

5 Secrets to Getting Leads with YouTube

Here are some eye-opening numbers about YouTube:

1. YouTube has **more than 1 Billion users** (That means 1 in 7 people on earth watch YouTube). (source: www.YouTube.com)
2. YouTube has **74% Market Share** of video-sharing sites (source: www.statista.com). This means for all the video sharing sites in the world, YouTube has nearly 3/4 of all that traffic. (This is up from 55% just a few short years ago. YouTube is a mega-trend that's not going away any time soon.)
3. YouTube is the **#2 Search Engine in the world**, second only to Google. (source: <http://www.socialmediatoday.com>) And by the way, since Google owns YouTube, virtually the only way to be found on Google search with videos is by placing your videos on YouTube.
4. The number of hours people are watching YouTube videos each month is **up 50% year over year** (source: www.YouTube.com). Again, this trend is growing exponentially. YouTube is not going away and it cannot be ignored.
5. Half of all YouTube views are on mobile devices. (source: www.YouTube.com)

So how can you make YouTube work for you to grow your financial advisory practice?

Well, the first order of business is to actually **get some videos to upload to YouTube.**

There are several ways to do this. Here are the most common:

1. **Talking head video:** This is when you see a person's head talking to the camera. You can film yourself with your smartphone, or you can hire a professional to create your videos.
2. **Powerpoint Screen Capture Video:** This is when you do a Powerpoint presentation and record your narration to video. You can make these simple videos using software like Camtasia (PC or Mac) or Screenflow (Mac).

3. **Whiteboard Video:** This is when you see little cartoon-ish images being drawn as you hear the voiceover. These types of videos are especially well-suited for financial services because they:
 - a. make complex concepts simple
 - b. make boring information more interesting
 - c. keep viewers more engaged than other types of video

To see examples of whiteboard videos or get some pre-packaged whiteboard videos for your practice, check out the Turnkey Video System at <http://FinancialAdvisorNewClientMachine.com/>.

After you've got your videos, here are 5 Secrets to Getting Leads with YouTube:

1. **Always put a link to your website at the top of the YouTube Description box for your videos.** Your goal is always to drive traffic from YouTube back to your website. That's because your website is where you can capture emails and market to these prospects over time. When you include your website address in the YouTube Description box, make sure that you include `http://` at the beginning of the website address. This ensures that your website is a clickable link, which makes it much easier for people to click and visit your website. Here's an example talking head video with a link below it:



(We include a hyperlink to your website in each video we create for you as part of our Turnkey Video System.)

2. Always include a **Call to Action** in your videos. People will do what you expect them to do, and what you ask them to do. So be sure to ask!

Here's an example of a Call to Action:

"Visit my website at (your website address) to download a free report about the Top 5 Mistakes Seniors Make with their Social Security and How to Avoid Them."

You always want to give people a compelling reason to take the action you're asking them to take. So be sure to tell them "What's In It For Them" (WIIFT) (This is a key marketing principle for all your marketing). The example above is much better than "Call my office for a free consultation", because it's more specific about "What's in it for them". So here's that good example again: "Visit my website at (your website address) to download a free report about the Top 5 Mistakes Seniors Make with their Social Security and How to Avoid Them."

(We include a Call to Action in each video we create for you as part of our Turnkey Video System.)

3. When you upload videos to YouTube, **promote your videos on all your other internet platforms**. This means posting a link to your video on social media sites like LinkedIn, Facebook and Google+.

Here's an example of a post you could use on social media:

Watch my new 1-Minute Video: "Top 5 Social Security Mistakes Seniors Make and How to Avoid Them" here: (link to video here).

Also include your latest video in your email newsletter.

Bonus Tip: When you include the word "Video" in the subject line of your email, you'll get a higher Open Rate. And when people click on your video, they'll stay engaged longer and remember your content better.

4. **Playlists are like a silver bullet in YouTube**. When you group similar videos into Playlists, YouTube will automatically queue up the next video in the Playlist after the previous video finishes playing. This is a genius way to get more and more Views on your videos.

When you make it this easy for people to watch several videos because they just keep playing one after another, you ensure higher engagement and more Views. The longer

someone engages with you, the more likely they are to take the next step toward becoming your client.

5. And the final Secret to Getting Leads with YouTube is to use YouTube advertising. Today, most of the social media platforms like Facebook, LinkedIn and YouTube have an advertising component. So you can advertise through YouTube to attract your ideal prospects based on their specific geography, income level, age and other demographics. To learn more about how online advertising works, watch this webinar now:

<http://financialadvisornewclientmachine.com/webinar/>

I hope this information has helped you spot opportunities to grow your financial advisory practice using YouTube.

If you have any questions, please don't hesitate to schedule a personal phone call with me. I'd love to discuss your YouTube video strategies with you. You can schedule a phone call here:

<http://www.scheduleyou.in/n3YD4h5rI>



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