

# <source <sup>THE</sup>code>

TO BUSINESS SUCCESS AND  
ADVANCED WEALTH ATTRACTION

## SOURCE CODE TO SUCCESS LEAD GENERATION PROGRAM

**OBJECTIVE:** "At the end of this session you'll learn how to set up a YouTube channel, affordable resources you can use to create videos for that channel, and how to attract new qualified leads that will ultimately build your customer base.

**TIP 1** - YouTube is owned by Google and it is a search engine that people use for solutions to problems, and shows up as thumbnail search results in Google.

**TIP 2** - Not having multiple YouTube channels is an opportunity missed by 1000s of businesses that just don't make it a priority.

**STEP 1:** Get a Google login so you can set up a YouTube channel now... it's free.

**STEP 2:** Set/up your YouTube channel with associated website, proper header graphic, and links.

**STEP 3:** Make it a priority to create interesting and compelling video content about the problems you solve.

**STEP 3A:** If you can't make a video, there are simple software tools available that create videos that look professional.

**STEP 3B:** You can simply use your iPhone/iPad apps.

**STEP 3C:** There are amazing inexpensive apps (e.g., iMovie, Doodlecast Pro, and Intro-Mate) that make spectacular videos.

**TIP** - It is too expensive to hire professional video producers to make your videos and it is NOT necessary.

**STEP 4:** Create keyword-rich titles to your videos and descriptions with links back to the websites that do lead capture and/or generate phone calls for your business.

**STEP 5:** After you build robust video content, you can syndicate it via blogging, Facebook and paid advertising to help generate more leads.

**STEP 6:** Once in place, YouTube cards, annotations, and podcasting is an opportunity to get more views and leads, but it all starts with making videos and taking action.

**STEP 7:** Case studies from Mike Stewart - <http://pestcontrolmarketer.com> and <http://winnerwellness.com> and testimonial of what YouTube lead generation did for his Chiropractor business <http://tinyurl.com/winnerwellness/>

(Go to <http://instantvideoblogger.com> for details on Mike's course, with testimonials you can look at to get more information.)

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**RESULT:** You now possess a clear step-by-step blueprint to grow your list through YouTube marketing.