

Daniel Hall Presents



## Episode 47

# Tips & Tricks to Resurrect Your YouTube Channel and Get Massive Traffic

With Brian G. Johnson

Today we're going to talk about how to take that "thing" that you've had forever and actually create an asset without doing a whole lot of extra stuff. We're talking about that YouTube channel that's been sitting on the back burner, that's kind of collecting dust, and right now, it could be collecting more leads and more sales.

**For me, personally, I use YouTube to drive sales, to build a list, and to really get great results.** This is something that I've been doing since 2007, and I've been doing it just kind of matter-of-factly. I've seen these results. I've seen traffic to my website. I've seen sales, and I thought, "How can we improve upon that?" Really, what I have studied in the past 8 months is really all around that. **The promise is:**

How to take your YouTube channel, drive more traffic to it and convert the traffic into leads/sales. **And ultimately create an asset that is valuable and important to your business.** One of the great things about YouTube videos is that you can put them up and people can access them, so you have this ability to cast a wider net. You can reach out and connect with people who have never otherwise heard of you.

**Not only can people access the information, not only can you provide a huge, valuable resource for other people, but other people that don't have any idea who you are can find those videos.** Right now, if you were to search for "Apple Branding," my video ranks #1, and then, all of the other videos on Page 1, the

first 10, they're two years old, they're three years old, and I think, like, the sixth video is 10 years old.

Imagine really having the foresight to build a channel out. Not just to think, "Hey, YouTube is where I stick my videos. That's my video hosting," but to build a channel, and to be able to drive views that can bring people on your list, or to sell products, or to really gain that exposure and authority. To me, that was one of the reasons why I wanted to dive in. I couldn't think of any other platform that would allow me to drive traffic year after year, like YouTube can and does.

## Build a YouTube Channel

Instead of thinking, "This is where I host my videos to ultimately get them on my website. It's the simple solution," to really stop and think for a minute, "I'm going to build a channel, and how can I make it really easy for people to understand the value that I'm offering?" It sounds simple, but I see so many channels doing a poor job at this. I don't know about you, but when I'm surfing, and I don't have a connection to someone, they have probably less than a second, or three seconds, to grab my attention. **If they have my attention, which most of them don't, they really have to deliver value.** The best way to do that is with a value proposition.

Let me give you an example. M&M's. "They melt in your mouth, but...?" You tell me. How about, "Kentucky-fried chicken is finger-licking...?" Good, right? Exactly. It's like this stuff gets ingrained into your brain. **A value proposition makes it really easy for people to understand why you should stop and pay attention.**

**One of the things that I see with really successful YouTube channels is they do a great job with branding and making it easy for people to understand why they should care.** That's really what branding does. It makes it easy and simple for people to understand why they should care.

Even, like, the gaming channels. You know, what's interesting is they're different, they're unique, and that's what stands out. **Another value proposition, of course, is that as entrepreneurs we really dig the whole, "Think Different" campaign.** For me, that's the start of a great channel, is to think, "How am I going to structure something, and how am I going to make it, so that when people land on my channel they instantly understand that there's something here worth exploring?" The thing I like to think about is creating a statement that warrants discovery.

When someone finds my channel, I want them to say, "Oh, this looks interesting. I want to learn more." At that point, you've grabbed attention and it's not hard. **You can do this by heading to [Fiverr](#), spending a few bucks, and getting a good channel header or channel art, as it's called.** Maybe you want to include a value proposition. Mine is to "Stake your claim, amplify your message, and inspire action," and that's what I really try to do with my channel.

Let people know, “This is how you can learn how to inspire people to act.” By doing that, and having the forethought as you move forward with YouTube, to make it clear and easy for people to understand that there’s something here, all of a sudden, when you start doing that... And, we’ll talk about a number of different ways as we move forward. **All of a sudden people start subscribing, and then you start to gain a real asset because you can rank videos easier, you have more power, and so on.**

**Having a value proposition doesn’t mean you’ve got to plaster some slogan or saying on your website or your channel.** It’s not that you shouldn’t, but more than that, it’s taking the time yourself to think about how you’re going to communicate with people and what is the language that you’re going to use. What’s really helpful about doing that is once you do it, and you think about those things, the more you use those elements, the easier it is for people to remember.

