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Forward:

Hi, my name is Saul **Maraney** and thank you for getting your copy of my book.

You have made an excellent choice.

I certainly believe that once you have studied this material, you will be in a much better position to make a success of your Internet Marketing career.

I want you to know that you can contact me at any time if you are having trouble in your online business.

I want to give you 3 different ways in which you can contact me.

1. By **email**: saulmaraney@gmail.com

2. In The **Facebook Group** I created:

<https://www.facebook.com/pages/Internet-Marketing-With-Saul/708512565864531>

3. On **Skype**: saul.maraney

The only thing I ask is that you be direct. Time is the most valuable commodity that we have and the quicker and more direct question you ask, the faster more concise answer I will give you.

I wish you all the best of luck and I look forward to helping you build a successful Internet Marketing business.

Take action and succeed!

To Your Internet Marketing Success,

Saul Maraney

Saul Maraney

Johannesburg, South Africa

Firstly, A Little Background Of Who I Am:



My name is Saul Maraney and I am from Johannesburg, South Africa.

I have been involved in Internet Marketing since 2007, predominantly in the hypnosis niche.

I have created 9 hypnosis products, which combined, have sold over 8000 copies to people in over 32 countries.

My success has been based on the relationships I have developed, sheer hard work and getting to know what my subscribers most want to purchase.

From day one of building my list, I continuously surveyed my customers, hung out at in the same forums in which they were spending time and attended the same conferences as they were attending.

Since the launch of my first hypnosis product I have constantly been on the look out for tools and strategies to grow my business and take it to the next level.

Like every naive newbie, over that time I joined a ton of people's lists and started purchasing a lot of different products on Clickbank, The Warrior Forum and JVZoo.

Some worked, and others really didn't, and I wasted a lot of time and money.

At this point of my online career, I feel grateful that I have been through that experience and I have vowed not to repeat that again.

My turning point came in the form of two powerful experiences.

1. I joined a coaching program and got focused:

If you look at any top athlete or businessperson around the world you will notice that they all have coaches. And in Internet Marketing, this is a vital component to anyone's success too.

My coach and the members of my coaching team have showed me how to get out of a buyer's mainframe and into a seller's one. – This shift has made a massive difference to everything that I do now.

With a lack of focus, it is impossible to succeed in this game.

2. I became very, very, very selective about any further product that I would purchase and started implementing the ones I already had:

What a relief I felt when I started to actually implement what I had already purchased and started to finally see results.

Now let me ask you:

“Are you committed to taking action on what I am about to teach you?”

Great!

So let's get started!

21-YouTube Marketing Tricks:

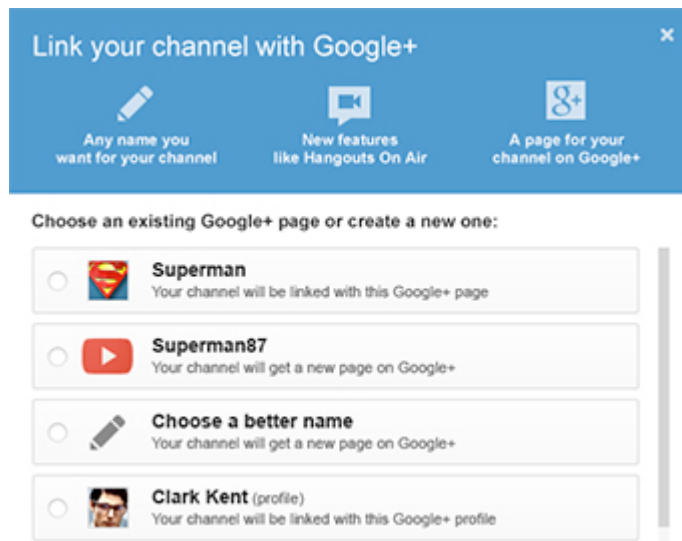
These come straight from YouTube so you know they work. Just impliment a few of the ideas everyday and see the fantastic results.

Trick #1: Use "Fan Finder" to Grow Your Fan List.



The best way to gain viewer's is through a video. Use "Fan Finder" to find potential fan's at **no cost** to you. Find access to "Fan Finder" in Channel settings.

Trick #2: Google+Identity--Google+Identity allows you to extended the reach of the channel to use circles, and all of the other new Google platforms. The new Google+Identity allows you to create different names for your channels and grab new viewers.



