

RAPID VIDEO BLOGGING

**A Proven System To
Super Boost Your Business
With YouTube**

Gideon Shalwick

Rapid Video Blogging™

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Praise From Other World Famous Online Business Owners...



Yaro Starak

*"I've known Gideon for a long time and watched as he has slowly carved out a speciality in something he truly loves. I've never seen someone so addicted to online video, which makes me very confident to say that **you don't need any other resource than this report to get started marketing with online video.***

If you want to generate leads, become famous, sell products or just figure out how exactly people use video and sites like YouTube to actually make money and grow a business, read this report." - Yaro Starak, Entrepreneurs-Journey.com



Maria Andros

"I have known Gideon for a little over a year now as one of our top joint venture partners and all I can say is what a pleasure it's been to getting to know him.

Gideon overdelivers period.** His content, passion for video and pure intention in helping people to create success with blogging, video is bar none. He has a **very clear, easy to understand, step by step approach and style of teaching.

*I rarely endorse others and I respect Gideon because he is a person of integrity who truly cares. **The content in this report is off the hook.** It's rare to see someone like Gideon who gives away so much for free and **actual content that you can use right away to start seeing real results.** If you want to get started with video this free report has my recommendation." - Maria Andros, MariaAndros.com*



Paul Colligan

*I'll be honest here. I had no idea who Gideon was until I read this report and then I realized something - **this is somebody I need to pay attention to and keep on my radar screen.***

*The key here is that it's about leveraging online video with the tools and services that matter - not leveraging the latest and greatest website that happens to do online video. **Read this report - but - more importantly - do what it says.***

- Paul Colligan, YouTube Secret Weapon



Chris Garrett

"Gideon has created a blueprint for *how anyone can generate quality, long term traffic using video.*

What I think is more important to take away is the credibility and relationship you can build with an audience who can hear your voice and see you.

Just because it is a simple system does not mean the results are trivial, anything but. I'm inspired to throw more effort into my videos now and I am sure you will be too!"

- Chris Garrett, ChrisG.com



Daniel Scocco

"No one can ignore online video these days, and *Rapid Video Blogging will surely give you all the knowledge you need to succeed with that.*

What I liked about the course is that you get the details of what equipment and software you should use, how to promote your videos, how to integrate it with an email newsletter and so on. In other words, you'll just need to follow along."

- Daniel Scocco, DailyBlogTips.com



James Schramko

"Gideon explains technical things in a clear and precise way. *You cannot ignore video traffic and media rich blogging is the perfect way to transition from job to business owner.*

Get inside a successful system and replicate it using the real life examples Gideon has stepped out in RapidVideoBlogging."

- James Schramko InternetMarketingSpeed.com



Dave Kaminski

"There are two types of marketers online; good guys and bad guys. The bad guys spend all of their time making promises but no time delivering on them. While the good guys spend all of their time over-delivering on every promise they make.

*Gideon is one of the good guys. In this report **he gives you his personal blueprint for achieving success with web video...all the tools, all the techniques, all the how-to's and all the reasons why.** It's a blueprint that flat-out works. And the only thing you have to do is follow it."*

- Dave Kaminski WebVideoUniversity.com



Leon Jay

*"There are few people in this world I have more respect for than Gideon Shalwick. In a world full of empty promises and false claims **Gideon truly delivers the real deal.***

*His understanding, expertise and integrity are second to none. The content he delivers (in any format) is informative, professional and easy to follow. This latest report is no exception and **should be compulsory reading for anyone starting, or running, an online business.** When Gideon speaks, it is a pleasure and an honour to listen..." - Leon Jay, FusionHQ.com*



Adam Short

Rapid Video Blogging is the smartest report you'll find on starting and growing a successful online business using the power of video marketing.

Gideon Shalwick lays out in clear, step-by-step format exactly how he grew his blog into one of the Internet's most recognized brands on the Internet on the topic of street magic, using only a YouTube channel and a simple WordPress blog.

*He lays out a **clear blueprint you can follow to do the same thing in your own niche market.** There's simply no better resource anywhere to learn how to turn your passion or hobby into a thriving business than Rapid Video Blogging. I can't recommend it enough!*

- Adam Short NicheProfitClassroom.com



David Risley

*"When it comes to video blogging, Gideon is the man! Gideon does a fantastic job of showing you **how to make videos and set them up, but he also thinks like a marketer.** This is a trait so many bloggers lack, yet is the key to really making it.*

*The Rapid Video Blogging book covers it from all sides and is **PACKED with actionable information.** I've been blogging for a living for over 10 years now, and I was taking notes as I read this book. Gideon, you really could have charged money for this, you know that, right? :-)" - David Risley, DavidRisley.com*



Katie Freiling

Wow! I've been doing social media and video marketing for quite some time now. And I've built up an amazing and loyal following using some simple social media tools.

***But this... this report is something else!** The strategies you'll find inside are easy to implement, but more importantly, they will help you **get RESULTS!**"*

- Katie Freiling, www.KatieFreiling.com



David Jenyns

"Rapid Video Blogging contains so much solid advice it's hard not to recommend it.** What Gideon gives away in this report is **better than what most people charge for.

*The fact is, **if you're serious about building a massive following online, using video is the simplest and quickest way to do it.** Take the time to read the report, you'll be glad you did"*

- David Jenyns, SEO Expert, DavidJenyns.com

Foreword By Darren Rowse

Hey there... Darren Rowse here from Problogger.net and I have something **very important** to share with you...

The online world has changed... again.... and as with every change - we are all faced with an opportunity to leverage it.

The ever changing pace of the web means that much of what was relevant only a few years ago, is now outdated. This is especially true for people interested in building their profile online and **making a solid sustainable income** from the internet.

It's no secret that YouTube has been one of the biggest movers and shakers of the past decade... With over 4 BILLION views a day and counting (that's no typo there... that's two billion with a "B"), it's totally dominating the online video world. **No one is even getting close** - YouTube has the vast majority of the market share for video sharing sites, and other "competitors" are not even getting close!

But so what?

What does this mean for you as an online business owner. Or even if you don't have an online business (yet), how can you take advantage of one of the most phenomenal trends to ever hit the planet?

Think about it...

When in the history of the world have you ever been able to get **instant access to a 4 billion+ viewership** stretching all four corners of the world... every single day?

I know, I know... it all sounds a bit melodramatic, but the fact is that our world as we know it has changed drastically and those that are positioning themselves well amidst the changes are putting themselves in a **great position to reap some great rewards**.

On the flip side - those who fail to act now could be missing out on surfing one of the biggest trends of our generation and miss out on a great opportunity to make a **long term sustainable income online in a very fun and exciting way**.

Inside this report you'll find a way to help you take advantage of this amazing trend.



Gideon Shalwick, whom I've known for several years, has managed to put together **one of the most comprehensive manuals I've ever seen** on the topic, and it will help you position yourself in the best possible way to ride this gigantic wave for all that it's worth!

I've always focused mainly upon text in my blogging but have increasingly incorporated video into what I do and have found it to open up a whole new audience for me. Even though text will remain my primary focus, **online video will become a much larger part of my overall strategy** in the years to come.

My recommendation is that you stop everything you're doing right now, remove all distractions, and read this powerful report from start to finish - it's THAT important!

Darren Rowse - Problogger.net

How I Stumbled Onto Online Video Marketing...

Back in mid 2000, I had a great job at a cutting edge technology company, earning a healthy salary and steadily climbing the corporate ladder.

Everything went kinda great, except, in the back of my mind, I knew there was something not quite right.

After reading some great entrepreneurial books, I was challenged to quit my comfortable little lifestyle, and embark on an adventure I've only been dreaming of up to that point...

To start my very own business!

I was totally freaked out at the beginning... And it wasn't after chatting to a wealthy entrepreneur friend a couple of years later (who gave me the "prod" in the right direction) that I finally took the plunge!

My first business was in the personal development space where I wrote a 200+ page book in 21 days, and managed to get it distributed to 77 countries around the world using the internet.



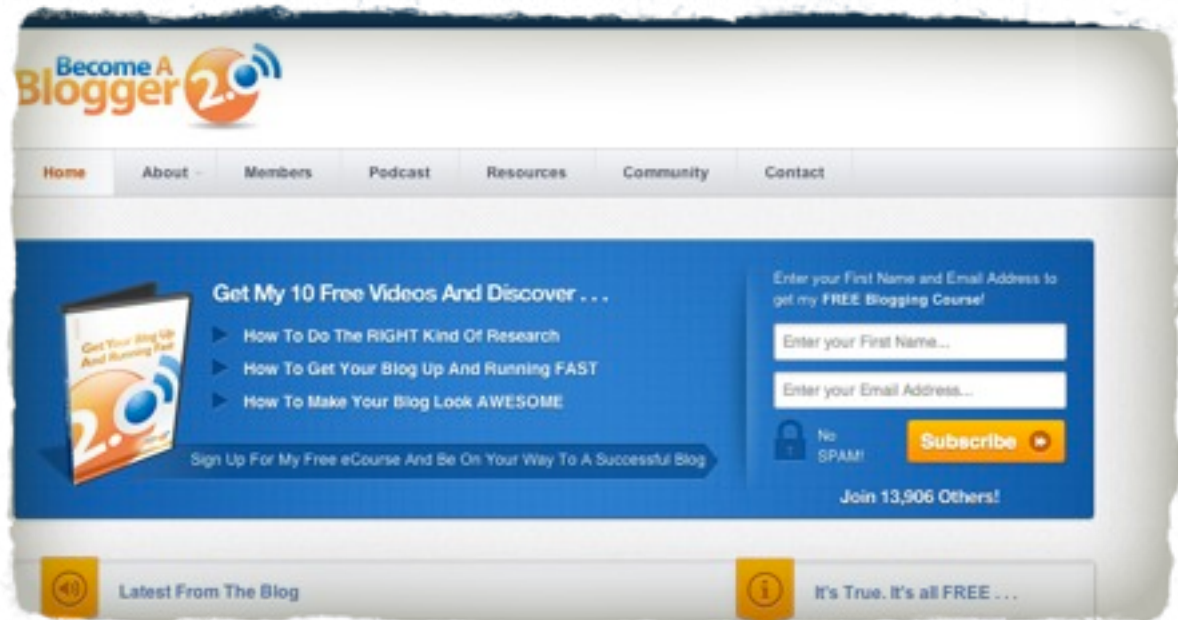
My first book got distributed to 77 countries

After this initial success, I thought I had it all sussed out, when I realised I had NO CLUE about how to run a successful online business. So, my little book business quickly floundered after it's initial success.

I then tried my hand at another online based businesses, but that one failed badly. I was at my wit's end. Here I was, following this adventure and promise of wealth and success, but yet could not even afford to go out for dinner with my wife or buy new clothes!

Finally, I decided to have one more crack at it...

For 6 more months, I focussed like a madman working exclusively on my next project, without ANY pay or income. And this is when I teamed up with another entrepreneur to create the Become A Blogger brand.



My first real successful online business - Become A Blogger

Within the first 2 weeks of launching, the business had over 10,000 subscribers, and a healthy \$20k+ income per month. It was life changing compared to the meagre income I was earning before that!

That business now has over 40,000 subscribers, and is one of the top blogging training brands in the world.

From there, I launched yet another online based business in the magic niche with a local magician.



Another successful video based business I launched with a business partner

The business was an “instant” success, and it’s videos on YouTube has now had many millions of views and tens of thousands of subscribers!

Next up, I started up my own video training business, teaching people everything I’ve learned about online business, and how I was able to get amazing success using YouTube.



My current blog with over 60,000 followers

My latest book, Rapid Video Blogging, has now been downloaded over 40,000 time from people all over the world. And the business is getting a ton of new subscribers every single day from people in over 167 countries.

Currently, I am working on a brand new startup at www.splasheo.com focussed on helping main stream video content producers create much better videos, and reach a much bigger audience. Even though I haven't been at it for that long, the Splasheo business already has over 13,000 subscribers, and growing by around 115 new subscribers per day!



A brand new video based business I've setup to help video content producers create better video

The reason I'm sharing all these results with you is not to impress, but rather to impress upon you the POWER of online video marketing.

So, inside this report, I want to share with you how I've done it and how keep on repeating my successes over and over.

I've developed, and personally tried and tested this formula over the last 7 years, and I now want to reveal it to you so that you too can follow in my footsteps and start making money in brand new, creative and fun ways!

Here's what you can expect to find inside this report:

- ❖ What video blogging really is, and how it can help you to **totally dominate** your niche... even in today's crowded blogosphere!
- ❖ An **extremely fast way** to create high quality, professional-looking videos, at a budget that MOST people can afford...
- ❖ How to set up one of the **most powerful online "structures"** to help you totally dominate your niche...
- ❖ A **never-seen-before content creation system** that will help you pump out video content as fast as Pop-eye the sailor man can say "spinach"!
- ❖ 16 tried and tested strategies to help you **get more views on YouTube**, build your blog traffic, and grow your email subscriber list at exponential rates...
- ❖ 3 secret ingredients to help you make your videos **go viral online**...

- ❖ A detailed explanation of a viral strategy you can use to help **grow your following** at break-neck speeds!
- ❖ Multiple ways you can use to **make money with online video...**
- ❖ And much MUCH more!

If you're serious about entering the new world of video marketing, getting lots of attention, making great money, and having heaps of fun in the process, I strongly recommend you take some time out of your day right now, and read this important report from cover to cover.

The information and strategies inside this report are ***extremely powerful***, and the sooner you can get started, the sooner you can move onto the next phase of your success online.

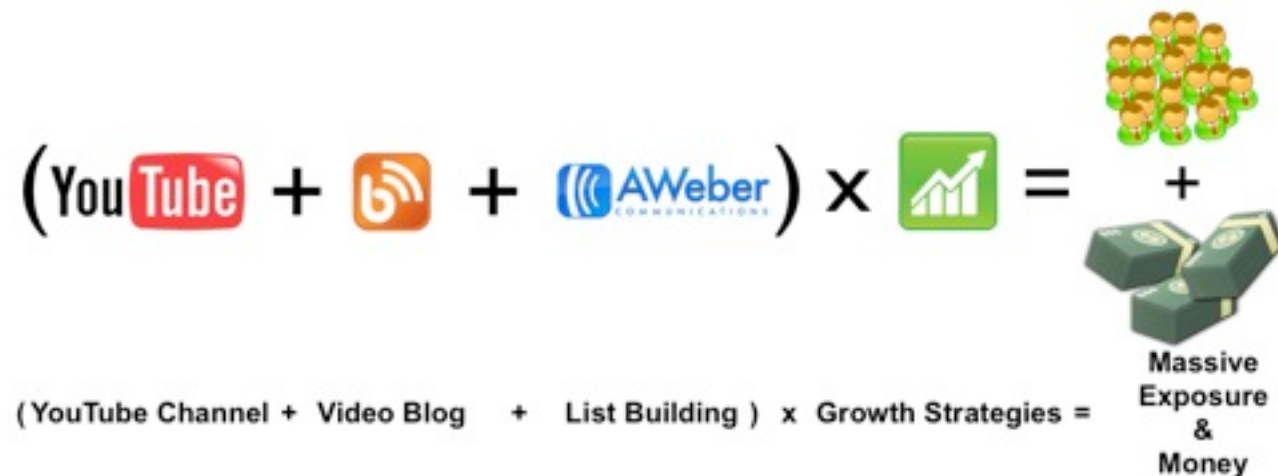
Stay visible!

