

A photograph of two women smiling and holding gold coins. The woman on the left has dark hair and is wearing a blue top. The woman on the right has blonde curly hair and is wearing a blue polka-dot top. They are both holding gold coins in their hands, and the woman on the right is also wearing a gold bracelet. The background is white.

Spread the Love

BHC YouTube
Review Challenge

Picking Your YouTube Handle

- We recommend using either the **name of your business** or **your name**.
- Switching your designated link on YouTube is very tricky. So if you haven't settled on a name for your business, go with the type of coach you are plus your name.
- Keep it clean, avoid excessive symbols, avoid having too long of a name

EXAMPLES:

- TheWellnessWarrior
- HealthCoach_YourName_

Selecting A Strong Profile Picture

Profile Photo:

- You'll want your profile picture to be the best representation of you or your business, so stay away from selfies or photos you took during a night out. This is a great time to get your professional headshots done or finish the business logo you've put on the back burner.

Cover Photo:

- Utilize the cover photo like your profile picture; either make it a stunning photo of you or your business logo.
- Cover photo dimensions should be 2560 x 1440 pixels

Selecting A Strong Profile Picture Continued

The image shows a YouTube channel page for 'Health Coach Institute' with several annotations. A large banner image at the top shows two women making heart shapes with their hands. A callout box with the text 'Handel is the name of our company' has an arrow pointing to the banner. Below the banner is the channel's profile picture, a circular image of two women, with a callout box labeled 'Branded HCI Photo' and an arrow pointing to it. The channel name 'Health Coach Institute' and subscriber count '4,183 subscribers' are visible. Navigation tabs include HOME, VIDEOS, PLAYLISTS, COMMUNITY, and CHANNELS. A video player is shown with the title 'What Is a Health Coach?' and a callout box labeled 'Branded HCI Photo' pointing to the video's thumbnail. The video player shows the name 'Stacey Morgenstern' and a progress bar at 0:02 / 3:34. On the right, there are buttons for 'CUSTOMIZE CHANNEL' and 'CREATOR STUDIO', and a list of 'POPULAR CHANNELS' including 'The ACE Family', 'James Charles', and '5-Minute Crafts'.

Handel is the name of our company

Health Coach Institute
4,183 subscribers

CUSTOMIZE CHANNEL CREATOR STUDIO

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS Branded HCI Photo

What Is a Health Coach?
3,856 views · 1 year ago

Want to learn more about our school?
Visit www.HealthCoachInstitute.com and connect with a Clarity Coach today!

HEALTH COACH INSTITUTE

POPULAR CHANNELS

- The ACE Family
SUBSCRIBE
- James Charles
SUBSCRIBE
- 5-Minute Crafts

Popular uploads PLAY ALL

Utilizing Video Description

- Let the audience know what your video is about and why watching it will benefit them by crafting a compelling, honest and authentic video review. Any words or phrases you repeat over and over again in the video should be included in this description. For example, in this video you will be saying *Health Coach Institute, Become a Health Coach, HCI, BHC, Health Coach, Certificate, and Life Coach* a lot, you'll want to make sure a majority of those words are used in your description.
- Include the title of the video in your description.
- Your Video Description cannot go over 1000 characters
- Keep in mind, YouTube will only show your first two sentence, so you'll want to keep them captivating and informative.
- If you have other videos include their title and links to the video at the bottom of your description

Utilizing Video Description Continued

#byoBOSS #YouTubeTips

How to Tell a Story in Your YouTube Videos

11,594 views

790 14 SHARE SAVE ...

 **Sunny Lenarduzzi** ✓
Published on Dec 4, 2018

SUBSCRIBE 227K

HOW TO TELL A STORY IN YOUR YOUTUBE VIDEOS // Storytelling is one of the most brilliant marketing skills you can have, and I give you 6 best practices in today's training - [How to Tell A Story in Your YouTube Videos](#).

Telling the **story** of your brand is the best way to create loyalty, engagement, retention, and sales. But how do you do it in a way that's effective and entertaining? Check out today's training to learn!

