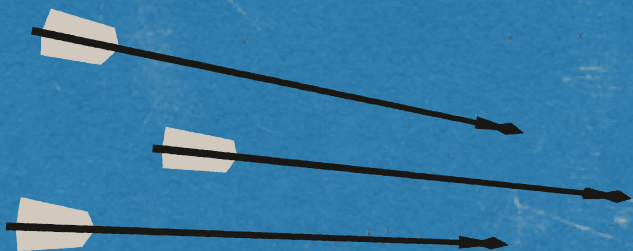




THE PAT FLYNN STRATEGY

Checklist



How to create a free resource
that generates 100,000 views

By: Bryan Harris

The Pat Flynn Strategy: How to build a free resource that gets 10,000 views

Below is a list of 7 takeaways for you to use. Implement your own free tutorial series. Just like Pat Flynn did.

1 Create a Playlist for your series

1. Put all of the videos into a playlist
 2. Pin that list to your Youtube channel homepage
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2 Annotations: Thoroughly annotate all of your videos.

Use annotations for the following

1. Drive Youtube subscriptions
 2. Drive website traffic
 3. In-video Navigation to previous videos they might have missed
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3 Fill out your meta-data

1. Use the keywords you want your video to rank for at the beginning of your title
2. Include specific details and link inside of your video description.
 - Backlinks to previous videos
 - External links to relevant sites and products
 - Brief overview of the video itself

4 Comments: Get Active



1. Once your videos are posted check in once a day and engage with your viewers.
 2. Answer any questions that are asked
 3. Use the comments to collect feedback and assess your audience's needs.
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5 Make it easy to share



Use clicktotweet.com to generate a link that allows your users to share your tutorial with one click.

6 Drive traffic to your website



1. Include a link in one of the first 3 lines of the 'details' section below each video. Point this link back to an email sign up form on your website.
 2. Include an external annotation in your video that points back to your website. This will allow the user to click a pop-up box inside of your video to navigate to your website to get more information and sign up for your video series.
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7 Upsell: Create a premium product



- Create a premium version of your product to sale to a small portion of the users of your free course.
 - Use 8020curve.com to determine the best price for your product and estimated sales.
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www.videofruit.com

awesome video, made easy

