

Grow Your Business and Impact with YouTube!

Entrepreneur YouTube strategy with Joe Henkel

Introduction: YouTube is the number 2 most used search engine and website in the world.

74% of American adults actively use YouTube.

Your customers are on YouTube.

1. The Power of YouTube

- Get new clients and sales as you grow your audience
- Deepen your network by spending time with your audience
- Create new streams of revenue. (Sponsorships, speaking opportunities, AdSense, affiliates)
- Impact more lives with your message

2. Plan Your content

- Create a stellar Show! Your channel is Netflix or Disney+
- Create a content strategy. Post 1-2 videos a week.
- Plan out your future topics and titles.
- Create your channel name, add your banner, and profile picture.

3. Releasing New Videos

- Edit your video
- Upload your video
 - Create an amazing thumbnail and title
 - Write out your description, add tags, and end screens
 - Click publish
- Promote your video to your other audiences on social media and your email list.

4. Build Community and Get Results

- Link your primary social media accounts in your description.
- Promote your product and service briefly in the video and description.
- Reply to every comment on your videos.

YouTube hacks:

Don't let perfectionism, fear, or overthinking hold you back.

Consider hiring an editor or channel producer.

Create topics, videos and thumbnails in batches.

Extend your content to multiple platforms.

Experiment with YouTube Shorts.

Shorts are under 60 second vertical videos uploaded as regular videos.

Resources:

Plugins: TubeBuddy or VidIQ - find YouTube Topics

Thumbnails: Canva - Create awesome graphics for free!

Book: YouTube Secrets by Sean Cannel

Podcast: The Create Wonder Show

Videos: Search "Joe Henkel" on YouTube

Connect with Joe Henkel on socials.

Challenge:

Prioritize a plan for consistency.

Create 15 video titles.

Schedule a collaboration.

Enlist someone to keep you accountable.

Upload and publish a video to Youtube