



USING YOUTUBE TO MARKET YOUR TRAINING COURSE

Creating videos based on questions you've been asked is an excellent way to help visitors find your Course. Write a list of all the questions you were asked before you created the Course, and turn each question into a video, then post on your Youtube Channel. Here's what can happen next ...

by TEENA HUGHES Full info: [HTTP://TEENAHUGHESONLINE.COM/016](http://TEENAHUGHESONLINE.COM/016)

1

SOMEONE WATCHES YOUR YOUTUBE VIDEO

Make sure each video answers one of their burning questions, and the Title is an actual question. At the end of the video, offer a PDF Cheat Sheet, Top Tips or other relevant "freebie"; make sure the link is in Description on YT.

2

VIEWER POPS OVER TO ONE OF YOUR LANDING PAGES

The visitor lands on the landing page and signs up to receive the PDF of great perceived value (is added to your mailing list). PDF includes an achievable lesson/tip/process, checklist, tutorial etc, plus a private Facebook Group invitation. Mention other highly relevant freebies.

3

YOU STAY IN TOUCH VIA WEEKLY EMAIL

Post weekly videos on your Youtube Channel, then email subscribers with targetted content. Nurture them, they'll see you as the expert. Encourage visits to your FB Group and invite them to ask questions there.

4

BUILD YOUR AUDIENCE

By posting new videos each week, with the freebie offer, your new Youtube Channel visitors will keep popping over to the landing page and becoming Subscribers to your email list (this is gold!). Create more freebie PDFs etc to include in different, relevant videos.

5

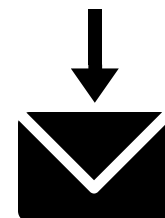
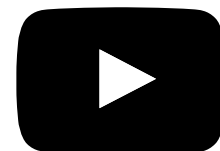
INTRODUCE YOUR TRAINING COURSE (OR OTHER OFFER)

After the first 4--5 value-packed emails with videos, introduce your training course with videos like these: (a) a Video Taster of what's in the Course, (b) behind the scenes in the Student Dashboard, (c) questions from previous people interested in the course (& answers).

6

MAKE MORE PDF FREEBIES & LANDING PAGES, RINSE & REPEAT!

Mention different PDFs in different videos, making sure they're relevant



FOR MORE INFORMATION ON THIS TECHNIQUE,
please visit <http://TEENAHUGHESONLINE.com>