Trick #3: Capture Hearing Impaired Viewers and all Different Languages.



There are 360 million people with hearing impaired disability. Also there are millions of people who don't speak English. Capture them by using the **caption-sync tool**:

- Visit your Video Manager and click the drop-down menu next to the “Edit” button for the video you’d like to add captions to.
- Select Captions.
- If you haven’t added captions before, click the Add captions button. Or, if you’ve already added a caption, click the Add a new track button.

Trick #4: Create High Quality Thumbnails.-- Use the "Thumbnails" to create interest and to cross promote your video.



HINT: Think of them as an advertising billboard. That means they have to be catchy to the eye and with a short but informative message.

Trick #5: Add Video to Your Other Websites. -- Instead of just blogging about something, add you video from the share URL to the blog/website. This creates a seamless message, and gets viewers from your blog to your channel.



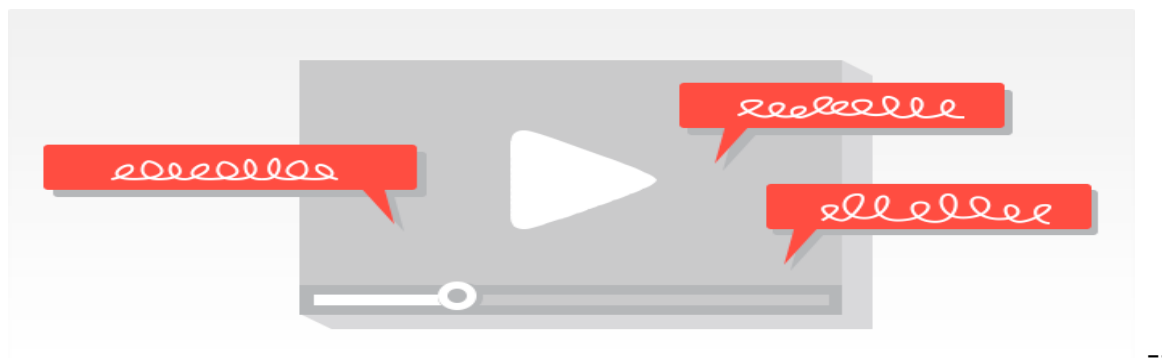
HINT: Just get the share code and paste it into the post, or download the video and add it to the media file on your website.

Trick #6: Use SEO and Metadata to Rocket Your Channel.
Optimization



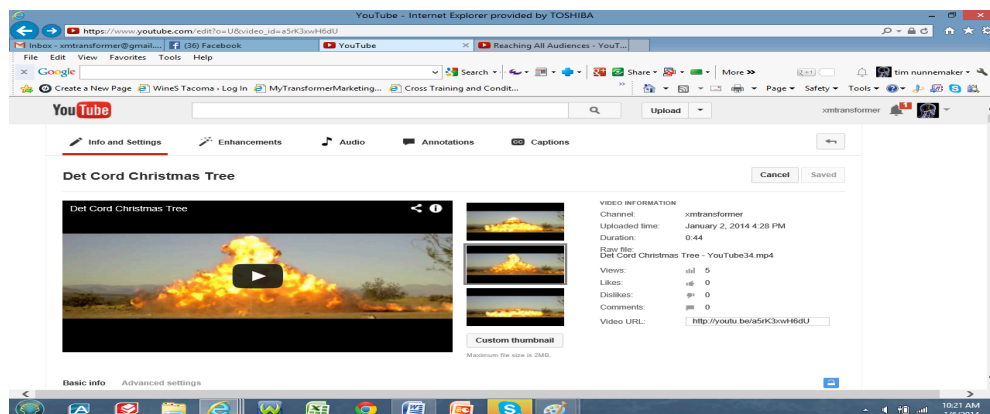
- Use well researched keywords/metadata.
- Create eye popping high-resolution thumbnail.
- Annotate all video with CTAs, add a subscribe button and links
- Utilize channel posts and 'liking' videos to publish your content and curate videos from other channels.
- Make sure to use captions for your videos. (Think Global)
- Use Analytics optimization strategies and target
- Engage with your viewers! (See Community.)

Trick #7: Create and Use Great [Annotations](#).



This is where you can place timely cross promotion content. Simply hyperlink the text and your viewer can move between products, ideas, or promotions. Link to references, ask questions for viewer interaction.

