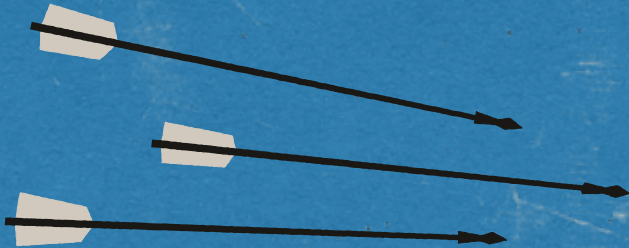




THE GARY VAYNERCHUK STRATEGY Checklist & Guide



How to drive 100's of thousands
of views on Youtube

By: Bryan Harris

The Gary Vaynerchuk Strategy: How to get 800,000 Youtube views in 12 months

Below is a list of 5 takeaways for you to use. Implement your own free tutorial series. just like Pat Flynn did.

1 Make more videos

When increasing the quantity of videos on your Youtube channel be sure not to let quality be compromised.

- What types of videos are you already making?
 - Can you make more of them?
 - Do you have videos stored in other places that you can upload to Youtube?
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2 Repurpose your videos

Do you have videos that are over 20 minutes long?

1. Edit them into short 30-60 second clips
2. Create a separate playlist in your Youtube Channel
3. Upload all of your short clips into this play list

TIP: If you have instructional videos on how to use your product or on how to do some complicated task, make it even simpler. Show how to do just one step of the process.

3 Put them everywhere

Let your followers know about your videos. What ever platforms you are strong on now be sure to let those people know about your videos. If you have a strong email presence incorporate your videos into your email marketing. Same with Twitter, Facebook, Google Plus and your own website.

4 Annotations

Make it easy for your viewers to know about your next video. Allow them to subscribe not only to your Youtube channel but

also to your email list as well. Use external and internal annotations to make this painless for them.

5 Don't be afraid to sell



You don't have to be constantly selling something in every video. But when the time comes and launch day is here, don't be afraid to ask your viewers to buy from you. Use annotations to insert calls to action into your videos well after the videos have been uploaded.

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