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CREATE INSANELY POPULAR YOUTUBE VIDEOS WITH NO CAM OR MIC

NICOLAS

YouTube Ultimate

Create insanely popular YouTube videos with no cam or mic

By Nicolas Evans

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Introduction

First off, let me thank you for purchasing this e-book and wish you great success on your path to building a profitable online business based on YouTube marketing.

Making money on YouTube can be challenging, especially if you have zero experience on the online video streaming platform, but, when done right, it can be extremely profitable.

If you have any questions, remarks or suggestions, feel free to reach me at <u>webmaster@99traveler.com</u>.

Nick Evans

Making Money on YouTube the Smart Way

In this chapter, I will guide you through the treacherous waters of YouTube marketing and introduce the basic concepts of my method.

YouTube Marketing Is Different From Traditional Search Engine Marketing

In the past, many Internet marketers tried their luck at YouTube and failed miserably - I know because I was one of them. The reason many IM enthusiasts fail at YouTube is because they apply the same methods to the online video streaming platform than they do to regular Google search results.

By doing so, they forget to take one crucial thing into consideration: the user's intent.

Let me take an example. A couple of years ago, I started playing around with YouTube and decided to start uploading my own videos. For my first upload, I settled on promoting an affiliate offer from a Web hosting company. I wrote a script, hired a couple of actors and even shot and edited the video using professional equipment. I named the video "You won't believe that amazing 90% discount at XXX Web Hosting!" and waited for the visitors to flock to my new video and click on the affiliate link I had pasted in the description box.

The results of that experiment? 528 views in 12 months and about \$20 in affiliate commissions for a video that had cost me at least ten times that to make.

And I am not alone here: many Internet marketers - even very successful ones - have failed miserably when trying to promote offers on YouTube, causing them to dismiss YouTube entirely with a casual "No one makes money on YouTube unless you're a YouTuber."

As I mentioned earlier, the problem with my video was not its quality, but rather the fact that I had not taken into consideration the average YouTube user's intent.

Not Every Type of Content is Suitable for YouTube

When people go to Google to search for something, they do so for a multitude of reasons, from buying something to learning about a specific topic, finding hotel reviews or discount coupons, meeting people... The list is endless.

On the other hand, when people go to YouTube, they only do so to either **get entertained** or to **learn something**. Any video that does not fall squarely into either one of these two categories is doomed to fail.

Now, let's go back to my original video. Why did it fail? Well, it failed simply because no one ever goes to YouTube to type "web hosting discount" in the search box. People do so on Google, not on YouTube.

At this point, you may think: "Hey, wait a minute there, Nick! When I go to Google, I get YouTube results in my search results and they always rank high! So, even if no one ever found my "Get the Best Mortgage in Toronto" video on YouTube, people would still find it when they search for "best mortgage Toronto" on Google!"

Short answer: nope. Google is quite good at finding out the user's intent based on the keywords or phrases she entered and will only return YouTube videos on the first page of the SERPs if it thinks the user is looking **specifically** for video content or for instructional/entertainment-type content.

YouTube Videos Must Contain Quality Original Content

Over the years, many Internet marketers have come up with ways to try to "game" YouTube by uploading quickly-made videos created with Animoto or by re-uploading videos that have a "Creative Commons" tag. Some have even published WSOs promoting those same methods to unsuspecting Warriors.

The fact is, YouTube users should never be underestimated. They - very quickly upvote content that they enjoy or click the Dislike button on videos that are poorlymade or videos that they have already seen on other channels. In short: you can't "game" YouTube. Your only option if you want to make it big on YouTube is to give the site's users what they want: original, quality content.

Unfortunately, creating original quality content is not easy. Sure, there are YouTubers out there who got famous and are now making millions thanks to their videos but, let's face it, not everyone has the personality, looks or sense of humor required to make it big thanks to their personality alone.

Unless you have great on-screen presence and a ton of confidence to boot, your chances of making it big on YouTube while appearing on screen or doing voice-overs is close to nil.

Which brings me to my method.

By using the method I am about to outline, you will be able to create original, quality content that people actually **want** to watch on YouTube without having to appear on screen or in voice-overs.

The Method

Based on what we just discussed, your videos should fulfill three criteria:

- They should be **original**.
- They should feature **entertaining** or **informative** content that people actually want to watch.
- They should contain **quality** content.

In addition, to avoid losing your account due to copyright takedowns, your videos should only contain **legal** content.

Finally, to make the method scalable, your videos should be **easy to produce**. Ideally, you should be able to make several videos per day with minimum hassle.