RESOURCES & LINKS MENTIONED IN THIS VIDEO:

Download our Free Guide "0 to 100,000 YouTube Subscribers in Under 12 Months":
<http://sunnylenarduzzi.com/subscribers>

My VLOG Videos:

"You Were Born to Be a Boss":
<https://www.youtube.com/watch?v=9e7PZ...>

"2017 Rewind: Why I'm Letting Go of Everything":
<https://www.youtube.com/watch?v=Cnugp...>

"My Letter to You":
<https://www.youtube.com/watch?v=iSPWw...>

Title in description

**What other content can we watch?
Where else can we see you?**

Utilizing Video Description Continued

EXAMPLE:

Title: My Review of Health Coach Institute's Become a Health Coach Program

Description: Have you been looking into the **Health Coach Institute**? Is Health Coaching a passion of yours but you're just not sure where to start? I'm here to help you out! This is **my review of the Health Coach Institute's Become a Health Coach Program**. In this video, I'll cover what you'll learn, why you should get your Health Coaching certificate online, the perks of studying at HCI, and share a special discount code that will give you a discount on your Become A Health Coach Program.

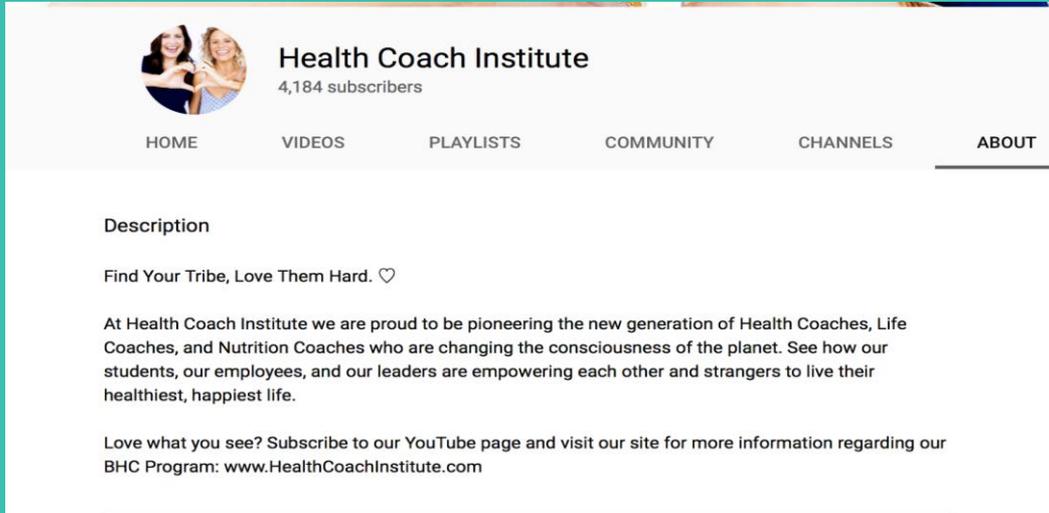
Ready to change your life? Press play now!

Want more? Hit the subscribe button and follow me on Instagram! @HealthCoachSall

#HCIBHCRewiewContest

Utilizing Your Page Descriptions

- Let your personality and brand shine in the page description by including a VERY brief description, less than 1,000 characters, of who you are and what your business is.
- Other details you might consider answering in the page description:
 - What kind of videos will you be uploading?
 - When can your viewers expect new content?
 - How else can viewers follow you? (include your webpage, Instagram handle, and/or Facebook handle)



The screenshot shows the YouTube channel page for Health Coach Institute. At the top left is a circular profile picture of two women. To the right of the picture, the channel name "Health Coach Institute" is displayed in bold, with "4,184 subscribers" underneath. Below this is a horizontal navigation bar with tabs for "HOME", "VIDEOS", "PLAYLISTS", "COMMUNITY", "CHANNELS", and "ABOUT", with "ABOUT" being the active tab. The main content area is titled "Description" and contains the following text: "Find Your Tribe, Love Them Hard. ♡", "At Health Coach Institute we are proud to be pioneering the new generation of Health Coaches, Life Coaches, and Nutrition Coaches who are changing the consciousness of the planet. See how our students, our employees, and our leaders are empowering each other and strangers to live their healthiest, happiest life.", and "Love what you see? Subscribe to our YouTube page and visit our site for more information regarding our BHC Program: www.HealthCoachInstitute.com".