Trick #8: Schedule Your Videos for Automatic Release.---Uploading regularly brings viewers back on a consistent basis expecting new content from you.



Privacy Settings ?

Scheduled

Keep private, then go public later

Jan 25, 2013

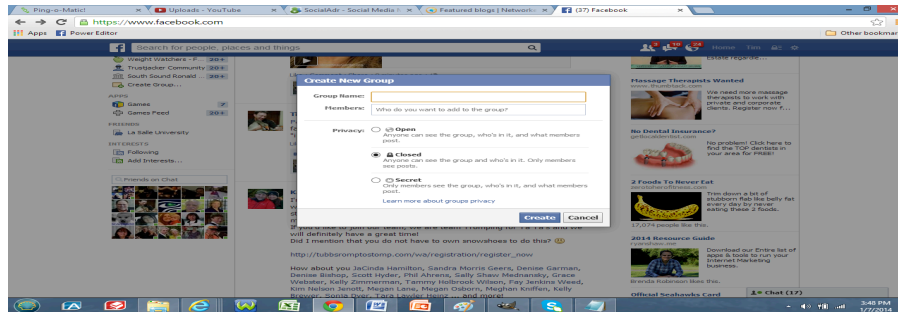
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(GMT-0500) Local Time

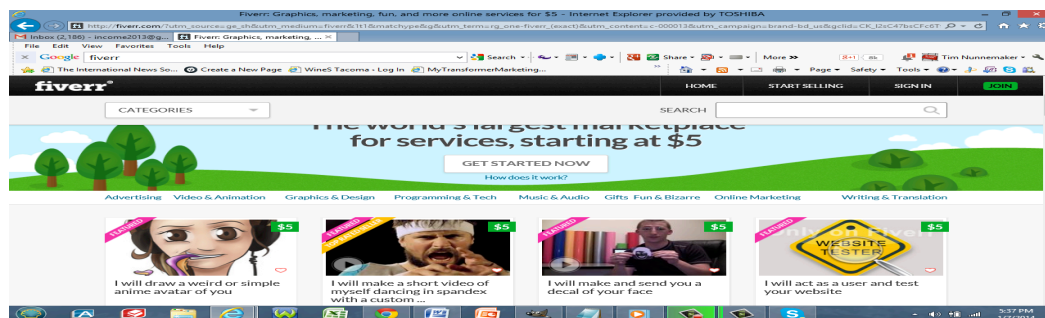
- Make it goal to publish one video per week.
- Be Creative try a split test of two different videos about the same subject
- Repurpose ,add, bloopers, behind-the-scenes, recaps.

- Create shorter versions of long-form content to act as teasers, trailers or previews.

Trick #9: Start a FaceBook Group Page about YouTube Videos -- You can ask all of the people in your group to critique your video and like their favorite. Give them an incentive, tell them if they view and like my video I will place a cross promotion annotated ad for their product in one of your videos for a week.



Trick #10 Use Fiverr to Create a Series of Teasers.-- For a simple \$5 you can get someone to do allot of the work for you. Simply go to <http://fiverr.com>. Ask in the location box for someone to do production work. You might add a cartoon or a puppet to your program. Be creative and open to new ideas, you just might find a new way to present your product that ends up going "Viral".



Trick #11: Use the Power of Facebook to Advertise your Video or Pay for TrueView on YouTube.-- There are billions of potential viewers on Facebook that you can target worldwide for pennies per click.

Also don't pass up the YouTube commercial opportunity.



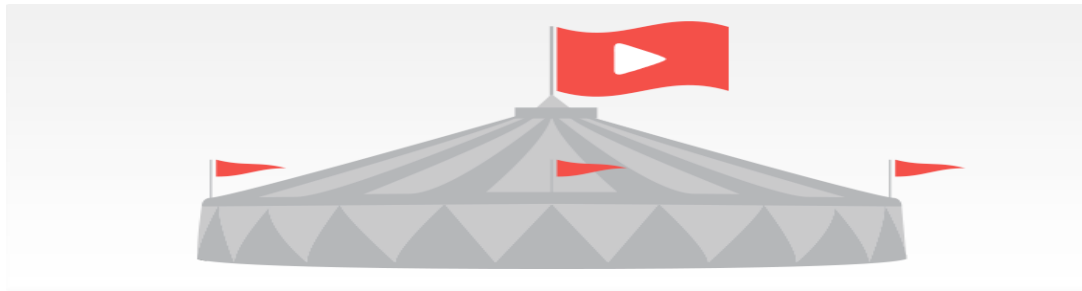
TrueView Ad's

There are two types of paid ad's on YouTube

1. **InStream** ads are like TV commercials – they play before the start of a monetized YouTube video. Viewers see five seconds of your ad and then can keep watching or can skip it. You pay a “cost-per-view” if they choose to watch at least 30 seconds of your ad's.