The method I am going to outline right now does fulfill those five criteria, therefore allowing you to create hundreds of hours of popular content for YouTube.

But, what is this method about? Well, it's about quotes.

Quotes?

Yes, quotes.

Rather than spending a couple of paragraphs trying to explain what a "quotes video" is, I am going to ask you to go watch the following three videos right now. Don't worry, they're less than 5 minutes long and it won't take too much of your valuable time.

Quotes About Life Lessons (https://www.youtube.com/watch?v=uaj1vzaeXMU)

Love Quotes and Sayings (https://www.youtube.com/watch?v=3ke_XUU7rJA)

Once a Wise Man Said (https://www.youtube.com/watch?v=0bGVFTbvQQs)

Done? Alright.

As you've just seen, quotes videos, typically, are slideshows of images featuring quotes on a specific topic with music playing in the background.

By using license-free images and music along with anonymous quotes or quotes from religious figures or famous people - which cannot be copyrighted --, you can create an

endless number of quotes videos, each targeting a specific issue or interest, from loneliness to depression, love, friendship, school, the Bible or even, if you feel so inclined, certain types of afflictions.

As we will see in the next section, this makes monetizing such videos really easy by only attracting highly-targeted viewers.

In addition, quotes videos can be made quickly, using either free software or programs that are already installed on your computer. You won't have to spend a dime to make them. Time-wise, it usually takes me about 30 minutes to make a full 3-minute video, which means that you could easily make 10 videos per day, or even more!

How to Monetize the Videos

You can make money off quotes videos by using one of two distinct methods: promoting affiliate offers or displaying video ads using AdSense, Google's ad platform.

Promoting Affiliate Offers

As I mentioned in the previous section, creating quotes videos lets you attract a highly-targeted audience.

Let's consider, for example, a video titled "Quotes About Break-Ups." Just by looking at the title, I can safely guess that the audience for that particular video is going to be mostly people who recently experienced a break-up and are looking to get over it. In addition, because quotes videos are more popular among women than men, I know that the audience is going to be overwhelmingly male.

In other words, I now have a captive audience of women who just broke up with their boyfriends or fiancés. Wouldn't that particular audience love to hear about a downloadable guide on how to find the perfect man, or sign up for a free trial on a cool dating site? Of course, they would love it!

For such a video, I would personally look at available offers on ClickBank or other affiliate platforms and search for dating-related offers, especially offers targeting women rather than men. I would then copy the affiliate link and place it in the description box of the video, along with a few words enticing viewers to click on it.

Actually, this is exactly what I did a while back. The click-through rate to the affiliate offer for that particular vid was over 15%, which is insane. All of that because of the highly-targeted audience quotes videos attract.

Displaying Ads With AdSense

As an alternative to using affiliate offers, you can opt to display ads on your videos by ticking the "Enable Monetization" check box when uploading a new video.

Please note that doing so is only possible in select countries and if you already have an approved AdSense account. In Appendix A and Appendix B, located at the end of this e-book, I outline how to circumvent the country limitation and how to get an AdSense account approved fast by following a few simple steps.

Once you have enabled monetization on the video, Google will start displaying video ads before your video or small banner ads at its bottom. You will be paid a percentage of the ad revenue generated by those banners and video ads.

Choosing the Correct Monetization Method

Personally, I have had far better results using affiliate offers than I've had using AdSense. The only downside to adding affiliate offers to videos is that finding the right offer, signing up for it and pasting the link can be time-consuming if you're uploading several videos a day.

However, I personally find that the financial rewards far outweigh that little bit of extra effort.

What I would strongly encourage you **not** to do, however, is to use both at the same time. Because Google is good at what they do, they will usually present the same type of offers in their ads than the ones you are pitching in the description box. Given the fact that affiliate offers let you earn more money, the last thing you want is for someone who was looking exactly for the type of offer you were promoting to click on a Google ad instead.

My final advice: pick a method and tinker it until you achieve maximum commissions.

What You Need

Computer

Obviously, for this method, you need a computer. Because the steps outlined in the next chapter rely on Windows Movie Maker, a free program from Microsoft, your computer should ideally run under Windows 7, Windows 8 or 8.1, or Windows 10. If your computer is running under MacOS X, Linux or older versions of Windows, you will not be able to run Windows Movie Maker. There are, however, other free alternatives out there for your operating system.

You don't need an extremely fast computer to follow this method. Any computer - laptop or desktop - released within the last five or six years should be able to output the videos we're going to create.

