



You Tube

GROWTH HACKS

FOR YOUR CHANNEL

...

BY LIZ GERMAIN



HELLO

LET'S GET STARTED

Dear Future YouTuber,

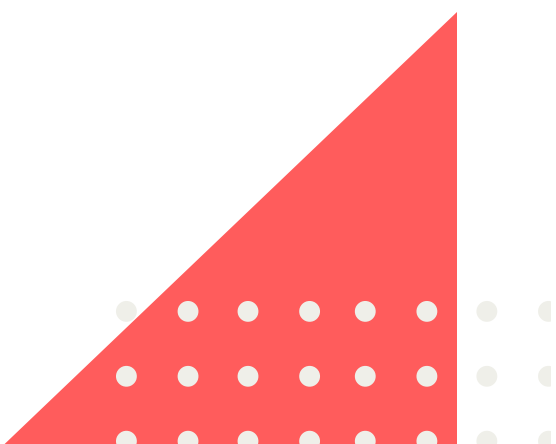
This guide will help you start + scale your channel. It includes my accelerated growth strategy for using YouTube as a pillar in your online business.

After being a YouTube marketer for over 5 years, this guide contains some of my best secrets for growing and monetizing a YouTube channel quickly so you can generate more leads for your business, more credibility in your field, and increase your revenue streams using video marketing.

This guide isn't just about growing your vanity metrics. It's about helping you establish and build a sustainable business online using YouTube as an automated evergreen lead generation platform.

Happy Filming!

Liz Germain
YouTube Marketing Specialist



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WHY YOUTUBE?

There are a myriad of reasons you should be utilizing YouTube marketing in your business.

Whether you just started online or already have a successful business and are now looking to scale and automate your sales, YouTube is one of the best and safest investments you can make in your business strategy.

This is because YouTube is NOT a social media platform. It is a search engine. In fact, it's the 2nd largest search engine in the world after Google (its owner).

This means that if you understand how the algorithm works, you can "hack" your way to accelerated growth and attract more free, qualified leads faster.... while increasing your credibility as an expert as your views and subscribers increase.

YOUTUBE CAN HELP YOU WITH





WHO IS YOUTUBE FOR?

HINT: it's not just for teenagers and social media stars

Because **YouTube** is a search engine, owned by **Google**, that makes this platform uniquely poised to add value to **any online business** strategy.

YouTube is especially great for:

- Business owners ready to scale & generate passive income
- Bloggers
- Network marketers
- Influencers
- Authors
- Speakers
- & more...

OKAY

LET'S

CUT TO THE CHASE!

IT'S TIME

TO LEARN TO

GROW

YOUR CHANNEL

QUICKLY



5 STEP
GROWTH
ACCELERATOR
CHANNEL STRATEGY

STEP ONE

Download and install these three Google Chrome plugins:



TubeBuddy is used for streamlining your workflow, understanding your video rankings, finding new keyword ideas, and discovering the best tags & keywords used by your competitors.



vidIQ helps you increase your library of tags by 10x in less than 10 minutes, discover content opportunities you're missing out on, the best times to upload, how you stack up against your competition, and how you show up in search



Keywords Everywhere provides free search volume, CPC & competition data so you can see which long-tail keywords will give you the highest chance of ranking success!

WHY?



UNDERSTANDING KEYWORDS

A well-written, keyword-heavy Title, Tag Section & Video Description can draw in tens of thousands of new viewers.

These plugins each demonstrate how the YouTube search engine & algorithm work so you can identify and use more keywords to your advantage. With proper application of long-tail keywords, your content will start to rank and attract new viewers.



If you don't "get" how to use these right away, check out [YouTube University](#) for proper usage, application and keyword strategy in more detail.