2. **InDisplay** ads appear as a thumbnail and text on YouTube watch pages in the right-hand pane of suggested and recommended videos. You pay a “cost-per-view” when a user clicks-through your ad and begins watching your video on a watch page.

Trick #12: Use the "Tent Pole" Concept to get Maximum Viewers.

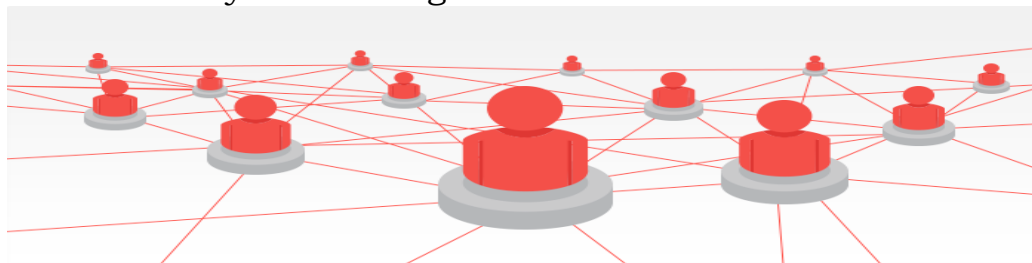
Tent-pole events are regularly scheduled events that impact the viewers life and that cause repeat viewing habits throughout the year: major holidays (Christmas), big sporting events(SuperBowl), blockbuster movie releases . It's a great way to tap into the larger cultural opportunity.



Here's how it works:

- Identify the tent-pole events that you want your channel and audience to be involved with.
- Put together a schedule of the videos you are going to create or curate for the specific events.
- Create new videos or teaser for the tent-pole. Create catchy thumbnails and keywords to get the most SEO.
- Repurpose some old videos and annotation to make them look new.
- Use the time scheduler to release videos or curate material relevant to the event

Trick #13: Cross-Promotion & Collaborate. -- Think of the other channels you view and then contact the owner and get to know them. Don't think of them as a competitor, think of them as a business partner. They most likely have different ways of doing their videos and you can both benefit from the interaction. First, you need good logical content with some audience support, to show you really are a business person with mutually beneficial goals.

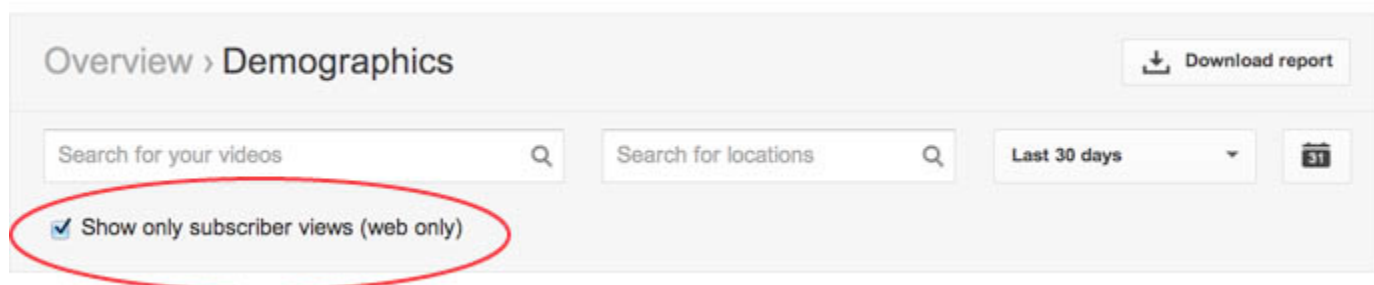


- General Ideas
- Work with channels that are similar in demographics and interests.
- Try appearing as a guest-star to promote their products or ideas and vice-versa.
- Record a webinar together.
- Be active on your channel during any cross-promotion period. Interact with new viewers.
- Cross promote your best videos when you expect a lot of new viewers visiting your channel.