Software

As I mentioned earlier, for this method we are going to use Windows Movie Maker. In addition, you will need a graphics editor to create the images containing the quotes. While you can obviously create great pictures with a paid program such as Photoshop, you can achieve very similar results with a free program such as Paint.net (not to be confused with the dreadful Paint program built into Windows) or GIMP, which are both available under a wide variety of operating systems.

YouTube Account

Since you are going to upload videos to YouTube, you obviously need a YouTube account. Both brand new and aged accounts are perfectly suitable for this method. If you already have a YouTube account, you may want to create a new channel dedicated to your quotes videos. You can find more information about creating a YouTube channel over here:

https://support.google.com/youtube/answer/1646861?hl=en

And... That's It!

See? I wasn't lying when I said you could create videos without spending a dime! ;)

Step-by-Step Method

Picking a Topic and Finding Relevant Quotes

Your first step when it comes to creating a quotes video is to find its topic, the "X" in "Quotes About X". Fortunately, doing so is not that hard as any topic is suitable for a quotes video, as far as it somewhat resonates on an emotional level. For example, "Quotes About Having a New Baby Girl" would make for an excellent quotes video, while "Quotes About Choosing a Shower Curtain" would not.

Of course, your choice of topic may sometimes be influenced by other factors. If you plan to reach a specific audience to your video - for example, if you plan on promoting a specific affiliate offer - you may want to select a topic that is likely to attract the people you're looking for, for example by choosing "Quotes About Love Over the Age of 60" to promote an offer for a senior citizen dating site.

Very broad topics are all probably saturated by now, so you may want to aim for something slightly more specific. For example, while "Quotes About Depression" is too broad, "Quotes About Teenage Depression" hits the sweet spot between being specific enough to avoid getting buried under hundreds of similar videos and still finding a sizeable audience.

There are several tools that can help you get ideas for new topics. First off, there is of course YouTube itself. Look at other quotes videos and see how you could slightly tweak their titles to create a new topic. Then there is the good old <u>Google Keyword</u> <u>Tool</u>, which can provide you with a bunch of fresh ideas. Finally - and this is my favorite one - you can just sit down with a piece of paper and a pen and try to list any issue, feeling or situation you or your loved ones have experienced in the past. Once you are down listing them, discard the ones that are unsuitable for a quotes video and use the remaining ideas to come up with topics.

Note: If you feel so inclined, religious quotes (quotes from religious books such as the Bible or the Quran, or quotes from famous religious figures such as Abraham or Buddha, for example) are also extremely video-worthy. While such videos may attract a slightly less-targeted audience than regular videos, they can still provide you with a sizeable amount of traffic.

Once you have found a suitable topic, go to <u>BrainyQuote</u>, <u>QuoteGarden</u> or even just Google and use those sites' search engines to look for quotes related to the topic you selected.

Make a list in Notepad of 15-20 quotes.

Warning: Regular quotes - as in words spoken by someone famous - cannot be copyrighted and are therefore free to use. While film quotes are somewhat of a gray area in terms of copyright, song lyrics are copyrighted and cannot be reproduced without permission. In other words, **stay away from lyrics**.

Finding Images

While you can technically place your quotes on a black background, I personally find it more eye-pleasing to have quotes placed against an inspiring or beautiful picture.

To avoid having to find new images for each video you make, I suggest you only download pictures of landscapes or natural locations, such as a beach, a meadow, etc... The reason behind choosing those types of pictures is that a landscape picture, for example, can be used for any type of quotes video, regardless of its topic. On the other hand, a picture of a man holding a woman's hand is only suitable for topics that are somewhat related to romance.

Of course, you can't just grab any picture off the Internet, as most images are copyrighted. Fortunately, Google Images comes with a handy feature that lets you find pictures you can legally modify and use in your own projects.

Go to Google Images and enter a search term in the box. For example, "sunset."



Click the **Search Tools** link.



Open the Usage Rights menu and select Labeled for Reuse With Modification.

All of the pictures displayed in the search results are now pictures you can legally use in your project.

Download about 20 photos featuring varied landscapes, celestial elements or locations and save them in a new folder on your hard drive.

Note:

- For optimum results, download photos that are, at the very least, 1024 pixels by 728.
- *Flickr*, a Yahoo website, also contains a vast collection of rights-free images.

Finding Music

YouTube is an audiovisual platform. Viewers typically expect videos to come with some sort of an audio track, and quotes videos are no exception.

You can find rights-free music by using YouTube's new music library. This library contains hundreds of music tracks that you can freely use in your projects.