That’s exactly why, when I paused and said, “M&M’s melt in your mouth,” you knew instantly [that the rest was], “... and not in your hands.” Or, “Kentucky- fried chicken is finger-licking good...” What kind of recipes does Kentucky Fried Chicken have? Well, they’ve got their original recipe, extra crispy, and these are some things. It’s what branding is really all about. Like, how the Colonel dressed and still dresses to this day, although they’ve made a total mockery out of [his image].

## Branding Your YouTube Channel

We’re talking about this value proposition, and it all kind of falls under branding. By really thinking about how you want to tell your story, and tell your story in a creative way, and incorporating those elements, and not being afraid to learn how to interject a little bit of your own personal story and what you do. **Over time, as people get to enjoy your training, they’re going to get to get to know you as a person, and that’s probably twice as powerful than the actual training that you provide.** At the end of the day, there’s a lot of opportunity for people to get the kind of information that we share in a lot of different places. But, by creating that brand and having people get to know you... It’s very, very powerful. The first step is just to think, “What are some themes that I might want to leverage?”

For me, it’s like my standard poodles. **I live out West, so I became “The Poodle Wrangler” because it came to my brain one day, and I thought it was goofy and fun.** You don’t have to be that crazy or goofy. Apple certainly isn’t, but they do have a theme that they work out of, and it allows you to go into a number of different directions.

**But, that’s really the first step, is to think about how you want to display your content.** I’m really a big proponent on visual graphics and aesthetics because, statistically speaking, they just gain more eyeballs. It has been proven, time and time again, that a post on Facebook with a cool picture will get twice as much engagement because it’s something to look at.

If you ask yourself, “How am I going to present my images? What kind of images am I going to share?” and maybe, “Is there a certain type of font or style that I like to use?” Maybe it’s a really elegant font or something to that degree. By doing these different things, you can create this cohesive brand, and you can start to create something that’s memorable. Really, this is what we’re talking about. **We’re talking about how to tell your story in a memorable way.** This is super-powerful.

This book, [\*How the World Sees You\*](#) by Sally Hogshead... She talks about how to take the things that the world sees in you and use those to your advantage, and instead of trying to be the best, to be the #1 resource, just be different and unique. **You will, in turn, become memorable, and that will result in more business.**

I’ve got to tell you, I’m not the #1 video guy, or #1 person who has taught self-publishing, but I still made a boatload of money because I think I am memorable. This is how I have become memorable, by doing these things, by thinking about fonts, or maybe even audio cues, or how I’m going to tell my story, and so on. So, that’s really the first part of the puzzle, to think “channel” rather than “video” and then create something that’s cohesive, that’s memorable, that stands on its own two feet, etc. It’s really powerful stuff.

## Designing Your YouTube Channel

The difficult part is to take the time to think about it. What a lot of people do is they hear this kind of stuff, and they go, “Wow! That’s really awesome. I want to do it, and it will need to be done tomorrow,” and that’s fine because you can actually have it done tomorrow or within 48 hours. Here’s how I like to do it and how I like to think about it. **This is an ongoing story, and it's something that you can tweak and make improvements upon, and as you continue to think about it, more will be revealed.** You know, I just didn’t come up with “Poodle Wrangler,” [right away]. I didn’t think about what kind of font I wanted. It happened over time.

But, what you can do is just ask yourself some really broad generalizations like, “Is there a certain color palette that I like? Maybe I should use the same color palette in all of my social media.” It sounds pretty smart to me. This isn’t rocket science. Maybe there’s a certain style of font that you want to adhere to. Right there, that’s Phase 1, as I like to call it, and this is how I coach my students. **You don’t have to have it all figured out, but you can have a basic setup that starts you out, heading in a general direction, with a color palette, with some fonts.** And, maybe you think about, “What’s a sentence or two that describes my value proposition?” For me, it’s again, “Stake your claim, amplify your message, and inspire action.”

I have a new website launching soon, and it will be the last two words, “Inspire Action”. Those will be the predominate things that really stick out on my website, on my YouTube, and so on, but right now, if you went to YouTube, you’d see, “Stake your claim, amplify your message, and inspire action.” This, again, is just me going through the different phases and whatnot.

**So, starting off, I'm going to keep this simple.** I don't have to have it all dialed in. I'm going to order some graphics that are all in the same color palette. Maybe one for Facebook, one for YouTube, and one for my website, and this is a simple way, and because most of us are using WordPress, we can change out headers and change out social media graphics easily and it's very cheap.

