

# Niche-10x

**"Case Study" Video Training Summary:**  
You Tube

Jay Boyer and John S. Rhodes

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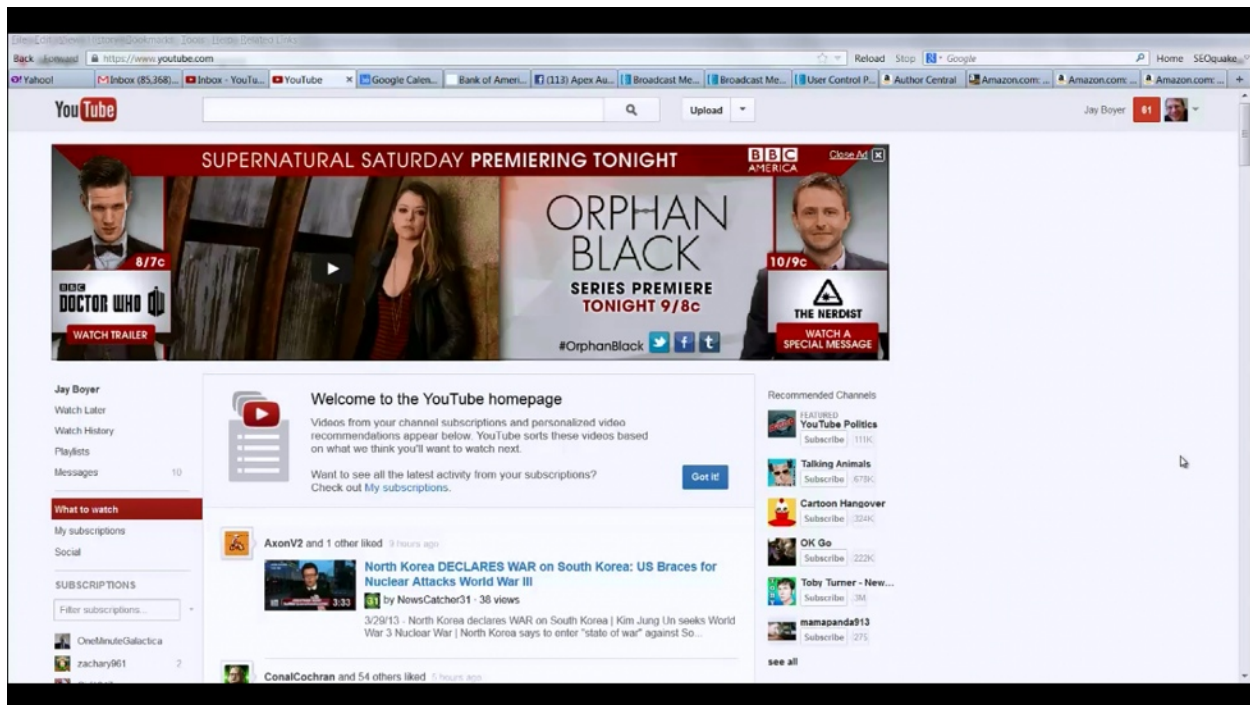
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## Niche-10 "Case Study" – YouTube



A lot of people don't realize it, but you can use YouTube to promote almost anything online. You can promote Kindle books, blog posts, Facebook pages, affiliate products, and pretty much anything else you can think of. The best part is that you don't even have to create videos of your own to do this.

You can certainly create YouTube videos for the specific purpose of promoting your products and/or services. However, this takes a lot of time and energy. Plus, there's nothing to say that your YouTube video will be a hit. So, wouldn't it be better to find some of the coolest videos in your niche and leverage them? Jay Boyer of the JJ Fast team is doing just that. He calls this strategy "The YouTube Piggybacking Method". This strategy works great for him, and it can for you as well.

Jay has been using this method for quite some time. He doesn't come to YouTube to watch cute kitties playing the piano or anything like that. He visits the site for business purposes. You see, Jay has found away to essentially siphon traffic from popular YouTube videos. He directs this traffic towards his web pages, his Kindle

books, his squeeze pages, etc. You are going to learn the very same thing in this lesson.