One thing you should keep in mind before downloading a track is that the length of the music track you download is critical as it is going to determine the time each of your quotes is going to stay on screen. For example, if you have a video with 20 quotes and a 2-minute audio track, each quote is going to stay on screen for 6 seconds (120 seconds divided by 20). Optimally, to allow viewers to properly read the quotes displayed in your video, each quote should stay on screen for at least 8 to 10 seconds. For a video containing 20 quotes, it means that your audio track should ideally be between 2 minutes and 40 seconds (160 seconds, or 8 seconds * 20) and 3 minutes and 20 seconds (200 seconds or 10 * 20).

Now, let's start downloading some songs.

First, head on over to <u>YouTube's Audio Library</u> and make sure **Free Music** is selected at the top.

Audio Library Free music Ad-supported music Sound effects

Browse and download free music for your project.

Enter a keyword in the search box. In this example, I chose "Romantic."

Audio Library										
Free music	Ad-supported music	S	ound effects							
Browse and download	d free music for your p	proje	ect.							
Tracks Favorites			Genre 🔻	Mood 🔻	Instrument 🔻	Duration 🔻	Attribution \bullet	romantic		Q
 Together With You 		3:46	JR Tundra			Jazz & Blues	Romantic	_	<u>+</u>	☆ 1
 Family Tradition 		1:31	Silent Partr	her		Country & Foll	k Romantic		<u>+</u>	☆
Push Me		4:01	Twin Music	com		Pop Romanti	ic	•	<u>+</u>	☆
 Concierge 		1:43	ALBIS			Classical Roi	mantic	_	<u>+</u>	☆

Click the **arrow** icon to preview a track and, once you have found that suits your video, click the **downward-pointing arrow** icon to download it in the MP3 format.

ſ	Together With You	3:46	JR Tundra	Jazz & Blues Romantic			Ŧ	☆
Þ	Family Tradition	1:31	Silent Partner	Country & Folk Romantic		·	₹	$\stackrel{\wedge}{\simeq}$
Þ	Push Me	4:01	Twin Musicom	Pop Romantic	۲		₹	$\stackrel{\wedge}{\simeq}$
Þ	Concierge	1:43	ALBIS	Classical Romantic			₹	☆
Þ	Fur Elise	2:13	Audionautix	Classical Dramatic	١		₹	☆
ŀ	Wigs	2:01	Riot	Classical Romantic			Ŧ	☆

Tip:

If an icon is displayed in the **Attribution** column next to the track is selected, it means you must credit the author of the song in your video's description. Copy the attribution text and paste it in Notepad. Don't forget to add that text to the description when uploading your video.

Creating the Quote Pictures

Launch your favorite graphics editor, open the images you previously saved and type or paste the quotes onto them, one image per quote.

Tip:

- Do not use Paint for this step, as it is dreadful. If you have a Creative Suite subscription, use Photoshop. Otherwise, download either <u>Paint.net</u> or <u>GIMP</u>, two free graphics editors.
- Play around with the font, font color and the Drop Shadow effect to ensure viewers can properly read the quote.

Example:



Once you have placed all of your quotes onto background images, proceed to the next step where we will create the video.

Creating the Video

To create the video, we are going to use Windows Movie Maker, a program from Microsoft that is part of the Windows Live Essentials suite. If you haven't done so already, <u>download Live Essentials</u> from Microsoft's website and install the program.

Tip:

- Windows Movie Maker is only available for Windows 7, 8, 8.1 and 10. If you are still running Windows XP, consider upgrading your operating system or using a commercial video editing application such as Camtasia.
- Mac owners can create slideshow videos by using iMovie.

Let's get started.

Launch Windows Movie Maker and click the **Add Videos and Photos** icon in the Home toolbar.

	56	₹ My Mov	ie - Mov	vie Maker		
File	Home	Animatio	ns	Visual Effects	Project	View
Paste	🔏 Cut 🗎 Copy	Add videos and photos	Add music *		video 🔺 arration 🕆 📄 t 🏾	Title Caption Credits ▼
Clipb	oard	\square		Add		

Select all of the quote images you previously created to import them into your project.

Next, click the **music note** icon above Add Music and use the file browser to select the MP3 music file you downloaded earlier.



Open the **Project** toolbar and click the **Fit to Music** icon to sync the slideshow with the music.



Preview your video by clicking the **Space** key on your keyboard and, if you are happy with the results, export the movie by opening the **File** menu, clicking on **Save Movie** and selecting **For Computer** or **For High-Resolution Display**. Name the file and click **Save**.