Trick #14: Use YouTube Analytics To Stay Out in Front --Do you remember the old saying "You can't tell who the players are without a score card"? That saying still rings with even more truth in the business world today. You must have accurate clinical data to make the smart decisions about your business. By becoming accustomed to YTA you can understand the channel performance and make on the fly changes to content to maximize your audience strategies based on your findings.

1. Know Who Your Viewers Are





HINT: Understanding your repeat viewer. Does the current age, gender, and location of your viewers match up with your ideal target audience? If not, you may consider re-purposing the video.

2. Are Viewers Finding Your Videos

Videos that drive a disproportionately high amount of watch time indicate an engaged audience.

TRAFFIC SOURCE	VIEWS ↓	ESTIMATED MINUTES WATCHED	AVERAGE VIEW DURATION
Unknown — direct	264,370 (33.1%)	713,821 (31.4%)	2:30
YouTube Guide	220,618 (25.7%)	667,452 (30.3%)	3:06
YouTube search	138,068 (16.1%)	325,702 (14.3%)	2:21
YouTube channel page	84,598 (9.8%)	198,697 (8.8%)	2:20
YouTube suggested video	83,615 (9.7%)	230,113 (10.1%)	2:45
YouTube playlists	17,124 (2.0%)	37,511 (1.7%)	2:11
Unknown — embedded player	8,630 (1.0%)	16,846 (0.7%)	1:57
YouTube video annotation	8,188 (1.0%)	16,115 (0.7%)	1:58
External website	6,808 (0.8%)	8,324 (0.4%)	1:13
YouTube partner promotion	5,882 (0.7%)	19,926 (0.9%)	3:23
YouTube — other features	1,404 (0.2%)	3,626 (0.2%)	2:34
Google search	527 (0.1%)	510 (0.0%)	0:58
YouTube advertising	17 (0.0%)	44 (0.0%)	2:34

HINT (see “Average View Duration” in the image). This metric should influence your blog outreach and social media strategy

3. Know What Makes Viewers Come and Go

Understanding how audiences interact with your content can help uncover invaluable patterns, and empower you to create more engaging content. Do you know why audiences watch certain videos to the end, while abandoning others within the first few seconds? Videos with low audience retention rates are far less likely to be located high on the search engines.

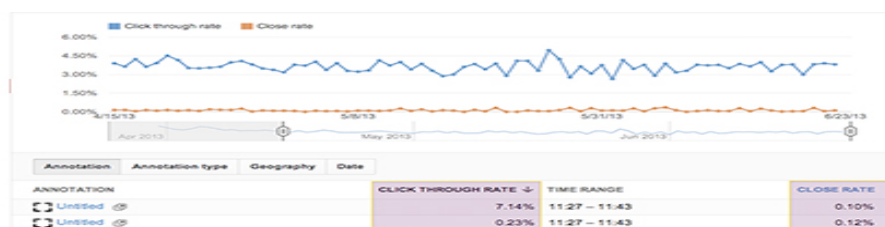
4. Know How Many Videos Each Viewer Watches



Gaining an insight into what causes viewers to enjoy multiple videos per visit can help you track and target our viewer.

5. Are Your Annotations Effective

CTA annotations are a powerful way to encourage viewers and direct them to continue watching more of your videos. Annotations can create more viewers on your channel and convert them into long-term subscribers.



HINT: Look at your **Examine Likes, Dislikes, Comments, and Sharing** to understand what type of content clicks best with your audience.

Trick #15: Construct a Community



Remember online video is a social platform. Your audience comes to your online videos because they want to be part of the channel they are watching. This is one of the only visual mediums they can physically interact with, unlike television which is total brain numbing and has no ability to truly be part of the content. The ability for you to grow is essentially wrapped around your interaction with the audience. So, encourage conversation and comments, ask your audience to spread the word about your channel. It will pay off.