Gideon Shalwick

RapidVideoBlogging.com

Introducing The Rapid Video Blogging™ System

When looking from the outside, the Rapid Video Blogging system actually looks very simple - and it also really is very simple! Here's a diagram that shows you graphically how it all fits together:



And in English...

Using a YouTube channel, in conjunction with a search engine optimised video blog, with a list building mechanism in place, and applying some clever online video growth strategies, you can get massive, worldwide exposure and start making a steady income!

Phew! That's a mouthful! But just look at the pictures above again - they may make it easier for you to see how it all fits together.

Ok, so how does this all work together?

- ❖ First, use YouTube for submitting great videos, building an audience of raving fans and building a steady stream of views.
- ❖ Second, direct the traffic you're getting from your YouTube Channel to your video blog or squeeze page.
- ❖ Third, set up a list building mechanism to capture the contact details of your blog visitors so that you can stay in touch with them and drive them back to your site over and over.
- ❖ And finally, apply some clever growth strategies for exponential growth and massive exposure to help you make a solid income!

Simple?

Yes, in concept, and all you have to do is just follow my steps and implement my ideas. It's totally worth it though, and what's great about this system, is that it can provide you with, what I believe, to be **the holy grail for any online business... long term, sustainable,**

targeted traffic to your site that you can then easily monetize in a number of different ways!

For the remainder of this report, I want to show you how you too can set up a sustainable, traffic generation system just like I did and how to monetize that traffic. I've created 7 easy steps you can follow for implementing your own Rapid Video Blogging™ system.

The 7 Steps For Dominating Your Niche Using The Rapid Video Blogging™ Method

There are 7 steps for dominating your niche using the Rapid Video Blogging™ method. Each of the steps build on each other, and it's therefore critical that you follow each one of them in the right order... otherwise you won't end up with the same results.

Here they are:

- ❖ Step 1 - Select The Niche You'd Like To Dominate
- ❖ Step 2 - Create High Quality Videos Fast And Easy!
- ❖ Step 3 - Set Up Your Video Domination Hub
- ❖ Step 4 - Add Powerful, Response Invoking Content Like Crazy
- ❖ Step 5 - Optimize The Heck Out Of Your Video Domination Hub
- ❖ Step 6 - Add Some Viral Video Magic
- ❖ Step 7 - Monetize Your New Asset

I'll now go through each of these 7 steps and explain in detail what you need to do for setting up your own niche-dominating Rapid Video Blogging system™...

Step 1 - Select The Niche You'd Like To Dominate

Before you get started with any kind of video production, or even setting up your own YouTube channel, **it's absolutely critical that you think carefully about the niche you'd like to operate in.**

The thing is, if you pick the wrong niche, you could end up wasting a lot of time going in the wrong direction. And I certainly don't want you to fall into that trap. **There's nothing worse than putting your heart and soul into a project, and never getting rewarded for your efforts.**

So, to prevent you from getting into the wrong niche and to make it easy, fun and straight forward for you, here are some things to keep in mind when selecting your niche...

The Hedgehog Model For Selecting Your Perfect Niche

When I interviewed a very well known online business owner a few years ago, I asked him what it was that influenced him to become so successful.

One of the things he shared with me was the **Hedgehog Concept for long term success** as described by Jim Collins in his amazing book "Good To Great".

You can purchase the book here:

❖ <http://gideonshalwick.com/good-to-great>

Since then, I've been applying that exact same model in my own life and business, and I believe strongly that's a big reason for my recent success online.

Let me quickly explain it to you...

Jim Collins did a massive amount of research to figure out what exactly it was that gave some companies that extra "edge"... that ability to get to a breakthrough point and totally dominate the niche they were operating in.

He identified 5 key things each of these "great" companies had in common. And one of them was what he called the "Hedgehog Concept".

He explained it as the intersection of three things...

- ❖ What you or your organisation are truly passionate about...
- ❖ Whether you can become the best at it in the world... or at least one of the best in the world...
- ❖ How you are able to make money from it... or as he calls it, your profit per "x"

Graphically, the Hedgehog Concept looks something like the image below...



Essential reading from Jim Collins - get this book ASAP!



The Hedgehog Concept For Helping You Find Your Niche And Becoming Super Successful...

Let's quickly look at each of these three areas as they relate to my Rapid Video Blogging™ method...

What Are You (Or Your Organisation) Truly Passionate About?

All right... out with it!

What are you truly passionate about?

Sounds like a simple question right? But the reality is that **so many people and organisations don't have a clue what it is that really drives them internally.**

And the reason for this?

My theory is that **each of us knows (or used to know) exactly what we are passionate about on an intuitive level at a very young age.** But the trouble is that we've been conditioned so much by our environment (like parents, siblings, friends, other peoples opinions, television, the media and a whole range of other things) that most us have forgotten what our true calling in life is.

And the only way back is to do some pretty deep (but very worthwhile) "soul searching" to peel away all of those years worth of conditioning... just to get back to knowing what we naturally love doing. And this can often be a very hard process to go through... for both individuals and larger organisations.

Jim Collins talks about how it sometimes took larger organisations up to 2 to 3 years to get clear on their Hedgehog Concept. Of course, for individuals it is MUCH faster since it's a much simpler process, and you're only dealing with one entity... YOU!

But the point is that you have to seriously start thinking about what it is that makes you or your organisation tick.



Another awesome book that's compulsory reading for long term success!

A really amazing book that I would recommend for this is “Your Life, Your Legacy” by Roger Hamilton. Inside his book, Roger helps you figure out **how to get into your natural flow state**... doing things that you are passionate about and absolutely love doing!

But just knowing what you're passionate about is not enough. There are two more dimensions to the Hedgehog Concept...

You can purchase the book here:

♣ <http://gideonshalwick.com/your-life-your-legacy>

What Can You Become The Best At In The World?

The second thing you need to figure out is the exact thing that you could become the best at in the world... or at least very competent at.

This dimension relates to your level of skill in a certain area, which is based on your passion.

For example, say you're really passionate about animals, and more specifically about dogs. An example of a core skill you could develop could be that of the hygiene of certain types of dogs. Over a period of time, if you focussed on it, you or your organisation could become one of the world's leading authorities on the subject.

And if you can achieve that, it's a very powerful position to be in.

To be successful though, this is still not enough. There is one more key dimension...

Is There A Way To Make Money (Profit) From It?

Finally, it's no use if you're operating in a niche that you're totally passionate about, and you've even developed a really strong skill in it, but there is not much potential for making money from it!

But don't worry, there are two really easy tests you can apply online to help you figure out whether your niche will be profitable or not. Basically, you'll need to figure out two things:

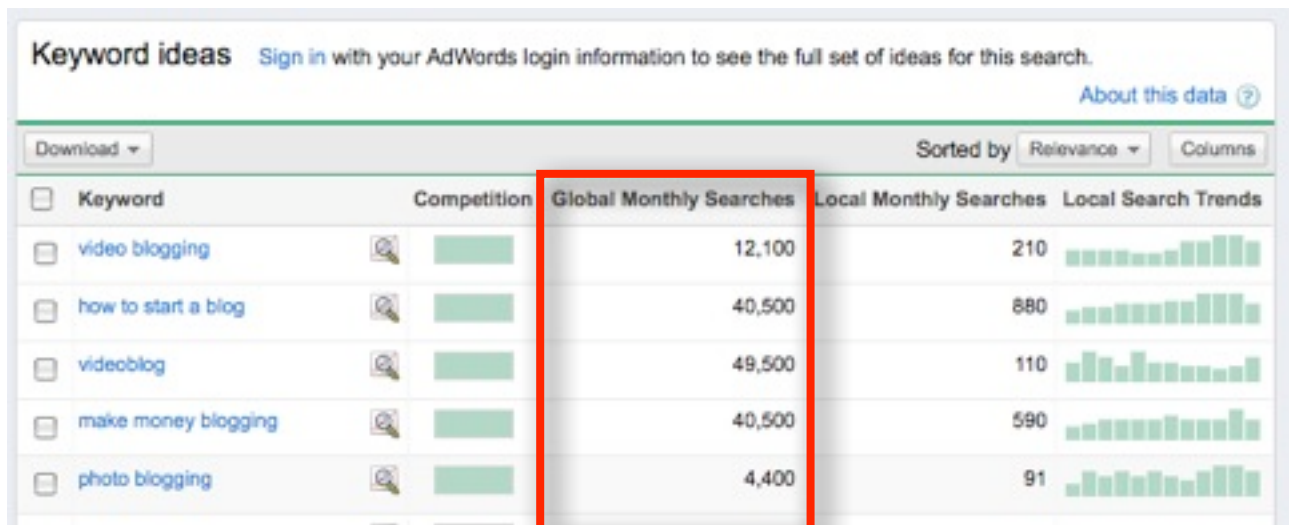
- ♣ Is there enough people in your niche to provide you with a critical mass?
- ♣ Do the people in your niche have money to spend or is there proof that they are already spending money in your niche?

Without the internet a few years ago, these two things were actually quite a hard thing to figure out. Luckily for us, it's pretty easy now.

Here is one of many ways to help you get some answers:











Use Google's keyword tool.

For the first part, to figure out whether there are enough people in your niche, use Google's keyword tool to figure out how many people are searching for the keywords that relate to your niche. For this you just look at the "Global Monthly Search Volume" column for the results related to your keyword phrases.

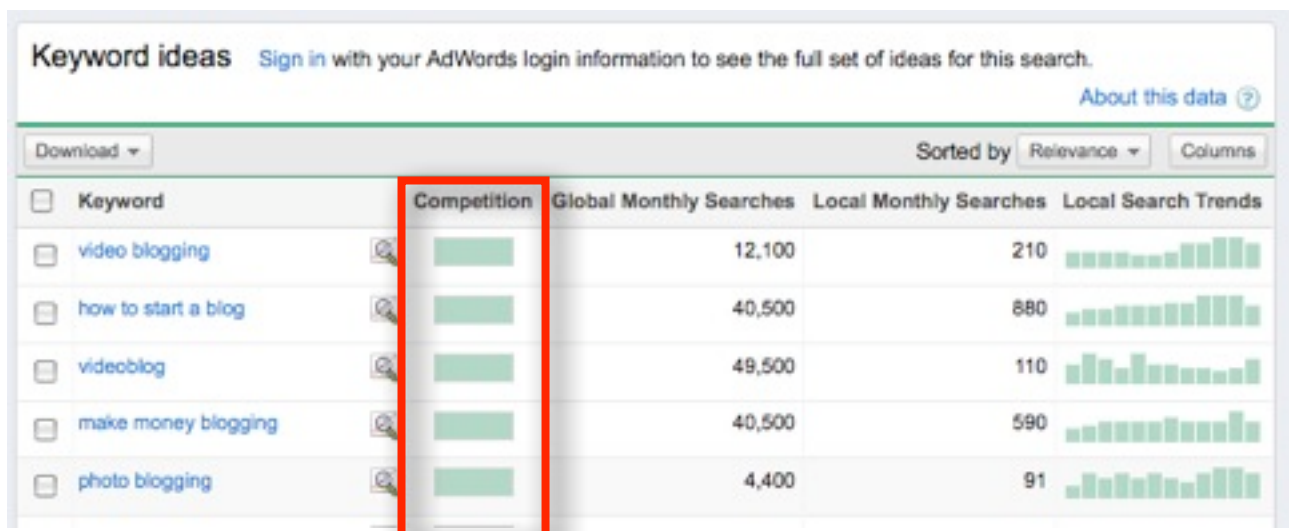


Keyword ideas Sign in with your AdWords login information to see the full set of ideas for this search. About this data ?

Download ▾ Sorted by Relevance ▾ Columns











Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
video blogging		12,100	210	
how to start a blog		40,500	880	
videoblog		49,500	110	
make money blogging		40,500	590	
photo blogging		4,400	91	

And for the second part, finding out whether people in your niche have any money, you can simply look for evidence that other companies are spending advertising money on the keywords in your niche. And for this, you simply look at the "Competition" column for your keyword phrases.



Keyword ideas Sign in with your AdWords login information to see the full set of ideas for this search. About this data ?

Download ▾ Sorted by Relevance ▾ Columns

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
video blogging		12,100	210	
how to start a blog		40,500	880	
videoblog		49,500	110	
make money blogging		40,500	590	
photo blogging		4,400	91	

You could even look at the Local Search Trends column on the right to give you an idea whether your keyword phrases are trending up or not. Very useful!

You can access Google's keyword tool here:

❖ <https://adwords.google.com.au/select/KeywordToolExternal>

Obviously this is not a fool-proof method for determining whether your niche will indeed be profitable, but it gives you an *indication*. The way it normally works for me, is that I have a gut feeling about a certain niche. I then do some very quick initial research to figure out

who else is operating in the niche, and make a decision whether I want to operate in it as well.

Not very scientific I know... but then again, for some things you simply just can't do any market research... new disruptive technologies like the computer being a good example of that.

Similarly, another thing to keep in mind with this technique is that it does not tell you which niche areas may become hot in the future. For example, before the iPad was invented, no one would have searched for it online. And of course, now it's a different story.

But I think you get the idea.

Niche selection is very important, but don't spend sleepless nights over it. The important thing is that:

- ❖ You pick a niche that you will love for sure...
- ❖ That you know there are enough people around who would be interested in it...
- ❖ And that there is a likelihood of making money from it...

A lot of this stuff you kinda figure out as you go... and you refine it until it meets your needs.

So, my best advice is to just get started. Even if you're not entirely sure which niche to select, just pick one and get started. You'll very quickly figure out all the "ins and outs" of your niche as soon as you start getting involved in it.

Once you're clear on which niche you should be operating in, you're ready to move onto the next step...

Learning how to easily create super fast and high quality online videos...

Step 2 - Create High Quality Videos Fast And Easy!

This is the step where the “rapid” comes into the whole equation of Rapid Video Blogging.

I’ll show you the simple and very affordable tools I use to create high quality videos at “the speed of thought”!

I suspect you’re going to love this step, because once you’ve seen my solution, you’ll realise that online video is now one of the easiest and fastest ways of creating compelling content online... yes, it even beats text content in my view!

But before I reveal my easy solution to you, let me share a few important things with you to help set the scene...

Speed Is Of The Essence If You Want To Succeed With Video

“It’s the fast that win the race, not the big...”

I’m sure you’re familiar with the story of the hare and the tortoise. While I understand the moral of the story, in the sense that it’s normally the slower and consistent workers who get the best results over the long term, I think **I may have stumbled upon a caveat in that old fable...**

Well kinda...

You see, what I’ve been able to figure out over the last 7 years online is that **speed is of the essence if you want to succeed online**. And it’s even more important in the fast changing online video world.

It’s about how fast you can implement your ideas and how fast you can go from concept to the realisation of your concept.



It’s the fast that win the race these days!

It’s no longer the bigger companies that dominate online... it’s the fast!