Tip:

The **For Computer** setting generates a file that is roughly 40MB per minute of screen time, while the **For High-Resolution Display** generates a file that is over 300MB per minute. While the HD option may offer better quality, I personally stay away from it as the prospect of uploading a 600MB file to YouTube is not particularly appealing.

Uploading the Video to YouTube

To upload your movie file to YouTube, go to the <u>Upload page</u> on the YouTube website, click the **Select Files to Upload** icon and select the movie file Windows Movie Maker just created.

While your file is uploading, enter your video's title - which **should** contain the word "Quotes" - and a description containing, if needed a link to your affiliate offer. If you prefer to enable AdSense, open the **Monetization** tab and tick the check box next to **Monetize With Ads** instead.

PROCESSING 0%	×	Publish
★ Click "Publish" to make your video live.		Draft saved.
Basic info Monetization Advanced settings		
Quotes About Loneliness Over 40	Public	•
For more advice about dealing with loneliness, go to http://www.example.com	Add a message to you	ır video
	// Also share on	⊿ <mark>१+</mark> ∠ ⊻
Loneliness (Quotation S × Quotation (Quotation Su ×	+ Add to playlist	
quotes ×		
Suggested tags: + Fiction (TV Genre)		
VIDEO THUMBNAILS 🕜		
Thumbnail selections will appear when the video has finished processing.	Custom thumbnail	
	WIGATHUTT THE SIZE IS ZIVID.	

Congratulations, you just finished creating and uploading your first quotes video!

FAQ

How long does it take to create a quotes video?

Personally, it takes me less than 30 minutes to create one from scratch. If I choose to reuse content I already have, such as photos or music, it's even less than that.

How many videos can I upload per day?

As many as you want!

Can I lose my YouTube account?

No, everything outlined in this tutorial is not only perfectly legal, it also fully complies with YouTube's terms of service.

I live in X, can I use this method?

Yes, you can use this method regardless of where you live!

Appendix A: YouTube Monetization Issues

NOTE: The information in both Appendixes only apply if you plan on displaying ads on your videos, NOT if you simply want to link to an affiliate offer.

If you live in a Western country, in Japan or in Australia (along with a few other countries), you're in luck because video monetization is available on your regional YouTube website. You just need to enable it via your Video Manager.

However, if you happen to live in a country where monetization is not available, you will see a message telling you that monetization is not available in your country if you try to do so.

Fortunately, there is a workaround.

Go to your channel's homepage and click on the "Edit" pencil icon that is at the bottom-right of your channel's cover photo. From the menu that pops up, select "Channel settings."

There, change your channel's country to a Western country (France, Germany, United Kingdom, etc...) and save your new settings.

It is important to note that this setting only affects your channel. Your Google account, as well as your Adsense account's country will not be modified.

You should now, however, be able to enable monetization in your Video Manager.

Appendix B: You Don't Have an Adsense Account

Getting an Adsense account approved can be tough. It used to be really easy until, a few years ago, Google realized that spammers had started abusing the system. So, now, you need to go through a rigorous application process just to get your account approved.

Fortunately, you can do it in just one week.

One quick note, though: Unless you happen to already have a YouTube channel with many high-quality, original videos, do not try to apply to Adsense by using your YouTube channel.

If you already have a website with plenty of original content, you're in luck. Go to the Adsense homepage, submit your application and wait about an hour. After an hour, go back to the homepage, create an ad code, place it anywhere on your website and wait about three days for the Adsense bot to crawl your website. If the bot thinks your website is suitable for Adsense, you will get an email telling you that your account is officially approved.

If you don't have a website yet, here is a quick, simple and tested method that works:

- 1. <u>Sign up for a webhosting account at Hostgator</u>. In my opinion, they're the best webhosting company out there (and they're pretty cheap).
- 2. Order a domain name.
- 3. Log in to cPanel and use the QuickInstall feature to install WordPress.
- 4. Create 15 posts on your new blog with a minimum word count of 500.
- 5. Apply to Adsense with your new blog.

As a quick tip, do not create a technology or cooking-related blog, as those sites rarely get approved by Adsense. Personally, I have found that travel-related blogs are the easiest one to get approved with.

By the way, the 500-word blog posts do not need to be mind-blowingly good. As long as they're on-topic and written in decent English, you should be fine.

If you don't like writing, you could even order those blog posts on Fiverr. Just make sure to pick sellers who sell quality articles, not spun content.

Good luck!

Note

If you enjoyed this method, please take the time to post a review on the Warrior Forum to help your fellow warriors make an informed decision when it comes to purchasing it.

Thanks!

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