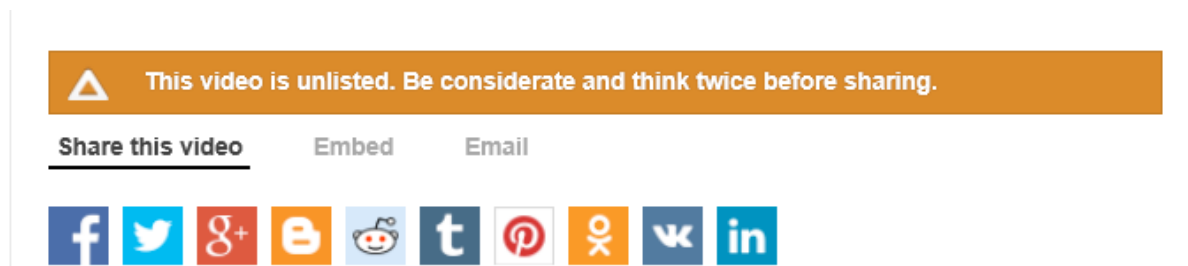
How to build a community from the ground up



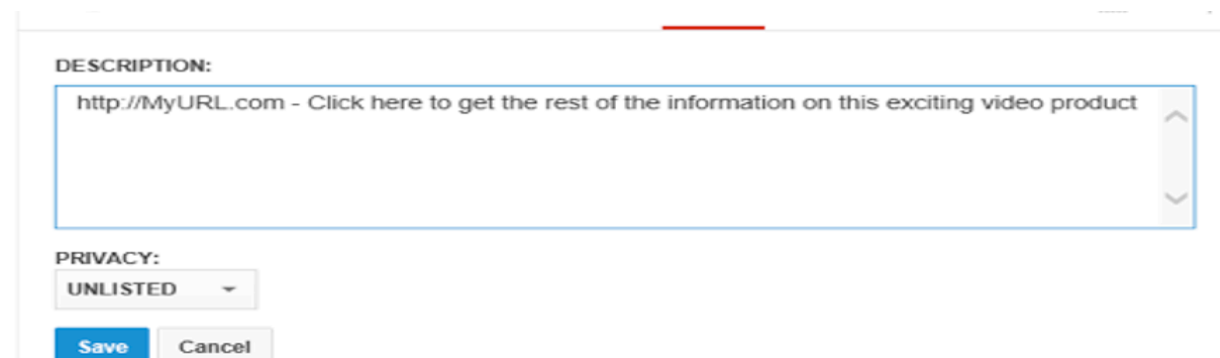
- Think of the organizations you have been involved with, scouting, PTA. Can you use some of those same ideas in your YouTube community?

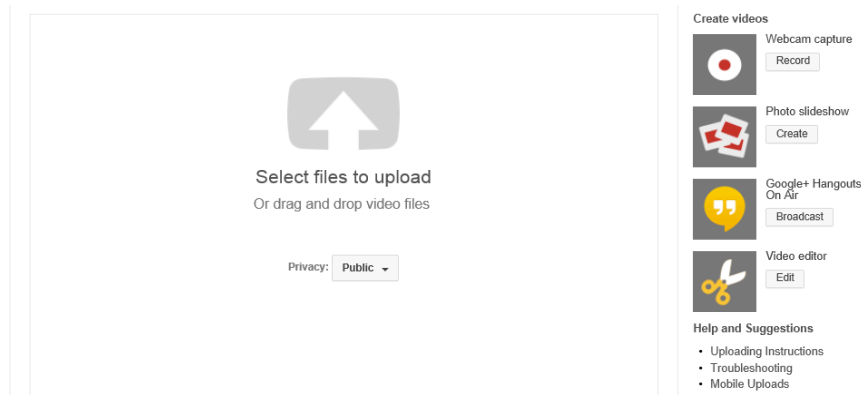
- Create viewers support, give them a voice and a reason to get involved with you. Remember this is "Social Media" there are a lot of other things your viewers could be doing instead of watching your videos.
- Set up a mission statement for the channel. It gives the viewer a feeling of strategy and purpose. Make sure your community has a leader. It can be a literal host, or a consistent voice.
- Respond to comments with interest in your response.
- Respond quickly to comments in the first few hours after posted these are your loyal viewing members, so keep them engaged.

Trick #16: Use Pinterest and twitter-- You should always be thinking lineally, how can I promote my product on other social media without any costs. One of the quickest and easiest ways is to click on the share button and then on the links you want to use. The other social medias have extreme power so use them to your benefit.