So, if you know how to get things done really fast online, I firmly believe that you will win the race... and yes, even beat some of the bigger slower companies out there!

I’ve figured out a **super easy way to create very high quality** videos that look, sound and “feel” like professionally produced videos... **at breakneck speeds**. And the best part is that all of it is on a budget that’s only a small fraction of what most other video people spend.

So, with my solution, you’ll be able to easily get your videos created **fast, at really high quality, and at a cost that suits your bank balance**.

Happy?

Why Your Videos Only Need To Be "Good Enough" And No More

Another thing I realised about video blogging, is that **your videos don't need to look like professionally produced Hollywood productions** to be able to have an amazing effect. They only need to be "good enough" for their intended purpose.

And for the kind of videos you'll be creating online, my method helps you create videos that are "good enough"... and then some!

*"...your videos **do not** need to look like professionally produced Hollywood productions..."*

But it's really easy (and fast), as you'll soon see.

So, before you get into this, just realise that your videos don't need to be perfect. And you're certainly NOT competing with Hollywood style productions. In fact, if your videos come across as too "professional", it could actually affect your results negatively.

BUT...

As YouTube has developed over the years, so has the production quality of videos. So, you do need to reach a certain "threshold" level of "good enough".

Your video audience online is totally different to the audience on TV. TV viewers expect Hollywood style productions, while people watching YouTube videos for example, expect videos with a real life component to them. Which makes it really easy, because it means you can just be yourself in the videos, and people will love you for it. I've tested this and the results speak for themselves!

How To Easily Create High Quality Videos At Breakneck Speeds

Ok, so enough talk... let's get our hands dirty and dig into the specific video production solution that I use for creating videos super fast and at really high quality... for both audio and video quality.

You'll need only a few bits of equipment, one software program, and an internet connection.

That's it!

To give you a taste of what you'll be able to do with this solution, here is a video I created that took me less than 30 minutes... ALL up!

♣ <http://gideonshalwick.com/white-background-video>

Pretty nifty huh?

Seriously, once you try out this solution you will be so excited about how easy it is, and how much fun it is, you won't want to stop creating your own little videos!

So, it's extremely simple and extremely easy to use, and **it will cost you WAY less than other solutions** on the market, but you'll still get comparable quality videos.

Here's what you'll need:

- ❖ A simple video camera, like the one on your smartphone (iPhone's are great!) or any other video camera where you can easily get the files onto your computer.
- ❖ A simple lapel microphone that you can plug into your smartphone or camera. For the iPhone, I've found a really awesome solution:
 - <http://gideonshalwick.com/eim-microphone>
 - <http://gideonshalwick.com/mic-ext-cable>
- ❖ Some kind of lighting solution - outside during the day in the shade, or inside with a normal lamp. (Of course you can use professional lights too, but lets just keep it simple for now.)
- ❖ I tripod of some kind to help stabilise your shots - I like using the iStabilizer products for this:
 - <http://gideonshalwick.com/monopod> (comes with smartphone mount)
- ❖ A fairly new computer - a PC or Mac with 2GB of RAM will do you fine.
- ❖ Simple but powerful editing software - Vegas Movie Studio HD for PC users and ScreenFlow for Mac users - around \$100 - of course, you can also use free solutions like Windows Movie Maker (for PC users) or iMovie (for Mac users), but I wanted to recommend the exact same tools I use...
- ❖ Get ScreenFlow here: <http://gideonshalwick.com/screenflow>

Here it is a quick video where I show you how I use this equipment in action:

<http://gideonshalwick.com/best-vlogging-equipment/>

And that's about it!

If you're just starting out with this, and you already have a computer, your total investment to get all the right equipment for Rapid Video Blogging™ will be minimal!

Normally, it could cost you anywhere between \$5,000 and \$20,000 to set up a professional video recording studio. But with my solution, you'll be able to get similar high quality results as the pro's... but **at a fraction of the cost!** Me likey!

A few years ago, a video of similar quality would have taken me around 3 hrs to create... 6 times as long! So, with my little solution, you can increase your video production speed by about 600%!

Not bad!

That's exactly what I thought when I first stumbled upon this solution. I really love it (as you can tell), because of the amazing potential it

"...with my little solution, you can increase your video production speed by about 600%!"

holds for someone who wants to **create high quality videos online *really fast***.

I would love to show you here how to do editing really fast too, but because the instructions are rather visual, it's better presented with video. And there's a special trick to it as well, that not many people know about.

Inside my Rapid Video Blogging™ Course, I show you exactly how I get all of these components to work together, and all the short cuts I use for getting the amazing results I've been getting.

If you're interested in learning how you can do it too by following my step-by-step instructions, have a look here:

❖ www.RapidVideoBlogging.com/join

Step 3 - Set Up Your Video Domination Hub

Once you know how to create super fast, high quality videos with ease, you're ready for the next step, which is to set up what I call your **Video Domination Hub**.

Setting up your Video Domination Hub will require a little bit of technical know-how, but don't let that put you off. **You don't actually have to do any of the technical stuff yourself**, and even if you really want to do it all yourself, I'll provide you with some resources that will help you with the process.

So, what exactly is a Video Domination Hub?

Let's dig into it...

What Exactly Is A Video Domination Hub?

In it's simplest form, your Video Domination Hub will look something like this:



And in words... your Video Domination Hub is the combination of three things:

- ❖ Your YouTube channel
- ❖ Your video blog
- ❖ And your list building mechanism

This is how it works...

You use your YouTube channel for attracting a lot of attention, using my Rapid Video Blogging™ method, direct that attention to your video blog, and then use your list building mechanism to capture the contact details of people who visit your video blog.

Simple really.

But alas... **the devil is in the details!**

Don't worry though, I'll share my strategies with you inside this report... enough to get you started and seeing for yourself that this is the best way yet to build a massive following online.

It will all make sense very soon...

Next, I'll give you some tips for setting up your YouTube channel, your video blog and also your list building mechanism.

Tips For Setting Up Your YouTube Channel

Setting up your YouTube Channel is pretty straight forward. Just go to YouTube.com, create a free account, and you're away!

However, there are a few things you'll need to do to make sure that it's optimized and that it will give you the best chance possible for getting found on the YouTube and Google search engines.

Therefore, here are few tips for making sure you set up your YouTube channel to give you the best chance of success:

Get A Channel Name That Makes Them Come To You

When selecting the name of your channel (it is the same name as your username that you use when creating your account), think carefully about it before you choose something

*"...make sure that your YouTube channel name **contains the main keyword phrase** that you potentially want to rank for."*

random. Your channel name is similar to the domain name of your website. Not only does it need to be memorable, but if you can, **make sure that it contains the main keyword phrase that you potentially want to rank for.**

All this helps for ranking better in the search engines for your keywords. For example, say you're in the dating industry, instead of choosing a user/channel name like spacedude777, rather pick something like DatingForTeens. Your YouTube channel address will then be:

❖ www.youtube.com/user/DatingForTeens

This also increases your chance of getting clicked on more often. For example, if someone in the dating industry sees both the above channel names side by side, which channel do you think they are more likely to click on?

Do some keyword research first, to make sure you create a channel name that is both keyword rich, but that also makes sense in English for your future audience.

You get the idea...

Build Instant Rapport And Keep The Search Engines Happy

Ok, this is something that VERY few people do well. I'm talking about adding the right kind of information about yourself and your business to your channel.

There are two main reasons why this is extremely important:

- ❖ If you have the right kind of content on your channel, you'll be able to build instant rapport with anyone new who visits your site.
- ❖ And at the same time, you'll also make sure that your channel will rank for the keyword phrases that you'd like to rank for in the search engines eventually.

At first this may not seem like a big deal, but the longer you keep your channel, and the bigger your following becomes, and the better your Google Page Rank becomes for your channel, the more your videos will start appearing at the top of both YouTube and Google search engine results.

Make sure you enter as much detail in your channel fields as you possibly can, and also make sure you add all the tags (keywords) that you want to rank for eventually, even though you may not rank for them just yet.

Get A Decent Looking YouTube Header So You Look Like A Pro

This one is not the "be all and end all" of your success with YouTube. But it's still important to get right.

Having a great looking YouTube Channel header is just one of the ways that you can set yourself apart from everyone else. I've actually noticed that you don't have to do all that much to stand out from the crowd. You just need to do that little bit extra, and it can make a big difference.

*"...you don't have to do all that much to stand out from the crowd. **You just need to do that little bit extra, and it can make a big difference.**"*

You can either get a professional design done for you, or you can just grab some free ones and upload them to your site.

Easy.

Here is a cool resource you can use for this:

- ❖ Professional custom made channel design - submit a project at www.99designs.com

To upload a new header to your channel, log into your account, then go to your channel page, then look for a button or a link that will allow you to upload your new channel art/graphics. YouTube changes their interface all the time, so I don't want to create a graphic here and then 2 weeks later it's outdated lol!

Don't agonise over your channel header too much though - you can always change it in the future. But just get something up that looks professional or semi-professional so you can move on with setting up the rest of your Video Domination Hub.

There are a number of other cool things you can do with your YouTube channel to make sure that you have it set up correctly, giving you the best chance of success. Inside my Rapid Video Blogging™ Course, I talk more about each of these things, and show you step-by-step how to set everything up.

Tips For Setting Up Your Video Blog

Blogging has now been around for quite a few years. And it seems that today every man and his dog has a blog. So the big question is...

"Is it still possible to build an authority blog in today's competitive blogosphere?"

And the answer is...

Yes, it's still possible, but it's a LOT harder than it used to be... with text based blogs in any case.

There are just SO many blogs out there covering almost every topic you can think of. And creating your own blog now seems like you'll have to do A LOT of catching up before you'll even stand a chance to get noticed on the blogosphere.

But...

This is not the case for *video* blogging, as Jay Jay and I discovered for our video blog at FreeMagicLive over the last 12 months.

What Exactly Is A Video Blog?

Well, it's not actually that much different from a normal text based blog, except that the content for a video blog is predominantly video, or a combination of video and text (more on this later).

But the point is that because video is, or at least used to be, more difficult to create than text (I believe the opposite is now true of course), less people get into it. And another reason is because of search engines - many text bloggers still think that they have a monopoly on getting search engine rankings because the Google algorithm can't search text inside videos.

Well, that's all changing now with Google's advanced voice recognition algorithms. While not perfect, it's pretty darn good at automatically transcribing your video into searchable words... **words that could very soon rank inside Google and YouTube's search results!**

[Slight geeky aside here: Apparently it's a good thing to include your main keyword phrases at the start of your videos. There are rumours that Google actually decipher those

first few words and use it as part of their indexing! Yes I know... this is super geeky stuff here. But also controversial, slightly mysterious and known only by true video geeks!]

Cool huh? Told you there's lots more cool stuff to come!

Ok, but so what?

Google may be searching for text inside your YouTube videos, which is cool for SEO on your Youtube videos and channel, but how does that actually help your video blog for search engines?

Well, there's an easy workaround for this - **simply transcribe your videos, and post the text below your videos on your video blog**. That way, you keep both the search engines and your viewers happy.

For an example of this, check out my personal blog at www.GideonShalwick.com.

While the transcribing thing with Google and YouTube is still in it's experimental stages, this is certainly something to keep an eye on over the next couple of years.

But what about your actual blog? What are some key tips for setting it up?

Before I tell you, just a quick note for those people who already have a WordPress.org blog set up and running:

If you already have a WordPress.org blog set up and running, there's no need to start a totally new blog just for your video blog, given that you want to operate in the same niche.

You can use your existing WordPress.org blog and just start applying the concepts I'm teaching inside this report. That way you take advantage of any work you've already done on your current blog and any page rank you may have already earned.

But if you don't have a blog yet, or you want to set up a new video blog to apply what I'm teaching inside this report, here are some great tips:

Set Up A Self Hosted WordPress.ORG Blog To Help You OWN It All!

There still seems to be much debate (among beginner bloggers) as to which blogging platform is the best to use. To me, there is really no contest.

*"...the Wordpress.org blogging platform along with all it's customisations and plugins is **THE BEST solution** for setting up a video blog.*

In my view, the Wordpress.org blogging platform along with all it's customisations and plugins is **THE BEST solution** for setting up a video blog.

I still get people asking me regularly whether just a free hosted WordPress.com or Blogger blog will be ok. And my answer is always a resounding NO!

Why?

Because, when you're hosting your blog on a free service, you don't actually own your blog or it's content. In other words, if your free host one day decides to close down, or cancel your account for whatever reason, you can lose all your hard work overnight.

This has actually happened to some of my students, and it's a very sad thing to see someone's blog getting totally wiped out overnight just because of some silly policies from the free hosting service.

So, just bite the bullet, pay the extra 10 bucks a month and host your own WordPress.org blog. It's not a big deal in the big scope of things.

Sure, it may take a little more effort to get set up and customised, but over the long term **it's totally worth it**, because you'll own it and you'll have full control over what happens to your blog.

You can either install WordPress yourself, or get someone who's technically qualified to set it all up for you.

My recommendation is that you get someone else to set it up for you. That will just make your life so much easier and will help you focus on the more important aspect of video blogging... creating powerful content!

But if you insist, you can get access to a set of 10 FREE videos that show you, step-by-step how to set up your own self hosted blog with WordPress.org. You can access them here:

❖ www.becomeablogger.com

Install The World's Best Theme For SEO To Help You Rank In Google With Little Effort

Once you have your WordPress.org blog installed, the next thing I recommend you do is to install the world's best theme for search engine optimisation... imho (in my honest opinion) at least!

It's called the [Thesis Theme](#), and since it's introduction it has penetrated the blogosphere to a huge degree, so much so that even some of the biggest internet marketers in the world are using the exact same theme!

It does cost money though, but hey, this is about setting up a long term sustainable business right? So wouldn't it make sense to get the best possible tools?

You can get your own copy here:

❖ Get the Thesis Theme here: <http://gideonshalwick.com/thesis>

The other really cool thing about Thesis is that you can customise the look and feel of your blog quite a bit, **without touching the core theme files**.



WordPress - the best blogging platform around...

What this means is that you can easily update the look and feel of your blog at any stage, without installing a new theme, and thereby risk getting SEO penalties.