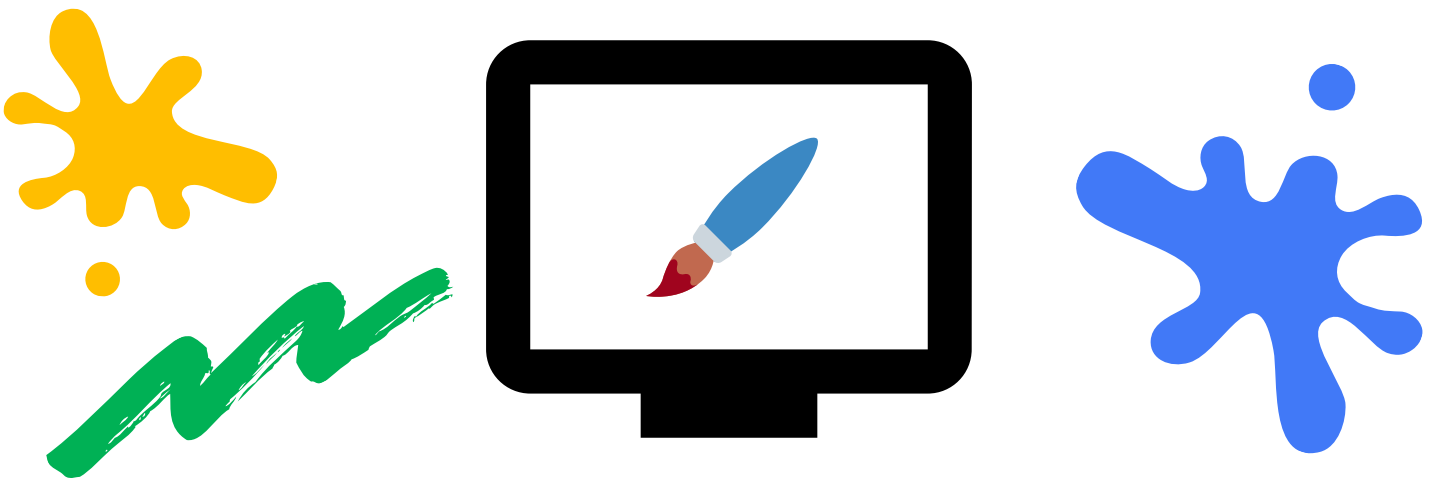
STEP TWO

Set up a branded channel foundation and upgrade your video thumbnails.

If you want to get more subscribers, you need to have a fully branded channel. This shows your audience you're a serious content creator, and that you consistently put out quality content worth watching.

Your channel cover art should include:

- Your website & social media links
- Which day you release your videos
- A photo that shows what your channel is about



CHANNEL BRANDING BASICS

Your thumbnails also need to be branded and easy to read. It helps encourage visitors to not only click on your videos instead of your competition's, but also subscribe once they land on your channel.

I recommend using 5 words or less on thumbnails. A great resource to create branded thumbnails is [Canva.com](https://www.canva.com) - You can set up fonts, colors, templates & patterns to use consistently.

I recommend ONLY choosing 2-3 colors and 2-3 fonts that you will use. Staying with one consistent look and feel will save you time and energy in your professional content presentation.

STEP THREE

Map out a solid content calendar with Hub, Help + Hero content.

HELP CONTENT - very searchable, so start here!

This is educational, search-friendly content. Write out the top 10 FAQs your target customer is asking & use keyword tools and the plugins above to identify what they're actually typing into the search bar (i.e. "How To Start A YouTube Channel" or "How To Make Healthy Brownies" etc).

I highly recommend using the Google Keyword Tool & YouTube search bar to help you in your keyword identification process. **Look for keywords that are LOW COMPETITION + HIGH SEARCH VOLUME.**

HUB CONTENT - 1x / week

This is what your channel is "known for." Identify your niche market and outline how you will create consistent, weekly programming for them that helps solve a problem facing that specific audience.

It can help to think of your channel as a TV show. Tell them what and when to expect more from you!

HERO CONTENT - 1-2x / year

This is higher budget, more emotionally based content. It helps the viewer establish trust with you and tells a story that builds an emotional connection with the viewer. These can be a "cause" video, a wild over-the-top blitz campaign, a mass movement / call-to-action video, etc. This content is the last type you should focus on.



If you don't "get" how to use these right away, check out [YouTube University](#) for proper usage, application and keyword strategy in more detail.

STEP FOUR

Identify and connect with other channels in & out of your vertical.

It's important to understand that YouTube is a community of creators.

As such, almost no one on YouTube gains traction alone.



One of the quickest ways to grow and gain views/subscribers quickly is to collaborate with other channels, both in & out of your channel vertical.

The key to setting up successful collaborations and partnerships is framing these projects as a win-win for the other person and their audience.

COLLABORATION BASICS

Success cannot be attained alone.

Fortunately for you, most people reach out to potential partners and immediately start talking about themselves.

The harsh truth is that no one really cares who you are! This may be hard to hear, but that's the way this online world works.

You could be Mother Theresa, on a mission for world peace, and STILL get rejected if you approach this wrong. If you want to actually gain traction and successfully collaborate with others, be authentic, be real, have something of value to offer the other person, and be consistent in your followups with them.

If the person doesn't say "yes" right away, it's totally okay and totally normal! Keep trying by following up. Sometimes it can take up to 5 attempts to collab before it actually happens.