**Then, maybe three months down the line or six months down the line, you're going to have it more dialed in.** Maybe you have a value proposition. You can hire a fancy pants designer. Spend \$100 or \$200 and take it to the next level, but I think it's really important for people to get started, and I see a lot of people who are like, "Well, I'm going to get started as soon as I'm ready and this is done," or, "I need to get this all figured out and then I'm going to start." I just think that, often times, if you're trying to get everything lined up perfectly, that's a dangerous place to be.

We all learn at different rates, and when I started, for me it was SEO. It was 2003. I was a chef. I was struggling, and I was trying to figure out the "thing" to get my website to rank so that I could make money, and you know, I chased keywords for a long time. I got tired of that after a while, and furthermore, a lot of what I do is based on SEO today, but SEO has changed so much and it's really all based on metrics now. Well, those metrics are driven by people, so if you can't satisfy the people, who cares?

**Part of the juice for me is the journey and to learn all of this different stuff.** I see so many people, again, that want to have it all figured out tomorrow, and life's not really like that. Sometimes it takes a few days just to take a few more steps forward, and then, more will be revealed as we do take those steps.

## Creating Your Content

**At this point, you're already miles ahead of so many people.** This puts you in a huge position of power. Literally, if we are talking about YouTube, we'll use YouTube as just an example... You can say, "Well, I know my brand, and I know what I really want to bring to the table, but I really want to understand who the people are that are going to be most likely to buy from me, and then I'm going to create content that's going to serve them, that's going to add value to their life."

What's really cool is that you can really break it down, and for me right now, I'm teaching video, I'm teaching product creation. I've taught WordPress. I've taught self publishing. And, I can create these groups of content, which are ideas that serve my audience, and then what I can do is think about and structure videos that fit into those groups of training ideas.

Let's say, for example, if you went to my channel, you would see some training on mobile video editing, which it amazes me that you can edit a really nice video on your phone using iMovie and whatnot. I've got a playlist dedicated specifically to that, and my video thumbnails for those videos always look exactly the same. They always have a tan background. They always have my boarder, and that is part of my brand's colors,

and they always include my logo. **What happens is that when you work in this manner where you have the forethought, I should say, before you start creating a bunch of content.**

This is something that, for me, came with a bit of experience. Instead of creating a bunch of stuff and then trying to patchwork... Say, "I'm going to create videos about YouTube. I'm going to create videos about editing. I'm going to create about how to create an eBook," and then you create these videos, and then you can theme them in a playlist and create thumbnails, that all look the same per that playlist. What happens is when someone finds one of your videos, and they watch it, and they like it, they're going to see other videos that you have created on the same subject. **They are going to look the same, and that's exactly how you make it easy for people to understand the value that you're promising and that you're offering people.**

That's kind of how we started, you know? **Really think about giving your content a theme and then leveraging your brand colors to create graphics that help people to understand that there's more that they may want to check out.** This way, you have little snippets of content that are logically put together, and then, when you put it in a playlist like that, it's so easy to cross-promote the rest of the content in, sort of, that series or that chunk. This also helps them know which videos to click on next, which helps them to become more acquainted with you, and the more you are engaging with them, and the more they see you as a value, when you make a call to action such as, "Go join my list," or whatever that happens to be for you, they are much more likely to go and do it.

**One of the cool things about YouTube is that when you set things up in this manner, YouTube really takes care of you, and they take care of the cross promotion too.** Your videos show up in the "Suggested Videos." If you look at a YouTube page, on the left upper corner, you've got the video player, and to the right, you've got all of these related videos. If you stick them in a playlist, and you select "Official Playlist," then YouTube is going to be more likely to put all of the videos that are in that playlist under "Suggested," and if they are all themed accordingly, if they have the same brand elements, they really stand out.

I think that we, as entrepreneurs, get excited about search ranking, or ranking in a YouTube search. I was driving a lot of views, and still am, with YouTube search. **However, I got to a point in the summer where now my #1 referral is from "Suggested Videos" because people are coming in and watching one and then watching another.** That takes us to the next step, which is how to specifically do this, and one of the things, it's sort of the primary thing, that YouTube wants to see, is that you've got an engaging channel that keeps people coming back. **The way to do that is by theming out your content and by using the brand power that we're talking about.**

**When people start clicking around, that sends a huge message to YouTube that this is super-engaging stuff, more than most channels.** You get a lot of love from YouTube, and all of the sudden things start to get very exciting because you

have an easier time ranking in Search, you are driving more views, and people subscribe more often. So, really powerful stuff with that.