Install These Powerful Plugins To Optimise Your Video Blog Even Further

The [Thesis theme](#) is pretty cool already when it comes to being optimized for SEO and other features. But there are a few great plugins you can install that can help a lot to increase the usability of your video blog... especially applied to having videos on your blog. Here are my favourites:

Basic MUST HAVE Plugins:

- ❖ The Subscribe To Comments Plugin which allows people to subscribe to your blog comments and keep on driving them back to your site - <http://wordpress.org/extend/plugins/subscribe-to-comments/>
- ❖ The WWSGD Plugin that allows you to put a box with either your RSS link or any link of your choice to new visitors to your video blog. This can help greatly with increasing either your RSS subscribers or even email subscribers when you link straight to your optin page. More on this later - <http://richardkmiller.com/wordpress-plugin-what-would-seth-godin-do>
- ❖ The Akismet Plugin which is simply a MUST HAVE plugin if you want to get rid of comment spam. And trust me, you WILL get comment spam - <http://en.wordpress.com/api-keys/>
- ❖ The Sociable Plugin which is great for helping your audience spread the word about your great video blog posts - <http://wordpress.org/extend/plugins/sociable/>
- ❖ The TweetMeme Plugin which is a crazy cool plugin that lets your video blog readers easily retweet your posts. This is amazing for getting extra traffic to your videos - <http://wordpress.org/extend/plugins/tweetmeme/>
- ❖ The FaceBook Like Button Plugin that allows FaceBook users to vote for your posts, and it also ads your post links straight to everyone's FaceBook page whenever they vote for you post. Another great traffic getting plugin - <http://wordpress.org/extend/plugins/facebook-like-button/>

Video Blogging Specific MUST HAVE Plugins:

- ❖ The LeadPlayer plugin that makes your videos look awesome on your video blog, and lets you insert really cool calls to actions like clickable links and optin forms - go check it out here: <http://gideonshalwick.com/leadplayer>
- ❖ The Genki YouTube Comments Plugin which automatically ads comments from your YouTube videos straight to your blog posts. This is great for SEO, social proof and buzz - <http://wordpress.org/extend/plugins/genki-youtube-comments/>

These are some of the most useful plugins I've found for using on my video blog. There are literally thousands of different plugins out there. But don't get too distracted with these.

Your video content is more important than any of the fancy plugins you will ever use. But they do help in the long run. Just keep that in mind.

Tips For Setting Up Your List Building Mechanism

If you've been involved in Internet Marketing in some shape or form, you'll know how important it is to build your email subscriber list for the success of your online business.

The catch phrase normally goes:

"The money is in the list!"

... referring to the fact that you can most easily make money from email marketing.

But even though it's a great catch phrase, it's not complete. I strongly believe that:

*"The money is in both the list, **AND** the relationship you have with the people on that list."*

Basically, people buy stuff from people they like.

*"The money is in both the list, **AND** the relationship you have with the people on that list."*

And that's why I think the Rapid Video Blogging™ method is so particularly useful for this. Not only does it help you get traffic to your site and build your email list, but at the same time, because it uses the medium of online video, **it automatically helps you build an extremely strong bond with the people on your list.**

By the time your subscribers get your first email or newsletter, they may have seen you multiple times on your videos. And whenever they receive an email from you, they will always look forward to opening your email and consuming your content.

I have been getting spectacular open and click-through rates for my emails - evidence, that the people on my lists have a great relationship with me.

Building your own email subscriber list is one of the most powerful things you'll ever do, and not only will it allow you to keep on driving people back to your site over and over, but **you'll also set up a much more sustainable long term online business.**

What To Do If You Don't Have Anything To Give Away

One of the best ways of building your newsletter subscriber list is to give something of great value away for free, in return for people's contact details. This is a pretty old technique that still works extremely well even today.

But what if you don't have a free resource that you can give away?

This is especially apparent for people just starting out, or even if you're a seasoned marketer creating a new video blog.

The answer is simpler than you think.

Give away a promise.

That is, give away a promise of delivering a resource some time in the future. I normally do this by telling people that I'll add them to my early notification list and then let them know as soon as my resource is complete. When I first created my video blog at

www.GideonShalwick.com I did not have anything to give away, except for a promise to deliver this report that you're reading now, some time in the future. And even though there

*"...you might as well start building your list **as soon as you can.**"*

was no immediate gratification for people to sign up, I was still getting signups!

My reasoning is that you might as well **start building your list as soon as you can**. And, at the beginning, right after you've set up your Video Domination Hub, you most likely won't have anything to give away, and that's when this strategy makes sense.

Of course, with an actual free resource, you'll get more people opting in. The better your free resource, the more people will talk about it to their friends, and eventually the more people will sign up to your newsletter.

Another great idea, if you're short on time, is to create a quick series of, say 7 videos, using my super fast video creation method, and then get people to sign up for those. That's what we did for FreeMagicLive when we were just starting out. We did not have a free report until about 6 months into the project, but the free video series helped us build our list to about 5,000 people. **The videos only took us about one day to create, so it was totally worth it!**

So far, my most successful free resource has been in the form of a valuable free report or ebook - one just like the one you are reading now! My aim with free reports like this one is to pretty much blow people away with the calibre of the content. Content that you'd normally have to pay for. In fact, I often get my subscribers asking me whether they were supposed to pay for my free report, because they could not believe that it was actually free!

That's exactly the kind of response you want from your free resource, because not only does it make you look like an expert, but it also helps you build amazing trust with your audience.

Which leads me to the next step... adding powerful content to your video blog. I've developed a very unique process that will help you ramp up your video content creation even more!

Step 4 - Add Powerful, Response Invoking Content To Your Channel

If you've been running an online business for a while, one of the most common phrases you'll hear people say is that "Content Is King".

That's true, but just as you get different kinds of kings in the real world, you also get different kinds of "kingly" content on the internet.

For example, King Arthur has a considerably higher status than the King of Beer Drinking (although some would probably debate that too!).

In the same way, **some content is better than other content**. And in my view, with the advancements that has been made over the last few years on the internet, **the best kind of content is online video content**.

*"...with the advancements that has been made over the last 4 years on the internet, **the best kind of content is online video content.**"*

Why Is Video So Much Better Than Just Text Or Audio?

Here are 5 really good reasons...

Reason 1 - It's Easier For Online Video To Go Viral

Because of the nature of online video, it's so incredibly easy to just grab the embed code of any video on YouTube or other video sharing sites, and post it on your own blog, or send an instant message or email to all your mates with the video link inside it.

Trying to do this with text or audio is quite a bit harder. In fact, I don't really see that happening at all, not to the same degree as it happens with video anyway.

Reason 2 - Online Video Can Be Repurposed Into Both Audio And Text Content

Once you've created a video, it's easy as pie to repurpose it as both audio and text. You simply extract the audio from the video as an mp3 file, and then you transcribe the audio into text.

Wham! Instant content! So easy and so fast!

Reason 3 - Online Video Helps You Connect Better With Your Audience

Let's face it... **text is no match for carrying across your personality the way that video does**. You simply cannot connect as well with text as you can with video on your website. Ok sure, some people still prefer consuming text to watching video, but that's a different discussion.

Hint: people who don't like watching videos are not your target market in any case... so don't worry too much about them complaining.

Reason 4 - Online Video Ranks Better In Search Engines

Whenever someone grabs the embed code of your video, and ads it to their website, not only does it give you extra views on your video and gets more traffic back to your site, but **it also provides you with a backlink to your video**, increasing the chances that it will rank inside search engines.

Did you just get that?

Whenever someone embeds your video on their site, it gives you a backlink back to your YouTube video! **The more of these you get, the easier it is to rank inside both the Google and YouTube search engines.**

In fact, I've done multiple tests on specific keyword phrases, and with only a few links back to my channel from the video embed code, I would get first page on Google. Nice!

Trying to do the same with text will take you MUCH longer and MUCH more effort. No contest. And what's even cooler about all this, is that **it's even easier to rank well in YouTube than it is to rank on Google** - and YouTube is now been the second biggest search engine online for quite some time!

Think about it... This is HUGE!

And don't forget that, because you have video on your blog, it generally means people stay on there for longer, which in turn makes you look good in the eyes of Google.

Reason 5 - Online Video Has A MUCH Higher Perceived Value Than Text Or Audio

This final reason is really a no-brainer. Video simply has a much higher perceived value than text or audio. And the proof can be seen all over the internet with video products fetching MUCH higher prices than just text and audio products.

Why is the perceived value higher?

Because people still think that it's harder, and that it requires more resources and money to create video products. And hopefully by now you know the truth about that.

See why I'm saying it's a no-brainer? In my view, video products are easier to create than text products, and it has a higher perceived value. Together, those two things can give you incredible leverage.

*"In my view, **video products are easier to create than text products, and it has a higher perceived value. Together, those two things can give you incredible leverage.**"*

There are plenty more reasons, but I'm sure you're starting to get the picture.

Why You Should Create Fresh New Content Often

Write this down and put it in front of you somewhere where you will see it all the time:

High Quality, High Frequency Submissions WILL, Over Time, Demolish Your Competition.

Combining high frequency video submissions with a bit of time will wipe out your competition sooner than you think.

Napoleon Hill talks about persistence and how it's one of the keys to success in any undertaking. This is it. This is the way you do it

It requires persistence yes, except, it's fun and easy using my super fast video creation tips I mentioned before.

It's a bit like trying to demolish a huge block of concrete with one little sledge hammer. You just keep tapping away lightly, and initially you don't see any signs of making even a dent in the concrete. But then, because of breaking the inner structure of the concrete, little by little with each tap, it eventually comes crumbling down with one final tap.

In other words, by quickly and easily submitting videos regularly to your YouTube channel and video blog, you will start dominating your niche before you know it!

The best part of all this is that the process is actually fun because it's so easy and fast. And throughout it, you get to know your audience extremely well and figure out exactly what their needs and wants are... putting you in an excellent position to create solutions that they'll want to reward you handsomely for!

Six months after starting the FreeMagicLive project, we didn't even feature on the first 10 pages of Google for the keywords "free magic tricks". **And within about 6 months we started ranking on the first page of Google!**

And all of this is because we have been persistent in adding content to both our YouTube channel as well as our video blog.

*"Add new videos to your YouTube channel and video blog **as often as you can, for as long as you can.** This is a sure-fire way to eventually **dominate your niche online.**"*

The moral of the story?

Add new videos to your YouTube channel and video blog as often as you can, for as long as you can. This is a sure-fire way to eventually dominate your niche online.

Powerful stuff this.

Next up is a powerful process that I've fine tuned over the last few years. This simple process will help you get the exponentially increase the "rapid" into Rapid Video Blogging™... even more so!

The Domination Content Creation Process Revealed!

Anything I've ever done successfully online used some kind of a tried and tested formula, system or process. And it's no different to the content creation process for Rapid Video Blogging™.

It's important to have a process in place because it helps you systemize everything you do, which in turn helps you get the same fast and high quality results every time. It also provides you with a kind of a "map" so you don't have to think about where to go next. You just follow the steps.

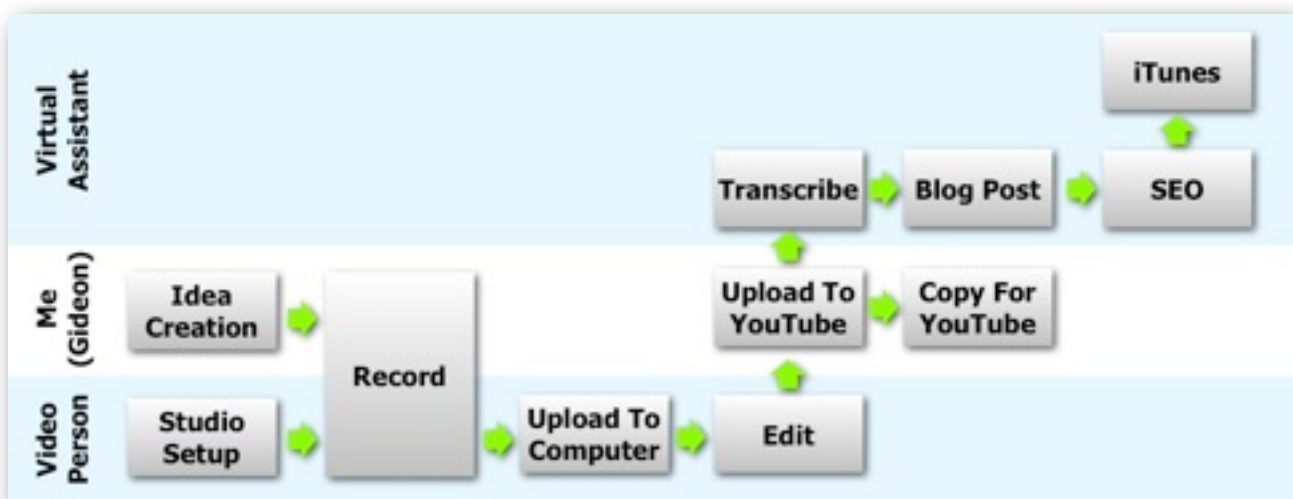
Another really cool thing about having a process in place where all the different tasks and activities are clearly defined, is that you're able to outsource some of it, freeing yourself up to focus on the important things in your business.

And this of course means that the process becomes even easier and faster because you don't actually have to do all that much yourself!

Before I explain the process, just keep in mind that this is a process that works for *me*. Of course you are welcome to use the exact same process, but you may want to tweak it to make it optimum for your own situation.

Ok, here is a very simple diagram showing you the main things that need to happen for each and every video that I create. Don't get freaked out because you see so many different boxes... they're all pretty simple, and remember that **you don't have to do all of it yourself** (but you can if you wish - that's in fact how I started out). As you can see from my example, I've divided the tasks into three "channels", one for each person working on the project.

The top "channel" is for my virtual assistant, the second "channel" is for me, and the third channel is for my video person. So, as you can see, at the moment, I pretty much just "turn up" for the recording part, and also help a little with adding the copy for my videos. Everything else gets taken care of by someone else, freeing me up to spend time on other activities of my choice.



My Domination Content Creation Process

Let's look at what each of these boxes mean...

Idea Creation (Me)

The whole process kicks off with Idea Creation. This is normally where I start thinking about my next video, which includes any research, brainstorming, mind mapping and the creation of any Powerpoint slides that I may want to use inside the video.

Studio Setup (Video Person)

While I'm getting all my creative ideas together for the video, my video person already starts setting up our home studio and gets ready for the recording. This includes setting up the camera with a tripod, any lights that we may need, the laptop as a teleprompter if needed, and making sure that the recording area looks respectable.

Record (Me And My Video Person)

Next up is recording. And this is where I pretty much just get in front of the camera, and start doing my thing, while my video person hits record on the camera.

Upload To Computer (Video Person)

Once we're happy with our recording, my video person goes ahead and uploads the video files from the camera onto the computer where the editing will take place.

Because we're using this simple setup with smartphone or similar kind of camera, this stage is extremely fast compared to traditional video cameras and audio equipment - no laborious and frustrating video tape or huge files!

Edit (Video Person)

Then my video person goes ahead and does the editing, and afterwards, exports the edited version of the recording to the right format. Of course, I'm just lazy, but there is no reason why you can't do all the editing yourself. It's pretty easy and fast once you know how to do it.

YouTube Upload & Copywriting (Me)

Ideally I would like this task to be done by someone other than myself, but because the copywriting that goes with my videos is so essential, I normally take care of this part. One day, once I've trained up my video person, or someone else with a natural knack for copywriting, I'll just get them to take care of this task as well.

Transcribe (Virtual Assistant)

Once the video is uploaded and I've added all the right copywriting to the video, my virtual assistant can convert my YouTube video into an audio file, and either do the transcribing themselves or sends it off to one of my favorite transcribing services, Words Into Profits at www.WordsIntoProfits.com.

But you can actually just do this step yourself too. Because your videos won't be all that long on YouTube, it won't take you heaps of time to quickly transcribe it.

