

Grow Your Business and Impact with YouTube!

**Entrepreneur YouTube strategy
with Joe Henkel**



CREATE WONDER
MEDIA

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