## Audience Retention

At this point, we've talked about the engagement, and one of the things that I want to talk about now is "relative audience retention". It's very, very interesting. I actually ran into a blog post from YouTube about three years ago, and this was actually posted from YouTube. **They went on and said that they reward engaging videos that keep viewers watching longer by increasing their search ranking in YouTube.** Literally, that was the first sentence. "We reward engaging videos that keep viewers watching longer." And, as I got started really unraveling and taking my YouTube to the next level, that was my bible. All summer long, I've been creating these videos and paying attention to a metric that anybody can access inside of YouTube, called "relative audience retention".

**Now, what's really cool about this is that it's a measure of how long your video keeps people watching compared to all of the other videos on YouTube.** So, on one hand, here's YouTube saying that they reward videos that keep viewers watching longer... It's like they tell you what to do. **Then you go inside your YouTube analytics and there's a button that shows you how engaging your video is compared to other videos on YouTube.** It's pretty simple at that point. That's what you want to do. Of course, the tricky part is, "How can you possibly create something that's engaging, and how can you do it again and again?"

I really didn't have the answer until a few weeks ago. I have a system, and I'm always in front of my white backdrop, and I'm always filming downstairs. That system allows me to always create videos in quantity, which is important, but at the same time, the system is not so rigid that I don't have opportunities to try different things. I tried a lot of little fun, engaging things like wearing silly hats and trying different types of music. I looked at this one video, and it had an introduction that was about 30 seconds long, and it was kind of like a mad science experiment. It did really well, and I thought, "I'm totally going to rip myself off. I'm going to create the same exact intro, only on a slightly different topic." So, what I did was, the first time I had taught iMovie editing, and then I taught iMovie editing "picture in picture".

**I used the same intro, and sure enough, the second video had an excellent relative audience retention, just like the first.** Then I started thinking, "Well, I did that other video the other day, where I started with 'Imagine...' 'Imagine being able to do this...' 'Imagine being able to drive more sales...' I'll repeat that." Sure enough, that one also had a high relative audience retention. Today, I look at the videos that are driving the most views and gaining me the most subscribers, and it's these videos that have a high relative audience retention.

By not always just sitting down at my desk or always starting out with the same style like, "Hi, it's Brian Johnson. Today, I'm going to teach you about this..." If I had that

same intro every time, I would be confined to the same amount of engagement. However, by being a little creative, by going outside of the box, by taking a few risks... Some of my videos tanked. They did terribly, but a lot of them did very well. So, I'm able to basically repeat what works, and anybody can do that. **It just involves making some videos and then paying attention to relative audience retention, which is really the primary driver of ranking.** Once you create a video that people watch longer than the other videos, you get the juice. It's not rocket science. It's just a matter of cranking out some videos and testing some ideas.

It's a refining process. **In the beginning, you're starting with a blank slate, which is hard, but at the same time, you move forward by keeping it simple.** I'm creating videos, and I'm going to try different things. After I do 10 videos, I can look at the analytics of 10 different ideas and see what's the best one, and I can move towards that direction. Over time, you get to polish and refine.

Another thing that I've done, which has really been helpful is to avoid walking up to a brick wall and smashing your head on it, which is something we [as entrepreneurs] like to do a lot. We get excited about a new idea, or maybe software, or some kind of ranking keyword tool. A lot of times, I'll go after a competitive keyword phrase, and it's very difficult to rank for that. When I started out, I was targeting some keyword phrases that were very, very competitive, and my audience retention scores were bad, because I was starting out and I didn't have an idea of what to do. And, I was competing against these terms with a hundred million results.

**When you're starting out, what I recommend is, look for a keyword phrase that isn't as competitive, but may have a similar type of an audience.** A great example would be that there are people who search for "how to get more views on YouTube," and there are also people who search for "how to increase your YouTube views." So there are different words that kind of say the same thing, and you can apply that to any niche on the planet. That's how I made a lot of money year after year at Halloween. Instead of trying to sell a "Halloween costume", instead of trying to rank for "Halloween costume", I ranked for "Spock costume" or "candy corn witch costume".