Blog Post (Virtual Assistant)

Once the transcription is ready, my virtual assistant can go ahead and create a blog post with the video, as well as the transcript text below the video. Here's a typical example on my personal video blog:

❖ <http://gideonshalwick.com/leadplayer-review/>

iTunes (Virtual Assistant)

If appropriate, my virtual assistant will also create a special iTunes submission for that video (see next section), to give me extra exposure there. This is an area that shows A LOT of potential. Especially now with all the cool Apple products on the market.

SEO (Virtual Assistant)

Finally, my virtual assistant will go through our normal process of optimising the video blog post as well as the YouTube video page for search engines. This, for example, will include things like adding my posts to social media sites like Facebook and Twitter.

So that's my whole process in a nutshell!

I do realise that there are quite a few steps there, and at first it may come across a little daunting. **But trust me, once you've gone through it a couple of times, and you start outsourcing other tasks where you don't HAVE to be present, the process really becomes SUPER fast!**

At the end of it, you've done more in terms of great content creation, search engine optimisation and getting traffic from alternative sources than MOST other people online!

This is part of the reason why my system works. Not many people know about all these steps, and therefore your competition is pretty slim.

The results speak for themselves, so try it out and see for yourself!

How Steve Jobs Can Help You Dominate Your Niche Even Further



Steve Jobs leading the Apple revolution...

One of the steps inside my Domination Content Creation Process was to get my videos into iTunes as a podcast.

Not many people are taking advantage of this amazing opportunity, and to be honest, it kind of boggles my mind why not!

I guess most people just put it in the too hard basket, but if you set up your domination hub the way I show you, you're in a really amazing position to dominate your niche on iTunes as well.

For GideonShalwick.com, my podcast has now been ranked #1 on iTunes for YEARS! And in the magic niche, while it

was still running, our FreeMagicLive podcast ranked #1 in a VERY competitive niche!

Just think about..

The way that iTunes is growing is incredible. And with the introduction of the iPad, things are only going to ramp up even more. **There are some incredible marketing opportunities here, that VERY few people are taking advantage of.**

iPad Tip: When creating your videos, make sure you export them as HD (high definition) videos. That way, when people watch your video on their iPads, your videos stand out from the crowd... which once again will give you that extra edge over everyone else.

This is just ONE more way that you can dominate with online video.

That's the content creation process. Once you've got all your components of the process set up and streamlined, you'll be surprised at how much faster you can create content for your Video Domination Hub!

Next up is the "active" ingredient of the whole Rapid Video Blogging™ process - **a set of powerful growth strategies wrapped up in a solid system for helping you grow your exposure exponentially...**

Step 5 - Optimize Your Video Domination Hub

Ok, you're getting to the crux of Rapid Video Blogging™ now...

Inside this section I'll show you some of **my most powerful and most effective strategies** for leveraging your Video Domination Hub to help you **get masses of traffic** and to **grow your email subscriber list** at breakneck speeds.

I've come up with three very unique and powerful concepts that will help you leverage YouTube, your blog and your email list to it's fullest potential. I've never seen anyone else talk about these concepts in this way, so as far I can tell, you're the first to hear it from me. The three concepts are:

1. The YouTube Beach Head Strategy
2. The Video Domination Matrix and
3. YouTube Growth Strategies

I'll now reveal each one of these concepts so that you too can "get" YouTube marketing and get some pretty powerful results...

The Secret Of The YouTube Beach Head Strategy

My YouTube Beach Head strategy is something that I've developed using the "Beach Head" idea from a very influential hi tech marketing author, Geoffrey Moore. Let me quickly explain the concept...

Any new product has a life cycle in the market place. Normally, it starts off with a small number of sales, if successful, goes through a rapid growth phase, and then tapers off until not many sales are taking place any longer. The diagram below shows the adoption rate of a new product in a market:



The traditional product adoption lifecycle

There are four kinds of customers in the life cycle of new products:

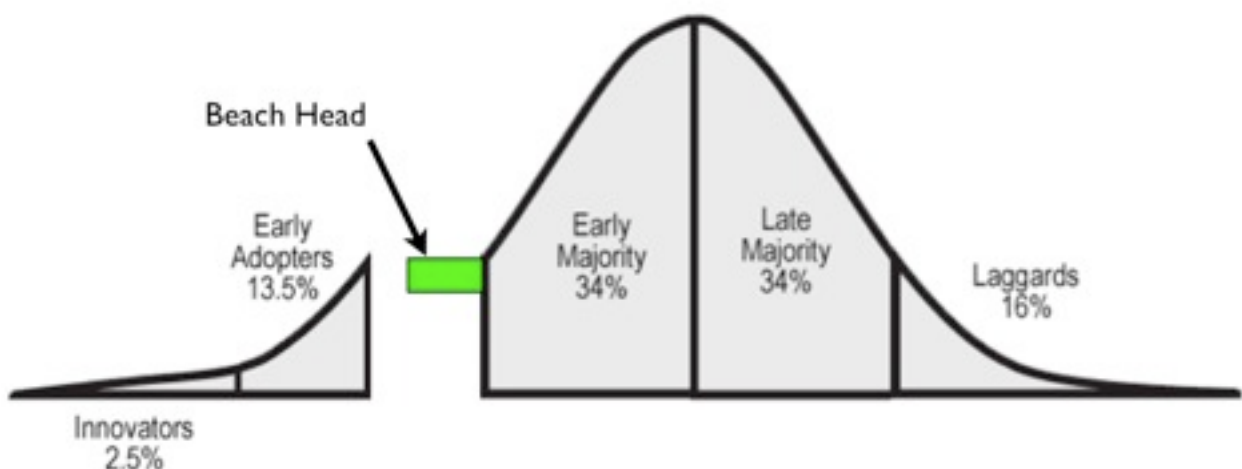
- ❖ The first kind of customers to buy new products are known as “Innovators”. They’re the kind of people who really love anything new. The people who always get the new “toys” before anyone else.
- ❖ Following close second are the early adopters, who are not too different from the innovators, but they do wait a little longer for the initial bugs of the new product versions to be sorted out first before they buy.
- ❖ Then, there’s the early and late majorities, who are part of the largest part of the market - around 70%. And this is where most companies make most of their money. If you can reach this part of the market, you’ve reached, what Malcolm Gladwell (another very influential author I recommend you follow) calls The Tipping Point.
- ❖ And finally, the “Laggards” only buy “new” products once they’re not new any longer... or they are kind of forced to start using the new technology. This reminds me a little of my parents and the remote control of the VCR- hehehe!

Now, here’s what Geoffrey Moore discovered...

He figured out that **MOST hi tech companies fall into what he calls “the chasm”**, which he defines as the “space” between the Early Adopters and the Early Majority. This is the point at which most hi tech companies fail because they run out of their initial spurt of customers, and hence money.

What Geoffrey also figured out was that all of the companies who managed to get into the Early Majority had one thing in common... what he called a Beach Head.

This was simply one big player in the Early Majority that started using the company’s product. And because these bigger players were normally perceived as trustworthy players in the market, it would create a lot of social proof in that market, and as a result, heaps of other companies would jump on the bandwagon and adopt the new technology.



The Beach Head Concept from Geoffrey Moore

In other words, the companies that succeeded with the Early Majority and reached that “break through” point that Jim Collins talks about in “Good To Great”, all had some “help” from a big player that they piggybacked on.

The secret for these new companies was to focus ALL their attention on that single ONE big player until they would purchase their product.

Focus was the keyword.

And that’s exactly the way I look at YouTube. **It’s a BIG player that you can use as a leverage point to help you reach YOUR “Early Majority.**

And the keyword here too is FOCUS.

In other words, what I’m saying here, in a long winded way, is that **you have a MUCH better chance of succeeding with Rapid Video Blogging™ if you just focus on ONE big video sharing website... and YouTube is the obvious choice.**

This means that you don’t worry about all the other video sharing sites. They can be great for some uses, but...

YouTube is HUGE!

“...you have a much better chance of succeeding with Rapid Video Blogging™ if you just focus on ONE big video sharing website... and YouTube is the obvious choice.”

And if you focus your attention on YouTube and it’s community there, you will get results MUCH faster than spreading your attention over several video sharing sites.

So, my advice: forget about all the other video sharing sites (initially at least) and just focus all your attention on making YouTube work for you for traffic in particular.

And that’s the YouTube Beach Head Strategy (thanks Mr Moore!).

Enter A Different Kind Of Matrix To Help You Nail Your Niche

Now comes something that I’ve developed and fine tuned over the last few years that has helped me apply incredible focus to what I do online with YouTube.

It’s called the Video Domination Matrix, and it uses 4 growth metrics, that **when used together can multiply your results from YouTube exponentially.**

The four key growth areas are:

- ❖ Your number of YouTube video views
- ❖ Your number of YouTube videos
- ❖ Your conversion of traffic from YouTube to traffic to your video blog
- ❖ Your conversion from traffic to new subscribers or leads

If you increase each of these areas by only a relatively small percentage, your overall number of leads can be increased by a much larger percentage.

Let's look at an example...

Say, on average, you're currently getting 500 new views per video on YouTube every month, and you have 10 videos in total. That means, your total number of video views per month on YouTube is equal to 5,000.

If you manage to get 20% of the people watching your YouTube videos to visit your website, it means your website traffic from YouTube will be around 1,000 visits per month.

And if you manage to get 30% of those 1,000 people to optin to your newsletter, you will have gained 300 new optins for that month.

Now, if you only increase each of the 4 metrics by 30%, you'll manage to rake in a whopping 857 leads for the month - that's a 186% increase in leads!

In matrix form, this is what it looks like:

	Before	Improvement	After
Metric 1: Number Of Video Views Per Video	500	30%	650
Metric 2 : Number Of Videos	10	30%	13
Total Number Of Video Views	5000		8450
Metric 3: Conversion Into Website Traffic	20%	30%	26%
Website Traffic	1000		2197
Metric 4: Conversion Into Email Subscribers	30%	30%	39%
Number Of Optins	300		857
		Percent Increase	186%

With the strategies I'll reveal to you shortly, you should be able to get at least a 30% improvement for each of the 4 growth metrics, and maybe even a lot more!

Strategies For Growing Each Of Your Growth Metrics

What I'm about to reveal to you is **some of the most powerful information I've ever released online for helping you get extra traffic to your site**, and grow your email list.

Once again, the beauty of this whole system is that not only do you get traffic and grow your email list, but you also develop, at the same time, a really strong bond of trust with your audience - a very key factor to help you build a long term sustainable, cash generating business online.

Without further ado... let's get into it...

5 Strategies For Increasing Your Number Of Views

What follows are my top five strategies for increasing the number of views on your YouTube videos. Even though some of the tips here may seem simple and straight forward, when you actually implement them, over time **you WILL see a difference!**

As a popular saying online goes... "The numbers don't lie people!"

1. Optimise Your Video Title To Keep Both Search Engines And People Happy

This is the most basic of all the tips I can ever give you, yet it can have a PROFOUND effect on the number of views you get on your videos.

It's about using "the right" words for the video title of your YouTube video during the upload stage of your video.

Basically, you want to make it easy for people to find your videos, and at the same time, you want to make sure that you rank for the right keywords inside the YouTube search engine.

*"...you want to **make it easy for people to find your videos**, and at the same time, you want to **make sure that you rank for the right keywords** inside the YouTube search engine."*

This is critical stuff - you need to get this right.

How?

Easy...

You make use of two things:

1. Common sense and
2. The YouTube search tool

First, let's take a look at common sense.

When you search for anything inside Google, what do you type into the search box? For example, say you're looking for some tips on how to train horses, you'd probably type something like "Horse Training Tips" into the search box. The sites which are optimised for those keywords will then come up first in Google.

Simple right?

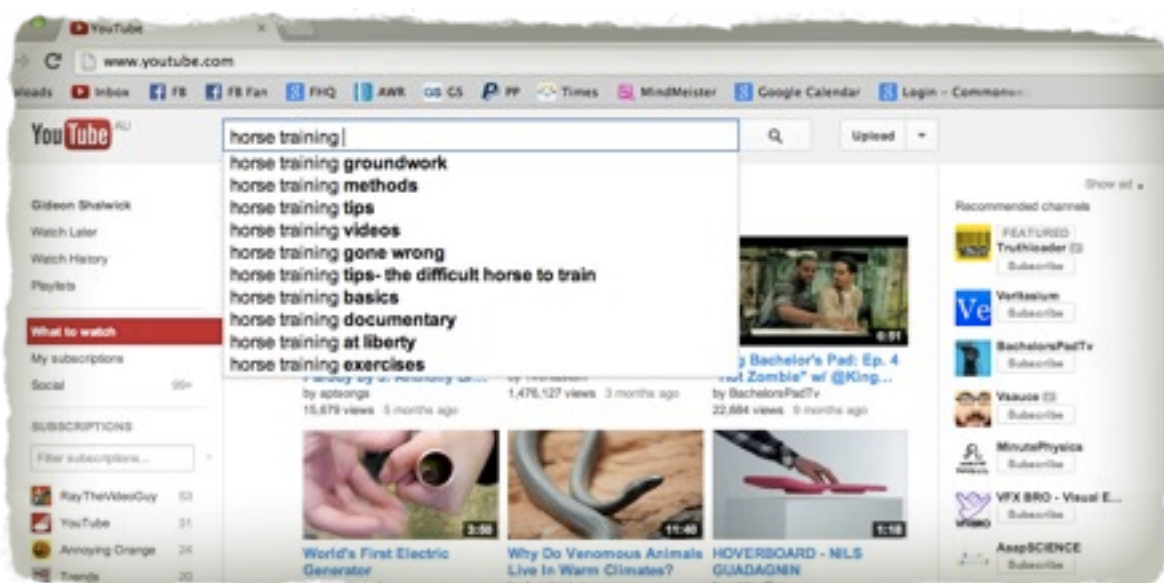
Well, it's pretty much the same deal in YouTube.

So, for the same example, say you are a horse trainer, and you've created and uploaded a video on YouTube marketing your horse training services. All you have to do, is to use the words "Horse Training Tips" as the first words in the title of your video, and then add anything else that you think may be relevant for that video.

That's pretty much it.

Now, to make make sure that your title is even more optimised for both human beings and the YouTube search engine, you can make use of the "Suggest Tool" that comes with the search function inside YouTube.

Using the same example, when you type "Horse Training" into the search box on YouTube, it will come up with a bunch of other relevant search phrases. This will then give you some more ideas for keywords you can use (see picture below for an example).



An example searching for other related keywords for your niche

Remember this...

At the time of writing this report, **YouTube is the second largest search engine in the world**, after Google (perhaps by the time you read this, YouTube may have overtaken Google?).

You know what this means right?

It means that already, people mainly look for information on either YouTube and Google. **And since YouTube is the "new kid on the block" it's MUCH easier to rank inside the YouTube search engine than in Google.**

Oops... I think I may have just revealed something extremely profound here (especially if you realise the long term implications of this on your business).

Hint: The implications are HUGE. Think about it).