Uploading Videos

- YouTube has made uploading videos incredibly easy! Just follow these simple instructions: [Life Hack YouTube](#)
- If you want to get fancy, you can edit your video in the creator studio. Here's a video that explains the process: [YouTube Editing Video](#)

Loading



BONUS: What Should My Other Videos Be About?

Content:

- Make sure your content is consistent. If you say you're going to upload videos at 3pm EST every Monday, make sure you do that. This is how you gain followers' trust and get them invested in your videos.
- When you're first starting out your YouTube Channel, stick with "how-to" videos or videos that benefit the viewer. Another great way to build a following is by doing product reviews. Once you have a following that's invested in your videos and life, you can start doing more vlog-style content.
 - A vlog is a blog, but in video format! For instance, Barbie has a vlog → [Barbie's Vlog](#)
- Your video's title is key to its success. Ask yourself these questions when you're titling the video
 - What is this video about?
 - What will people watching this video learn/ why should people watch this video?
 - What are the most popular videos titled that are about this subject?
 - Don't make your video title exactly the same as the most viewed on, switch it up.
 - **EXAMPLE:**
 - **Most Popular Video:** How To Fight A Dragon
 - **Your Video:** How You Can Fight A Dragon In 5 Minutes

Recording Videos

We will be judging on presentation of your video, so here are a few helpful hints to help you record your best video yet!

Find Your Light:

- Natural light is your best bet for filming video, unless you have studio lighting in your house.
- Try to record with your face towards the window.
- If you're recording from your phone, we strongly encourage you to use a camera stand or somehow secure your camera so there isn't a lot of excess movement.

Eliminate Background Noise and Activity:

- We want to be able to hear everything you're saying and totally focus on you, which means kids, pets, partners, and friends need to be far away from you when you're recording.
- Headphones will help eliminate excess background noise.

Structure Your Video:

- Before you start recording, create an outline of all the points you want to hit and make sure they flow in a cohesive and engaging way.
- Plan to run through your script a few times before you start recording in case you decide you need to reorder your points.

Recording Videos Continued

EXAMPLE:

- Introduction (1 min)
 - Name
 - I am the founder of (Your Business)
 - What this video will be about?
 - Why you are doing this video (mention you are doing this video to possibly win a year of our Mastery Contest!)
- What the viewer will learn? (3 mins)
 - Basic Nutrition Information
 - A 90-Day Program you can work with to fit your coaching needs
 - How to market your business
 - So much more!!
- Why you picked HCI (2 mins)
 - Brief story of how I came to HCI
 - Why I picked HCI over other schools
- What the view needs to know (2 mins)
 - Things I found challenging but worked my way through
 - Give referral code
 - Call to action (or CTA) - thanks for watching! Hit the subscribe button for more videos, follow me on Instagram/Facebook. Comment below if you have any questions!

Recording Video Continued

Get Comfortable In Front Of The Camera Before You Record:

- The best way is to practice over and over again. (Kind of like you did for the 90 Day Coaching Sequence!)
- Make a bunch of silly videos. Practice reading a passage from a book in front of the camera. Prepare your outline and run through it a few times. And remember to BREATHE. It won't be perfect the first, second, third, or fourth take...and that's okay! We want you to be YOU in front of the camera, not a robot. Go ahead a laugh, tear up, and give yourself permission to have fun!

Record Horizontally:

- Vertical videos don't format well on YouTube. Save yourself unnecessary issues by filming your videos horizontally.

Game-Changing Video Recording Hacks & Apps

Cameras

- You don't need anything more than your phone or computer camera to create this type of YouTube video unless, that is, you're seriously committed to growing your YouTube Channel. If that's the case, we'd recommend investing in a camera that includes a lot more bells and whistles to help you create amazing and engaging video content. We do also want to mention that as one of the largest social platforms available to you for free, we highly encourage you to explore how you can build a strong following on YouTube. If you do decide to invest in a camera, check out this article (which also offers some great tips on vlogging): [Best Vlogging Cameras](#)

Editing Tools

- To edit your videos for upload, YouTube has a decent editing tool built in. But if you wanted to go a little fancier (for free) check out this article, which will help you find the best tools for you: [Editing Software](#)

Make Your Video!

Now it is time to make your video, the best way to do that is just to plunge right in.
Don't overthink it, just have fun with it!

Lights, Camera, Action!