SAMPLE SWIPE COPY

SCRIPT

**USE THE FOLLOWING SCRIPT AS A GUIDELINE, BUT BE AUTHENTIC!
CUSTOMIZE THIS OUTLINE TO MATCH YOUR OWN VOICE.**

Hey _____!

I loved your recent video about _____ and think what you're doing is great. I'd love to know how I can help support you in spreading your message.

More people need to hear what you have to say! If you're open to it, I'd love to create some content together that we could share on each other's YouTube channels.

My audience, who is mostly **[INSERT YOUR DEMOGRAPHIC HERE]**, would really love **[XYZ]** of yours, and I think yours may enjoy **[XYZ]** of mine. Perhaps we can brainstorm ideas for a win-win video series.

Is this something you're open to? Let me know!

Thanks,

SIGN HERE

STEP FIVE

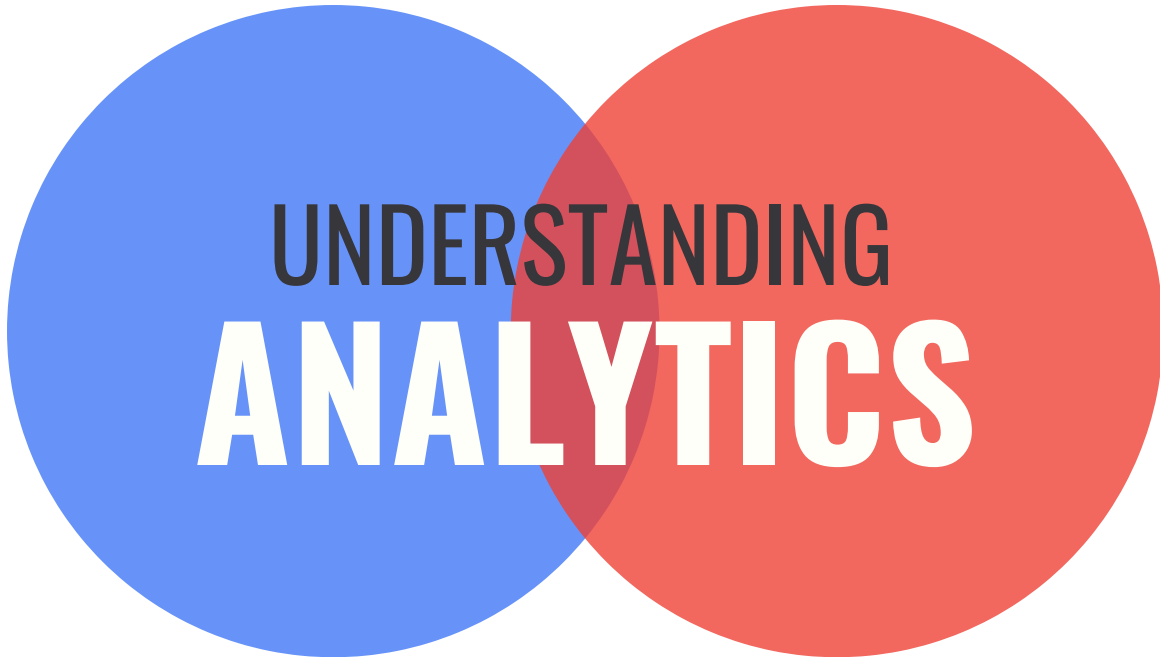
Upgrade your production quality, and monitor your analytics.

Of course if you're in this for the long haul, which you should be, it's time to start considering some equipment upgrades so that your production quality can be on par with what people on YouTube are used to.

Inside [YouTube University](#), you will also get a comprehensive breakdown of the best equipment available today based on your unique goals and budget.

You also need to start getting a handle on the Analytics of your channel. The TubeBuddy plugin offers a great "Channelytics" feature, but it's best to start learning how to use YouTube's built-in Analytics platform.

WHY?



58% of viewers arrive at your videos because of YouTube Search and Related Videos.

It's wildly important to understand who your viewers are, where they're landing on your videos from, and what they like best on your channel so that you can give them more of it!



If you don't "get" how to use the Analytics platform, check out [YouTube University](#) for proper usage, application and analytics strategy in more detail.



**WANT MORE
GROWTH HACKS?**

learn more inside

 **YouTube
University**

Whether you're an entrepreneur looking to scale your business or aspiring influencer looking to grow your audience online, this course will help.

You'll learn how to generate leads using YouTube, how to create quality branded videos that sell your programs on autopilot, how to get more views + subscribers, 4 ways to monetize your channel quickly, and how to Grow Your Impact, Income + Influence online using video-based, education marketing.

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