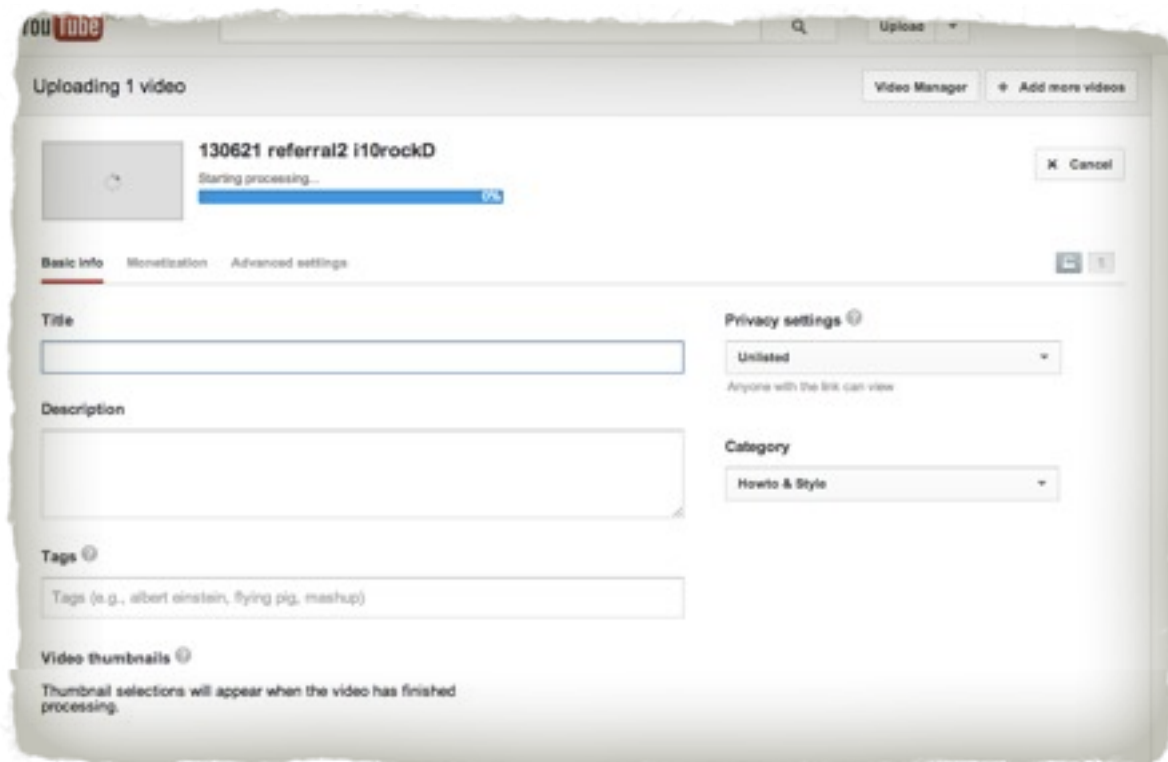
As I said... simple stuff, but incredibly powerful. And I am just amazed at how few people are actually doing this right!

Ok, onto some more cool tips...

2. Optimise Your Description Area To Help Google Love You Even More!

Here's another no brainer...

As part of the upload process, you are also required to add a description of your video inside the description area.



Optimize your Title, Description and Tags areas when uploading your videos

Most people only enter minimal information here because you're required to at least enter something there. But what they don't realise is that YouTube uses the text and keywords inside your description area to help figure out what your video is about, and whether to serve it to people when they type in the right keywords into the search box.

In other words, if you do a poor job of filling out your description area, you reduce your chances of getting found inside YouTube... and for that matter Google as well!

Now, what's the best way to enter information inside your description area?

Hint: Do NOT stuff your description area with a bunch of keywords in the hope that you'll rank better for those. The YouTube (Google) search engine algorithms are pretty clever at

“Create the content for your description area in the same way that you’d write an article or a blog post.”

determining whether you are keyword stuffing or not, and may label you as a spammer if you do that.

So, my best advice is to **simply create the content for your description area in the**

same way that you’d write an article or a blog post about what’s inside your video. In other words, the more organic you make your content look and feel, the better.

No “fake” keyword stuffing please! Ok?

3. Optimise Your Tags To Help You Get Found Easily

Tags?

Yes tags. They’re like keywords, except they have special relevance for your YouTube videos. Their main function is to “tag” your videos with words so that people can easily find your content. Again, you add them to your video during the upload stage on YouTube.



Use video tags to help people find your videos on YouTube...

This is where you can go a little more nuts with adding keywords for your videos - in other words, don’t go nuts with stuffing your video title or description area with keywords, and instead, add your most important keywords inside the tags area... where they belong.

Once again, you can use the YouTube search tool to help you come up with relevant keywords (tags) for your video. The operative word here is “relevant”. Just as with Google, YouTube’s success is based on serving relevant content to their users so that they have a good experience and keep using their service.

What that means is that YouTube wants to make sure that **whenever they serve a video, that the content is actually relevant to what people are expecting**. For example, if your video is about law contracts, but you decide to enter a tag like “Rihanna Music Video” because you think that will get you more views, you’re actually doing yourself, as well as the YouTube community a disservice.

I’m a firm believer in playing by the rules of the big guys like Google and YouTube. Because you really don’t want to be on their wrong side. **If you treat them well, they treat you well back in return over the long term.**

4. Channel And Video Comment Marketing To Create A Large Network Of “Backlinks” Back To Your Channel

This is a technique where you leave comments on other people’s videos and YouTube channels - especially other YouTubers in your niche who already have a significant following.

By doing so, not only do you get noticed by the owner of the video or channel, but you also create a “YouTube backlink” back to your own channel.

I’m not entirely sure whether there are SEO benefits for your channel with this technique, but you’ll at least get a few clicks back to your own channel as a result and you become more visible to your community on YouTube.

5. YouTube Joint Venture Marketing - The Ultimate Strategy For Exponentially Growing Your Following

Finally, I want to share with you a strategy that can help you take huge leaps in views for your YouTube videos. And that’s with YouTube Joint Ventures.

Basically, all it is, is finding other larger YouTube players in your niche, and then doing cool video stuff together with them.

A simple joint venture like this has the potential to give you an increase of thousands of views in one single day!

For example, if somehow, you’re able to convince a power YouTube user with a large following to either feature your video on their channel, or even just to link back to your video using an annotation (more about this inside my course), you can instantly get HUGE traffic back to your own channel or specific videos... and in the process increase your own following on YouTube.



Don't underestimate the power of collaboration on YouTube...

These 5 strategies will already help you increase your number of views by a significant amount, but if you are interested in learning more strategies like these, I cover them in detail inside the Rapid Video Blogging™ course.

For more information about how you can get access to these strategies, please visit:

♣ www.RapidVideoBlogging.com/join

Next up, some cool strategies for increasing the number of videos on your channel... this is fun!

2 Strategies For Increasing Your Number Of Videos

It's simple really - the more videos you can submit to your YouTube Channel, the more often, the faster your influence will grow.

If you look at ALL the most popular YouTube channels, they all submit videos very regularly and at a high frequency, mostly 3 to 4 times a week, but sometimes even every day or more than once a day!

For FreeMagicLive we did our best to submit around 3 videos per week. We started with 2 videos per week, and sometimes we may only submit one video a week. But because of

the success we've had so far, we are planning to ramp up our video production quite a bit - **the ultimate would be to have a new video every single day.**

But what's the big deal about adding new videos more frequently?

I've already alluded to the fact that, by adding more videos more frequently, you can demolish your competition almost purely by "outnumbering" them with the amount of great content you have "out there".

But another incredible benefit about submitting videos more frequently is that **YouTube and Google like you more because of it, and therefore give you better rankings in search engines** - that's my suspicion at least, because they don't actually reveal this stuff,

but it's still possible to make an educated guess about it.

"This is a fact - YouTube ranks new videos right at the top of search results for about a day."

But this is a fact - **YouTube ranks new videos right at the top of search results for about a day.** So, even though you may not rank long term

for the keyword phrases you're using, the more frequent you submit videos to YouTube, the more frequent your videos will appear at the top of YouTube search results for your keyword phrases.

And over time, this could guarantee you a nice increase in overall views and subscribers to your channel. The point is, that by adding new videos regularly, you become more visible on YouTube. **And if you're more visible, you WILL get more traffic.** Period!

So, I hope you understand now why you need to become an expert at creating high quality videos **FAST**... (emphasis on the fast in case you did not notice).

Enough of the pep talk... lets get down and dirty with the tips...

1. Use My Super Fast Video Creation Method To Pump Out Videos Effortlessly And At The Speed Of Thought!

Obviously I've already been hammering you over the head with my fast video creation method. But seriously, I am *still* SO excited about the solution I've stumbled upon for creating high quality videos really fast.

Creating videos fast is one thing, but producing them in high quality is a different story. But with the solution that I revealed to you inside step 1, you'll be able to pump out videos like a pro (except, without having to go through the effort that pros have to go through!).

Just do it!

2. Create Screen Capture Videos Even Faster Than Super Fast

If you've been online for a while I'm sure you'll be aware of screen capture software like:

- ❖ Camtasia for PC - <http://gideonshalwick.com/camtasia>
- ❖ ScreenFlow for Mac - <http://gideonshalwick.com/screenflow>

These are two amazing pieces of software that allow you to quickly and easily record your computer screen and the sound from your microphone.

What's great about both these software programs is that you don't even need a camera! You literally just need your computer, the software, a microphone and an internet connection and you can create some pretty impressive videos very quickly.

But if you're on a shoestring budget, and you're interested in creating videos even faster, you can make use of two more great online services:

❖ www.Screenr.com

❖ www.JingProject.com

These two services also let you record your screen and sound from your microphone and while not as good as Camtasia and Screenflow, they offer you a really amazing solution.

Screenr is a real favourite of mine because it lets you record your computer screen straight from your internet browser... **you don't even need to install any software!** You just go to the website, create an account, record your videos, and everything gets uploaded to their server. And you can even upload the videos to YouTube. It's a brilliant service for creating instructional videos really fast.

3 Strategies For Increasing Your Conversion To Traffic

Up to this point, I've been focussing on getting more views on your YouTube videos and YouTube channel, which is the starting point of the whole system.

The next challenge is to convert those views from YouTube into solid traffic to your blog (or sometimes a targeted, well designed optin page). And inside this section, I'll reveal 3 of my top strategies for diverting traffic back to your blog.

Why is this important?

Because it's the only way that you can actually OWN the traffic that you're getting from YouTube. **Don't forget that you don't actually own your YouTube channel...**

YouTube does! And this means that THEY are in control over your channel, not you. That means, a year down the

track, if they somehow think you've trespassed some of their terms, they may just cancel your account, and then you could lose everything.

*"Don't forget that **you don't actually own your YouTube channel...** YouTube does!"*

And that's why you need to drive people back to your blog, "capture" that traffic and build your own email database, so that you can "own" that traffic yourself. Of course, always make sure you keep backups of your videos too... just in case!

Ok, let's get into it...

1. Make It Easy For People To Visit Your Site By Adding Your Full URL In Your Video Description Area

I'm still amazed and puzzled when I see really popular videos on YouTube, ones with millions of views within the first few days of getting uploaded, and they have NO link back to their website or blog or Facebook page or Twitter account... nothing!

It's like throwing traffic down the drain!

And it's such an easy and quick little tip to implement.

All you have to do, is add your URL right at the top of your description area. And I mean RIGHT at the top... the first line.

This is important, because the description of your video often gets minimised so that people won't see the rest of the description text at first glance, but the top few lines are visible.

Also remember to use the right format for your link so that it's actually clickable! This format here:

❖ <http://www.YourDomainName.com>

Notice the "http://" in front of the whole thing? That's what makes it clickable. So make sure you ALWAYS add that to your URL's whenever you're inside YouTube.

Here's an example from one of my videos:



An example showing the proper use of a link inside your description area

2. Embed Your URL Inside Each Of Your Videos In Case People View Your Video Somewhere Other Than YouTube

Another really important way for getting people to visit your blog is to have your URL embedded inside your actual video... the one that you upload. This is something that gets done during the editing stage of your video, and I show you how to do that inside the Rapid Video Blogging™ Course.

It's pretty easy and only takes a few seconds, but it's CRUCIAL for two reasons:

1. When people watch your video on YouTube, they often want to visit your site for more information. And when your URL is nice and visible, it makes it much easier for them to quickly hop on over to your site - obvious one.
2. Here's the less obvious reason... **your videos will often get embedded on other people's sites if they like your content.** This means that the visitors on those sites will not be able to see your clickable link like they would on YouTube. And the only way to make your URL visible then, is by having it embedded inside your video.

Jay Jay and I normally like embedding our URL right at the bottom and centre of our videos, so that it's still visible, but obviously out of the way.

Here's an example (see inside the red rectangle):

3. Create An Incentive To Visit Your Blog



Remember to add your url inside your actual videos

Finally, create an incentive to visit your blog. Give them a reason to want to visit your site and check out the rest of your content there.

There are various ways of doing this. Here are three easy ideas:

- ❖ Offer a free report or other resource that they can ONLY get on your blog...
- ❖ Only show part of the information inside your YouTube video, and tell your viewers to get the rest on your blog...
- ❖ Tell people that you'll answer their questions on your blog only...

The first one is my favourite, and is the one I use most often for my videos.

If you watch any of our videos, you'll notice that we ALWAYS provide an incentive for people to visit our blog.

Easy?

You bet!

But not many people do it. And that's another reason why the opportunity on YouTube is so HUGE!

5 Strategies For Increasing Your Conversion To Email Subscribers

Here's the deal...

The faster you can build your email list, the faster you'll become successful online, given that you're doing everything else right of course, like building a nice and strong relationship with your followers.

That's why I now want to share with you 5 powerful tips for helping you increase the speed at which you can build your email list...

1. Use A Reputable List Building Service Unless You Want To Throw Money Down The Drain

This is critical.

I often get people asking whether it's ok to just host their own email script on their own server, or to even just collect email into a spreadsheet on their computer and then to do a mail merge every time they want to send out a message.

While this sounds like an affordable option, **over the long term it can cost you A LOT.**

I've often heard horror stories where people build their email list using one of the two options above, or a variation on it, and then they get blacklisted by their ISP as a spammer.



Building your email list is one of the most important online activities you'll ever do!

If you build up a sizeable list in few months time, this is the worst thing that could happen to your business, because it means you wont be able to get in touch with your subscribers any more.

Disastrous in other words!

Instead, I HIGHLY recommend that you use a reputable service like [Aweber](#) as your autoresponder. Even though there's a monthly fee with these services, **the benefit you get in return is many times the cost.**

This is a place where you need to think BIG and "future proof" your business with a robust list building solution like [Aweber](#).

I consider my email list as the single most valuable asset for my business. Without it, my income would be significantly lower!

You can get access to your own aweber account here:

- ❖ Create Your Aweber Account Here: <http://gideonshalwick.com/aweber>

2. Position Your Optin Form In The Best Possible Place For Maximum Exposure

Many different studies have been done to show which areas of your website get the most attention from your visitors. The bottom line is that **whatever exists above the fold on people's screens, gets most of the attention.**

So, keep it simple - add your optin from somewhere at the top of your video blog. I like having my optin form on the top right hand side, but you can experiment with the left hand side as well.

I think my business partner Yaro Starak has done a particularly good job with the positioning of his optin form... right at the top, as the first part above the main content area. See below (inside the red rectangle):



A good example of where to position your optin form on your blog

If you're really serious about testing where the best position for your optin form would be, you can use a handy service like www.crazyegg.com which allows you to see exactly where people click on your site.