Just by being aware of what those people in my target market are searching for, and then targeting that rather than going super-competitive... **By doing these four things:**

1. Creating the playlist by really working in themes
2. Studying relative audience retention and by focusing on engagements
3. Planning out and strategizing how you move forward and what you do,
4. Paying attention to just how competitive the keywords are that you're going to use in your title and in your tags, as well as your description.

**All of these things will make it far more likely that you'll be found.** That's important. We don't want to just create a bunch of stuff and not have someone to watch it.



# Making Videos

This is the big Achilles heel for many people. Number one, it's intimidating. **A lot of people are intimidated and they are afraid to get on camera.** I'll be honest. I still can get that way. You would think that after a while, you'd lose that, but what I've found is that anytime I want to excel at something, anytime I'm putting effort into something, and then I step in front of the camera, it's kind of like there's a bit of pressure there.

**Here are some things that have helped ease that pain.** First, it just gets easier with time. I heard this quote about how if you're stuck in the mud, don't freaking stop! Don't stop, and look around, and think, "Well, here I am." Keep moving forward, and as you do that, things will become more comfortable.

**The other thing is that video, without question, is the most technically challenging type of media to create.** Audio is a real bugger too. Like a podcast, you've got echo, you've got pop, you're trying to make your voice sound lovely, and you've got that, and plus in video, you're actually looking at a picture too. Then, there could be editing, and if you try to cut out and do this Stephen Spielberg thing, like you just got Final Cut or maybe Adobe Premiere, and you're going to try to do all of these effects and you're trying to get all of this cool footage, you could spend a ridiculous amount of time. It's not sustainable. **Rather, what I've done over the years is keep it super-simple, and I've added elements along the way.**

Literally, I've got a couple of Flip camcorders, but by keeping it simple and really saying, "Hey, I want to get videos made and I want to publish them," **and by creating a duplicatable system, you can create videos easily.** I always create in front of my backdrop. I always film downstairs. I know how my lights work. I know how bright they should be. I know the settings on my DSLR, and I don't try to mess with that because it took me a while to figure that out. I'm, like, eight years into the video thing.

This is not something that I suggest people starting out should try. **Instead, use the phone in your pocket, get a simple tripod, stick the phone on the tripod, and now you don't have a shaky camera.** Look for a beautiful location in your home. Maybe you've got a window that faces north. North is great. It's indirect light. Or, maybe east in the afternoon. By keeping it simple, you can move forward and publish, and in the process of doing, you will learn and you can improve. **But, don't get in over your head because when you do, there's a really good chance you're going to get stuck in that mud, which we spoke about.** Then, it's so easy to give up because you're in over your head. So, keep it simple and improve as you move forward.

# Getting Real Fast Results

I improved my views by 420% in about 4 1/2 weeks. Four hundred and twenty percent. I went from about 300-400 views a day. It was less than 400. About six weeks later, at the end of a 90-day cycle, I was pushing 1,200-1,300 views, and really what I did was exactly what I just spoke about. **I created a simple system that I could use to create videos often.** One of the things to think about is, if you want results, and you want them online, it's always the platform. You always get traffic from a platform, whether it's Facebook, or whether it's Google sending [traffic your way through search results], or whether it's YouTube. You want to look at how the platform works. For YouTube, they really reward people uploading more.

**If you create a simple system, then it's easier to upload more often, and you can improve your results.** Again, it's not rocket science. If you publish 10 videos in two or three weeks, you're able to target 10 or 20 keyword phrases rather than three. The last part of this that I'll really mention is finding your voice and honing it. This is something that a lot of people want to have. They try to research and figure out what the voice is going to be like. It's like trying to plan too much. The way that you find your voice is by doing, and the best way to get fast results is to start fast. Here's the biggest tip I can give: **Stop thinking and start doing.**

## Connecting with Brian

I'm on YouTube. [Brian G Johnson TV](#). I've got the website, [BrianGJohnson.TV](#). You can find me on Facebook, [Brian G Johnson TV](#). You know, it's that brand. It's that TV brand, and I'm out there, so people won't have a hard time finding me.

## Resources

[How the World Sees You](#) by Sally Hogshead

[Fiverr](#) for YouTube Channel Art

## Real Fast Results Community

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