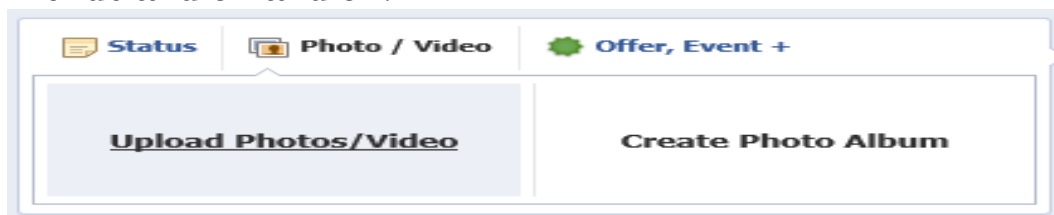
Trick #17: Always Add the Product URL in the Description Section
This is prime real estate, and without your URL listed you probably wasted your time making the video.



Trick #18: Use Your Photo Slideshow to Build a Video on the Fly.

This is a very fast way to get a quick video made and loaded onto YouTube. Simply put together a few photos of the product you want to promote add some sound and press upload. Quick and easy, use it to get a teaser of a hot new product out to your viewers. Maybe even a news release about a product or trend that your viewers would die to know about before everyone else.

Trick #19: Upload Video Directly to Facebook Fan Page.--This is the one of the Best Free Advertising avenues for you. Just paste the video link to your posting box and write a brief statement, then push post. You can also delay a post by using the scheduler feature. By using the Fan page you gain greater exposure as your friends who tag the video to their friends and on and on.



Trick #20: Use Existing Videos from the Affiliate Products. -- You can save a lot of time in production by using pre-existing videos that are already done by the affiliate program. Just write to the affiliate manager and ask if you can use all or snippets of the video to augment your campaign.

- Then use the video editor in Youtube or in RealPlayer to create the snippets you want to use
- Use your free Camtasia Studio membership to create a finished product
- Upload the new video to YouTube, and you are done

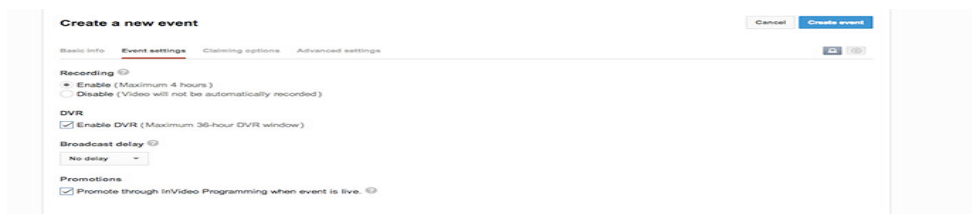
Trick #21: Start a Local Channel. -- Try thinking global but acting local. You can create another channel and target the local special event or advertising for a local business. There are lots of customers in your local business market that don't have the knowledge or won't spend the time to develop a video about their business.



- Contact a local business and see about creating a video for them to advertise on their channel and yours.
- Create a video using existing footage or an interview with the owner of the business.
- Upload the video and charge a monthly fee for maintenance.



Trick #22: Setup a Live Streaming Event.--



Focus on getting 100 subscribers to your channel. Once you have the required subscribers YouTube will open up the live streaming ability to your channel. Then all you have to do is follow the instructions and pick a live event you want your viewers to watch. It could be a webinar or a live concert, whatever you want to promote live.

Summary:

Whether you join the YouTube marketing explosion today or not there is no denying the tsunami of Google that is on its way.

The capacity of YouTube continues to grow by the minute and the marketing reach won't even start to hit its peak ten years from now. So the savvy marketer is joining YouTube now knowing there are untold riches and fame waiting for the next viral video, and it could be you.

You could be 13 years old or 93 years old there is no age discrimination for the pure opportunity that exists with YouTube. All you need is a good idea a little hard work and, bam, you are marketing to the world in just minutes.

If you are interested in joining a YouTube community group, you will need to click on the "+YouTube," tab, which can be found at the bottom of the YouTube webpage. There, you will be able to choose to follow and join YouTube community group. In a way, this section is like an online message board.

There, you can post your own messages or you can respond to other messages left by other YouTube community group members. Joining a YouTube community group is nice because it automatically pairs you up with other internet users who enjoy the same interests, at least entertainment wise, as you. Whatever your interest YouTube is recreational or commercial I hope you enjoyed this book and I wish you the very best in your endeavors.

Success is yours,

Saul Maraney
Johannesburg, South Africa