But once again, the bottom line is that you make sure your optin form is above the fold, and that it somehow grabs the attention of your site visitor.

3. Make Use Of The Most Hated Form Ever And Double Your Optin Rate!

The most hated form ever?

Yeah you got it... one of those annoying [popup optin forms](#).

Trust me, this works! When I created a popup optin form for www.GideonShalwick.com we **doubled our optin rate overnight!**

I use a special plugin on my site that makes it super easy to install your own great looking popup form - one that people actually don't mind seeing on your site! It's called Popup Domination, and you can get your own copy here:

- ❖ Get The Popup Domination Plugin Here: <http://gideonshalwick.com/popup>

Here's an example of the popup form I use on www.GideonShalwick.com:



What my popup form looks like

4. Use Clever Copywriting Like This...

As you can see in the popup optin box that I'm using for www.GideonShalwick.com, there's quite a bit of persuasive writing in there.

- ❖ There's a compelling headline...
- ❖ There's a nice graphic of what people will get access to...
- ❖ There are some nice benefit filled bullet points...
- ❖ And even the text for the button has some compelling words on it...

Having some great copy on your optin form will definitely help increase the number of people opting in for your free resource and newsletter.

You're welcome to use any of my optin forms as examples for yourself... of course you'll have to come up with your own specific text though.

5. Use Video Like This...

If you want to get even better conversion rates for your optin form, you can use a video to help explain to people what they'll be getting access to when they sign up. Have a look at the optin form on the sidebar of www.GideonShalwick.com for an example.



How I use a video for the optin form in my sidebar on my blog

For the above example, we simply uploaded our video to one of our YouTube channels and then embedded the video inside our optin form.

Tip: For any “admin” type of videos, the kind of videos that are not considered as your normal content, like sales and optin form videos for example, upload them as “unlisted” on YouTube. That way, you can still embed them or share them anywhere, but they wont show up in your subscription stream.

So there.

There are some of my best tips for getting your list building strategy in place. **I challenge you to implement some of these tips right away** so that you can see for yourself the dramatic increase in optins you’ll get for your own newsletter.

Inside my Rapid Video Blogging™ Course, I go into much more detail for the strategies for each of the 4 growth metrics. Seriously, this is only the tip of the iceberg, and inside my course, I reveal MANY more similar strategies that can help you get more views for your videos.

You can already just use what I’ve shown you inside this report to get incredible results for your videos on YouTube, but if you want to take things to the next level, make sure you check out the Rapid Video Blogging™ Course here:

❁ www.RapidVideoBlogging.com/join

Step 6 - Add Some Viral Video Magic!

No report about online video marketing is ever complete without at least mentioning the phenomenon of viral videos. The big question is...

“How the heck do you make your videos go viral?”

And inside this section I'd like to share with you what I've learned about the art and science of viral videos.

But before I reveal my secrets, here's a quick disclaimer:

There is NO WAY of predicting whether your video will go viral beforehand.

BUT...

There are a few simple tricks you can use to help you “engineer” your videos to go viral. And those “few simple tricks” is what I'll share with you here...

The Definition Of Viral Videos

First up, to help you understand the rest of this chapter, **it's important for you to understand what a virus actually is, and how it operates.** Once you have this understanding, not only will you better “get” what I'm teaching you, but you will also be able to come up with your own viral video campaigns and strategies - and that's when things start getting really interesting!

Ok, so what is a virus?

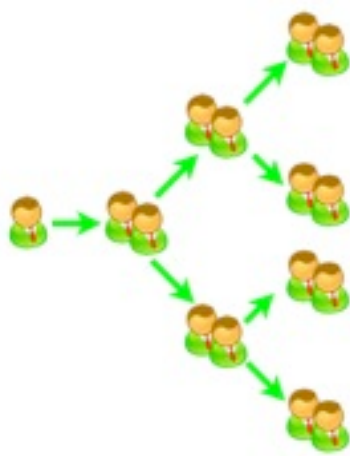
According to Dictionary.com, a virus is:

“Basically, a virus is a thing that can replicate itself and spread like crazy to a number of other things it gets in contact with.”

“...an infectious agent that replicates only within the cells of living hosts...”

Uhhh...ok let's write that in English...

Basically, a virus is a thing that can replicate itself and spread like crazy to a number of other things it gets in contact with.



Graphically it looks like the image on the left...

An example of this was when Hotmail first got introduced to the email world. After you would sign up for an account with them, you would get asked to send an invitation to two of your friends. And when those two friends signed up, they in turn, would get asked to invite two more friends each as well... and so on.

It's easy to see why Hotmail was able to penetrate the market so fast if you take the numbers a few steps further. For example, if everyone in the person would actually invite two

people after signing up, you'd get to a million signups in only 20 steps!

And that's exactly the kind of effect you want to engineer for your own videos.

So, what elements or ingredients do you need for this to take place?

You'll need three main ingredients:

- ❖ A dirty little infectious agent
- ❖ A clever replication mechanism and
- ❖ An initial "push" for critical mass

Let's look at each of these in more detail now...

Viral Ingredient 1 - A Dirty Little Infectious Agent

This is the challenging part - it's the content of the video that you'll be uploading to YouTube.

If you look at the videos that have truly gone viral online, you sometimes wonder how much thought actually went into them at all. For example, the #1 most watched video on YouTube of all time is a video of two little boys where the smaller one bites his older brother's finger! Seriously.

You can watch it here if you haven't seen it before:

- ❖ http://www.youtube.com/watch?v=_OBlgSz8sSM

So far **this video has had close to 530,000,000 views on it!** That's pretty mind boggling!

And if you've seen this video, you'll know that there was NO way that the actual content of the video was "engineered".

But, what you can say about this video, and other videos that go viral, is that **they are definitely "spread worthy"**.

In other words, when you create your viral video, the video content must be such that people would actually *want* to spread it to all their mates. If you can pull this off, then you're off to a great start!

Spread worthy videos could be any of the following type of videos:

- ❖ Funny
- ❖ Shocking (in a good way)
- ❖ Controversial



You'll need one of these guys to make your videos go viral ;)

- ❖ Current news
- ❖ Celebrity news
- ❖ Unusual
- ❖ Extremely helpful
- ❖ Etc, etc, etc

As I said before... some of this stuff is a bit of an art, and you can never tell beforehand whether your video will go viral or not.

But, there are *some* things you can do to help “engineer” your video going viral. And that’s what Viral Ingredient 2 is all about...

Viral Ingredient 2 - A Clever Replication Mechanism

Before I explain the replication method, realise this:

If your video is not “spread worthy”, your replication mechanism will not help to make your videos go viral. So, first of all, **make sure that you’ve done everything you can to make your video as “spread worthy” as possible.**

The replication mechanism is the thing that people have to do to make your video spread. There are various ways that people can spread your video to help it go viral. These include:

*“...make sure that you’ve done **everything you can to make your video as “spread worthy” as possible.**”*

- ❖ **Instant Messages** - this is where people use their own instant messaging services like Skype, MSM, GTalk and many others to quickly send their friends a link to the video.
- ❖ **Email** - where people grab the link of the video, and send it to their friends on their email list.
- ❖ **Embeds** - where bloggers and other website owners embed your YouTube video on their sites.
- ❖ **Social Media** - where people use social media sites like Twitter, Facebook, MySpace, StumbleUpon and many others to spread the word about your message.
- ❖ **Other** - where the word about your video really starts spreading and people start talking about it among themselves offline, and news of it even gets into offline media like the newspapers and programs on television. This is when you’ve really hit the BIG TIME with your videos

If your video is “spread worthy”, most of these above mechanisms will happen all by themselves. But sometimes you need some extra help to make your videos go viral. And this is where the engineering bit comes in...

*“...give your audience some kind of **incentive** to help spread your video.”*

The engineering bit, is where you “encourage” people to help spread your video for you.

In other words, **you give them some kind of incentive to help spread your video.**

For this to work, there has to be a very strong “what’s in it for me” reason to convince people to send your video onto their friends.

As an example, during the launch of our street magic course, Jay Jay and I ran a competition where people could win a brand new Flip Ultra camera (that was the incentive). But to qualify for the prize, people had to optin for our free report, and create a video response with an annotation linking back to our original competition video.

It worked like a charm and we managed to get a lot of views on our video, plus we got a lot of people signing up for our newsletter.

Inside the final part of this chapter I’ll go into more detail of how this particular method actually works... but first, let’s move onto the final viral ingredient...

Viral Ingredient 3 - An Initial Push For Critical Mass

The final ingredient is to get some kind of an “initial push” to help kick start the views on your video. Because I now have a sizeable email list, I can simply send out an email to my viral video as soon as I’ve uploaded it, and get the ball rolling with the number of views.

Having something like this can help you get traction a lot faster, and could even get you into those very sought after spots on the “most viewed” sections of YouTube - once you get on those sections, your number of views will jump dramatically!

But often, most people don’t have this initial push to help them get that critical mass. So, here are some things you could do to help you with that:

- ❖ Find someone else on YouTube with a large following to link to your video or to temporarily feature your video on their channel. Of course for this to work, you’ll need to figure out some kind of incentive for the channel owner. Maybe send them a gift? Be creative!
- ❖ Send your video to all your friends and family and ask them to send it to all of their friends and family. If you’ve set up your replication mechanism well, that may be all you need to help kick start the process.
- ❖ Find someone else with a massive email list, and get them to send an email to their subscribers. Obviously this one would be a little harder to do, unless of course you can figure out a huge benefit for the owner of the email list. Inside the

Rapid Video Blogging™ Course, I go into some more detail of how you may be able to accomplish this...

Note that this last ingredient is not necessarily required for your videos to go viral, but it would certainly increase the chance of your videos going viral by a huge percentage! And if you've followed the steps I've outlined inside this report, you should be able to relatively quickly build your own sizeable email list and subscribers on YouTube, so that YOU could provide that initial push whenever you want to!

Let's now move onto the final part of this chapter - the viral competition method...

The Viral Competition Method

This is a very fun way of creating viral videos. The reason why it's so much fun is because of the amount of interaction you have with your audience, and how much you can learn from them (for example their likes and dislikes, what they look like, how old they are, etc etc).

I tried this method during the launch of one of our magic products, and it worked extremely well for our niche.

In about 1 week, we managed to get around 10,000 views on our video, with just over 74 video responses and heaps of comments.

While 10,000 views does not sound like much, keep this in mind:

1. The competition only ran for about a week...
2. It's a very niche market - not main stream at all...

Often people think that you need to get millions of views on your videos for them to "qualify" as being viral. But if you're niche is not the "mainstream", then your numbers may be a lot smaller, even though your video went viral within your niche.

*"Often people think that you need to get millions of views on your videos for them to "qualify" as being viral. **But if you're niche is not the "mainstream", then your numbers may be a lot smaller, even though your video went viral within your niche.**"*

For this method to work, you'll need the following ingredients:

- ❖ A What's In It For Me (WIIFM) factor – for example, a prize or a free give away...
- ❖ A Viral Hub Page - the YouTube page of your viral video...
- ❖ An optin page - this is the page where you give people your free resource in return for their contact details...
- ❖ Annotations linking back to your viral hub page...

- ❖ An initial push for momentum - where someone with a big subscriber base can spread the word quickly as soon as possible after you've started your viral campaign.

This method is best explained with an example, so let's use the example of the competition Jay Jay and I ran on FreeMagicLive. Here's what we used for the above ingredients:

- ❖ WIIFM factor - a new Flip Ultra video camera worth around \$150.
- ❖ Viral Hub Page - a video on YouTube explaining how people can win the Flip Ultra video camera.
- ❖ Optin page - this is where we sent people to sign up for our free report, the Street Magic Manual. To qualify for the competition, people were required to download the report and perform one of the magic tricks inside it, and submit it as a video response to our video on our Viral Hub Page.
- ❖ Annotation - as part of the requirement of the competition, people had to create an annotation inside their own video that links back to our original video on our Viral Hub Page. The power of this little technique is that all the subscribers of the person who submits the video will watch the video, and click on the annotation linking back to our Viral Hub Page. Here's an example:



- ❖ Whenever someone clicks on the annotation (red box inside the red rectangle above), they would immediately get redirected back to our Viral Hub page, telling people about the competition and asking them to sign up for our free report... and on and on it goes...

- ❖ Initial push - because we were just starting out at the time, we did not have a significant email list ourselves, so we had to make use of our friends on YouTube and other friend's email lists.

During launch week, using the Viral Competition Method as one of our strategies, **we managed to build our email list from around 5,000 people to around 13,000 people.**

Now imagine doing this on a much bigger scale, and then doing it over and over... basically "rinsing and repeating" the same formula! The opportunities are truly astounding!

Ok... so that's pretty much the Viral Competition Method in a nutshell.

That should give you a nice jump start toward getting some of your videos going viral within your niche. And remember, just because you may not get over a million views for your video, it does not mean your video has not gone viral. **If your total viewership for your niche is only 20,000 people, and you get 10,000 views, you've penetrated your market by 50%... which is huge!**

Once you're starting to get a nice flow of traffic and new optins from your new found skill, you're ready to start thinking about how to monetize all this "attention"! And that's what the next and final step is about...

Step 7 - Monetize Your New Asset

If you've been able to successfully implement the previous 6 steps, you will in effect, have created one of the most powerful assets you could ever own online. This is what you will have:

- ❖ You will have a keen YouTube following literally hanging on every word you say...
- ❖ You will have a high ranking, traffic generating YouTube channel that will rank high for your search terms in both Google and YouTube search results...
- ❖ You will have a high ranking, traffic generating video blog that will help you continuously add new subscribers on a daily basis...
- ❖ And you will have a nice fat email subscriber list that you can get in contact with whenever you want...



Once you've created your asset, you're ready to start monetizing!

But so what?

What's the point of having an asset like this?

The obvious answer is that you can monetize it.

*"...an asset like this can provide you with a **massive amount of credibility** and a **long term sustainable online business...**"*

But something you may not have thought about, is that an asset like this can provide you with a **massive amount of credibility** and a **long term sustainable online business, that does not require you to go from launch to launch, or be dependant on other affiliates and joint venture partners.**

Basically, once you have an authority presence like this, you become the "king maker".

- ❖ You become the person or organisation who calls the shots.
- ❖ You're the thought leader.
- ❖ You're the influencer.
- ❖ People come to you, instead of you going to people.
- ❖ You make the offers, as apposed to asking for favors - a total different ball game.

That means you can become very influential and powerful online in a relatively short period of time using the method I've outlined in this report so far.

So, even if you're not interested in making money, having a position like this is **incredibly powerful!**

All this power stuff is cool, but if you're like everyone else, you want to know how you can monetize all this "attention" you're getting from your Video Domination Hub. So, let's look at some strategies you can follow for making the "moolah" flowing in.

There are three main methods that you can use to monetize the attention you're getting from your Video Domination Hub. These are:

- ❖ The Fast Cash Injection Method
- ❖ The Competition Crushing Cash Method
- ❖ The "Passive" Income Method

Let's have a more in-depth look at each of these methods now...

The Fast Cash Injection Method

One of the best ways of leveraging your new-found traffic and responsive email list, is to look for other people's products and services inside your niche, and promote those products and services... affiliate marketing in other words.

If you're a bit lazy for creating your own products, this may be one of the best monetization strategies you could get into. There are 2 main reasons why:

- ❖ You don't have to create the product - this means you don't have to spend weeks or months creating your own product and running the risk that it may not work out. **You just leverage the time and knowledge from someone else who has already done it!**
- ❖ You don't have to do any customer support - because you're not the creator of the product or service, you don't actually have to get involved in providing any customer support to the people buying the affiliate product or service through you. Not only can you save a lot of time (by not providing customer support) but you also save a lot hassle, because **you don't have to deal with technical mumbo jumbo and grumpy customers**, etc - you just leave that all up to the product creator!

These two reasons are hugely attractive reasons for getting into affiliate marketing.

Ok, so where do you find products and services to promote?

Anywhere really.

“If you have a decent following, you can approach anyone interested in getting more of their products and services sold.”

Just because you have an online presence and following, does not mean you only have to stick to online products.

If you have a decent following, **you can approach anyone interested in getting more of their products and services sold.**

Of course, selling other online products is the easiest, but in some niches, there may not be all that many products to promote. But that’s when you approach offline businesses and strike some kind of a deal with them.

As I said before, once you’ve built up your following, people start listening when you talk to them. So, don’t be afraid to approach offline businesses. Just make sure you create a nice one-pager profiling your followers online, and what you can offer your prospective offline “joint venture” partner.

For online products, it’s pretty easy. You simply look for the best selling products in your niche, promote those to your audience as an affiliate, and get an automatic commission for any sales you make.

How?

There are many options, but a popular option is ClickBank, probably the world’s largest and most reputable digital product distributor.

It’s real simple - here’s what you do:

- ❖ First sign up for your own ClickBank account at www.ClickBank.com...
- ❖ Then start searching for the best performing products in your niche...
- ❖ And then start promoting these best performing products to your audience...

Of course, the better these products match the needs of your audience, the better they’ll convert.

Another service similar to ClickBank is Commission Junction at <http://www.cj.com>.

There are many other programs out there, but to be honest, in all my years online, these have been the only two programs that’s really been on the radar, ClickBank by far being the more prominent and useful one when it comes to reliable affiliate programs.

So, treat ClickBank like you treat YouTube - **focus your efforts on the best possible “Beach Head” until you get success**, before you go and search for other opportunities.

Let’s move on to the next method for monetizing your following...

The “Passive” Income Method

This model is an advertising model where you sell advertising on your site.

If this is your main monetization method, your job as a video blogger becomes very simple - **your main task becomes that of growing your following as fast and as much as you can.**

While it sounds romantic, executing this strategy can take some time to build up to a strong enough income. But if you have the traffic and loyal following, your job of convincing prospective advertisers become A LOT easier.

*“...your main task becomes that of **growing your following as fast and as much as you can.**”*

If you can pull this off though, it can be an amazing source in stable and (semi) passive income (yes, you'll still need to actually go through an effort to keep growing your traffic and subscriber base. But it's fun so it doesn't really count as work!).

There are a myriad ways of getting advertising money from your video blog. In my view, I see all advertising income from video blogs to fall into three types, with each subsequent type having greater potential for income:

- ❖ Pay Per Click (PPC) Type ads
- ❖ Affiliate Product Type ads
- ❖ Super Advertiser Type ads

Let's have a look at each one of these types now...

Pay Per Click Type Ads

Pay Per Click Type Ads are probably the easiest way of monetizing your video blog and YouTube channel. For the uninitiated, this is where you get paid a small fee every time someone clicks on an ad on your blog or YouTube channel.

The most well known Pay Per Click program around is Google's AdSense program. To get ads displaying on your blog, you simply sign up for a free account with Google AdSense, get some code they provide you with, and place it on your blog.

For your YouTube channel, it's a little more tricky because you have to become a YouTube Partner first, before you can serve ads on your videos. And for that you need to prove to YouTube, that you're getting enough views (normally in the thousands per video), and that your audience is actually engaged with your content (eg leaving comments and rating your videos).

Pay Per Click is really easy to implement, but your income potential is quite small compared to other monetization strategies.

But while you're getting your ducks in a row, you might as well turn on Google AdSense on your site, and start earning a few dollars.

You can sign up for your free AdSense account here:

❖ <https://www.google.com/adsense>

Affiliate Product Type Ads

Affiliate Product Type Ads are slightly better than Pay Per Click Type Ads. This is where you add links and banners to your site from affiliates who sell products in your same niche.

Every time someone clicks on the ad, and then goes on to make a purchase you get paid a commission.

“You can do the math, but if you pick the right products that suit your audience, your income potential becomes a lot higher than with Pay Per Click ads.”

You can do the math, but if you pick the right products that suit your audience, your income potential becomes a lot higher than with Pay Per Click ads.

To find affiliate products, either strike a deal with one of your offline mates who sells products that your audience would be interested in, or look for products on an affiliate network such as www.ClickBank.com.

Of course, this strategy is a little harder to implement than Pay Per Click ads, but your earning potential, if you do it right, can be a lot higher.

Note: You can SUPER boost affiliate income once you start using the email list that you’ve been building and promote affiliate products. Sending out a single email to your list about an affiliate promotion gets you WAY better results than just having an affiliate banner on your ad. **In terms of income, this is probably my second biggest source. So, don’t overlook it!**

Super Advertiser Type Ads

Now comes what I consider to be the best kind of advertising you could ever use on your blog and YouTube channel...

It’s what I call “Super Advertiser Type Ads” - the kind of ads that could make you a small fortune... if you pull it off right!

Basically, for this to work, you need one special ingredient - the right mindset.

Sounds weird?

Yeah I know. But that’s what it takes, because for this strategy to work, you need to create a very high perceived value of the traffic and audience that you’re generating with your Video Domination Hub.

And for that, you need to have the right mindset. The kind of mindset where your focus is totally on generating as much traffic as you can, and building up a keen following (or tribe, as [Seth Godin calls it in his book Tribes](#)). And you have to really believe that you can pull it off!

If you can build the traffic and the audience, and you're in the right niche, you can get some pretty big heavy hitters advertising their brand on your site in return for some really decent money.

A friend of mine, Alborz Fallah did exactly that on his car advice website. He told me that, at the time of this report, his company was making 7 figures a year, mostly from using advertising in this way. You can see his example here:

❖ www.CarAdvice.com.au

He does get A LOT of traffic though, and he's in a pretty sweet niche. So of course this is a special case and not everyone will be able to show results like this. But it's a great example of what is really possible with this method.

This is definitely the slowest, and hardest method for monetizing your site with advertising. But as I said before, if you can build up your traffic and your audience over time, and you're in the right niche, it can be a very profitable, and long term sustainable venture indeed!

The Competition Crushing Cash Method

The next method is my favourite out of all three methods - it's where you create your own products, based on what your subscribers actually want.

Why is it my favourite?

Because of 3 main reasons:

- ❖ You can make a lot more money...
- ❖ Your credibility goes through the roof...
- ❖ It allows you to be in FULL control over what happens to your brand...

But this method also comes with it's own drawbacks:

- ❖ It takes A LOT more effort than just promoting other people's products...
- ❖ You have to deal with customer support, or employ someone else to take care of it for you...
- ❖ It's more risky because you can get all sorts of things (like your offer) wrong...

Overall though, the benefits of the Competition Crushing Method FAR outweighs the drawbacks. When you're starting out though, you may be better off trying the first two methods first, get some results and confidence, and then develop your own product.

Oh, and why is it called the Competition Crushing Method?

Well, because by creating products that are unique to you, and specifically designed for your followers, it becomes hard for any kind of competition to "steal some of your cake",

since they are not the ones who built up the strong relationship with your audience.

The Become A Blogger Premium course that I developed along with Yaro Starak is an excellent example of selling your own

video based products. When we launched the course, we got around 10,000 people to join our newsletter in a matter of a week, and we had around 700 people sign up for a \$27/month 6 month course.

After the first week we increased the price to \$47/month and now, just over a year after launching, we've had over 2,000 people join the course. We had affiliates help us promote the course, but you can do the math to get a feel for the success of this project.

At the end of the day, it really is a numbers game.

For example, say you have an email list of 10,000 people. If 7% of them buy your product (as they did during our launch for Become A Blogger Premium), you will have made 700 sales. And if your product was worth \$47, you will have made close to \$33,000 before affiliate commissions and costs. After affiliate commissions and costs, you'd probably still end up with a net profit of around \$20,000. Not too bad for a single promotion of a \$47 product!

Of course there's a lot to creating products and actually marketing them successfully, but that's a topic for another report or even a full course!

But I think you get the idea here. Creating your own products, and promoting them to your followers and getting affiliates to help you do that, can be a very profitable exercise indeed.

Next up, I put everything into perspective for you with an easy-to-follow action plan.

Keep scrolling (or turn over page)...

“...by creating products **that's unique to you**, and **specifically designed for your followers**, it becomes hard for any kind of competition to 'steal some of your cake'...”

Your Complete Rapid Video Blogging™ Action Plan

Ok here it is... the whole kitchen sink of steps you need to take for implementing your own Rapid Video Blogging™ system. It doesn't get any easier than this. This is the blueprint you can follow. Just implement the steps, and start getting results. It's that simple!

Step 1 - Select The Niche You'd Like To Dominate

1.1. Define very clearly what you're truly passionate about. Get a copy of Roger Hamilton's "Your Life, Your Legacy" and Good To Great from Jim Collins to help you with that. Get your copies here:

❖ <http://gideonshalwick.com/your-life-your-legacy>

❖ <http://gideonshalwick.com/good-to-great>

1.2. Drill down into your niche and figure out what kind of skill set you'll require to become known as a world authority in your chosen niche.

1.3. Use Google's keyword tool to help understand whether your niche has the potential of being profitable.

Step 2 - Create High Quality Videos Fast And Easy

2.1. Get a smartphone with a good enough camera, or anything that will allow you to get the video files easily onto your computer. I just use my iPhone with the following accessories...

2.2. iPhone accessories

❖ The Microphone - <http://gideonshalwick.com/eim-microphone>

❖ The Extension Cable - <http://gideonshalwick.com/mic-ext-cable>

❖ The iStabilizer Monopod - <http://gideonshalwick.com/monopod>

2.3. If you're on PC, download and install Sony Vegas Studio HD here:

❖ <http://www.sonycreativesoftware.com/moviestudiohd>

2.4. If you're on Mac, download and install ScreenFlow:

❖ <http://gideonshalwick.com/screenflow>

2.5. Record, edit and export your first video.

Step 3 - Set Up Your Video Domination Hub

3.1. Set up your YouTube channel and optimize it. Sign up here:

❖ www.YouTube.com

3.2. Set up your video blog and install the Thesis theme. Get the Thesis theme here:

❖ Get The Thesis Theme Here: <http://gideonshalwick.com/thesis>

3.3. Install all the plugins I recommend inside this chapter.

3.4. Sign up for an Aweber account for setting up your list building strategy here:

❖ Sign Up For Aweber Here: <http://gideonshalwick.com/aweber>

Step 4 - Add Powerful, Response Invoking Content Like Crazy

4.1. Copy my content creation process or design your own one.

4.2. Set up all the components in the process so that everything is “ready” whenever you want to create your next video.

4.3. Give your content creation process a test, and fine tune it according to your needs.

Step 5 - Optimize The Heck Out Of Your Video Domination Hub

5.1. Select 1 strategy from each of the 4 growth metrics and write them down.

5.2. Start implementing these 4 strategies, one at a time.

5.3. Go back to point 1 above and repeat the process until you get the results you are after.

Step 6 - Add Some Viral Video Magic

6.1. Brainstorm some ideas for a video that will be “spread-worthy”.

6.2. Decide on a replication method you want to use for your viral campaign.

6.3. Find people you can team up with to give you that initial push to help your video go viral.

6.4. Track your results and keep a record of it so that you can compare it to any future viral campaigns you’ll be running. Then use that knowledge, to improve on your next campaign.

Step 7 - Monetize Your New Asset

7.1. Decide on one monetization strategy that is most appropriate for your own situation.

7.2. Focus ALL your attention on turning this one monetization strategy into a success.

7.3. Once you've made your first monetization strategy successful, select your next monetization strategy, and focus on it until it's successful.

7.4. Keep going through this process until you totally dominate your niche, or you make so much money, you can't stand it anymore!

“Ok, This Is All Cool, But I Need More Help To Get The Ball Rolling On This. Where Do I Go Next?”

At this point you may be thinking...

“This is all good stuff, but I still have so many questions to help me actually implement all of these great ideas... where do I go next?”

Because of the limitations of a report like this (being text based and all) it’s impossible to show you everything you need to know for implementing your Rapid Video Blogging™ system properly. For example, when it comes to editing, or showing you the ins and outs of viral video marketing, **text is WAY too limited to give you a clear enough picture.**

Of course, with the information I’ve already provided you, you will definitely be able to get your own Rapid Video Blogging™ system up and running. But I can assure you, if you’re new to all this, you will definitely come across some very frustrating “hiccups”.

I’ve spent the last few years “perfecting” the Rapid Video Blogging™ system, **I’ve tried and tested everything that works**, and more importantly, everything that does NOT work. Which means, if you follow in my footsteps, you won’t have to go through the painful, and often very costly mistakes that I made.

And that’s why I’ve put together a very comprehensive video course that shows you, exactly step-by-step what you need to do to help you successfully implement your very own Rapid Video Blogging™ system.

So, if you liked what you saw inside this report, you’ll absolutely LOVE what I have lined up for you inside the Rapid Video Blogging course!

Inside the course, I show you (using detailed instructional videos):

- ❖ How to come up with your **best possible niche**, to make sure you don’t waste time and start making money as soon as possible!
- ❖ **Step-by-step video instructions** revealing my exact same system and setup for creating videos extremely fast, and still make them look very professional...
- ❖ Much more **in-depth detail** for the “how to” of setting up your own Video Domination Hub...
- ❖ Several powerful content creation techniques to help you come up with new ideas for your videos with ease... and also my **streamlined process for fast video production** fully explained with examples...
- ❖ **ALL of the growth strategies** for each of the 4 growth areas to turbo charge your Video Domination Hub...
- ❖ Detailed **explanations of all the viral strategies I use** to help super boost my number of views and email newsletter signups...

❖ And much MUCH more... seriously!

I've now created several video courses online, and I have to say this... **the Rapid Video Blogging™ course is my best one yet!**

I've used all of my previous experience and knowledge to make this the best course I could possibly offer you.

The best part of the course is that you can take it in your own time. There's no rush to complete lessons by a certain date. **Once you join, you get access to ALL the lessons up front**, and you don't have to wait weeks or even months for new information to sent your way.

This is the easiest way ever that you'll be able to learn how to implement your own money making system using online video. Between this report and my course, you have everything you need for phenomenal success online. You just need to grab the bull by the horns now and make it happen!

To join the Rapid Video Blogging™ course now, just visit this page:

www.RapidVideoBlogging.com/join

Stay visible!

Gideon Shalwick

Rapid Video Blogging