## Why YouTube = The Golden Goose

Why YouTube? Why would you want to use YouTube as your promotional vehicle? Well, first of all, YouTube is a fantastic traffic source. There's hundreds of millions of people every month who are heading over to YouTube and checking out the videos on this site. Another thing that is great about YouTube is that you can find videos that pertain to almost any niche you can think of. Just to name a few, you can find videos pertaining to:

- Cooking
- Cartoons
- Superheroes
- Monsters
- Electronics
- Various products
- Etc. etc...

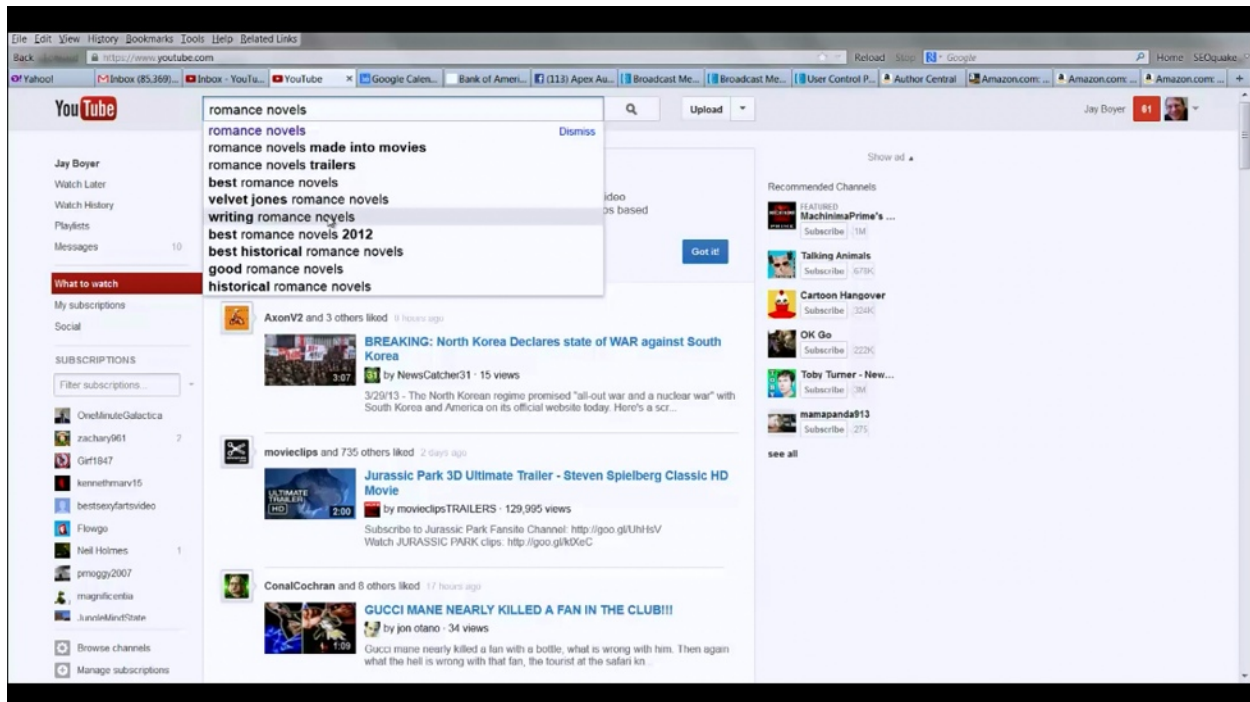
There are millions and millions of people visiting this site, and they sometimes spend hours watching videos on YouTube. This is a traffic source that is barely beginning to be tapped into because a lot of people don't know how to, or don't care to, utilize and leverage this traffic. Therefore, the door is open for you to do so.

In the following sections of this lesson, Jay's "YouTube Piggybacking Method" will be thoroughly explained. From this point on, try to think about YouTube as a source of traffic, not a source of entertainment. This will help you to better learn how to use, divert, and leverage the traffic from this site to promote any webpage of yours for free.

This is a great strategy. It has done wonders for Jay's business, and it can for yours as well, as you will soon come to understand. So, keep reading in order to

learn the specifics of how you can utilize this to start promoting your own stuff online.

# Finding Videos in Your Niche

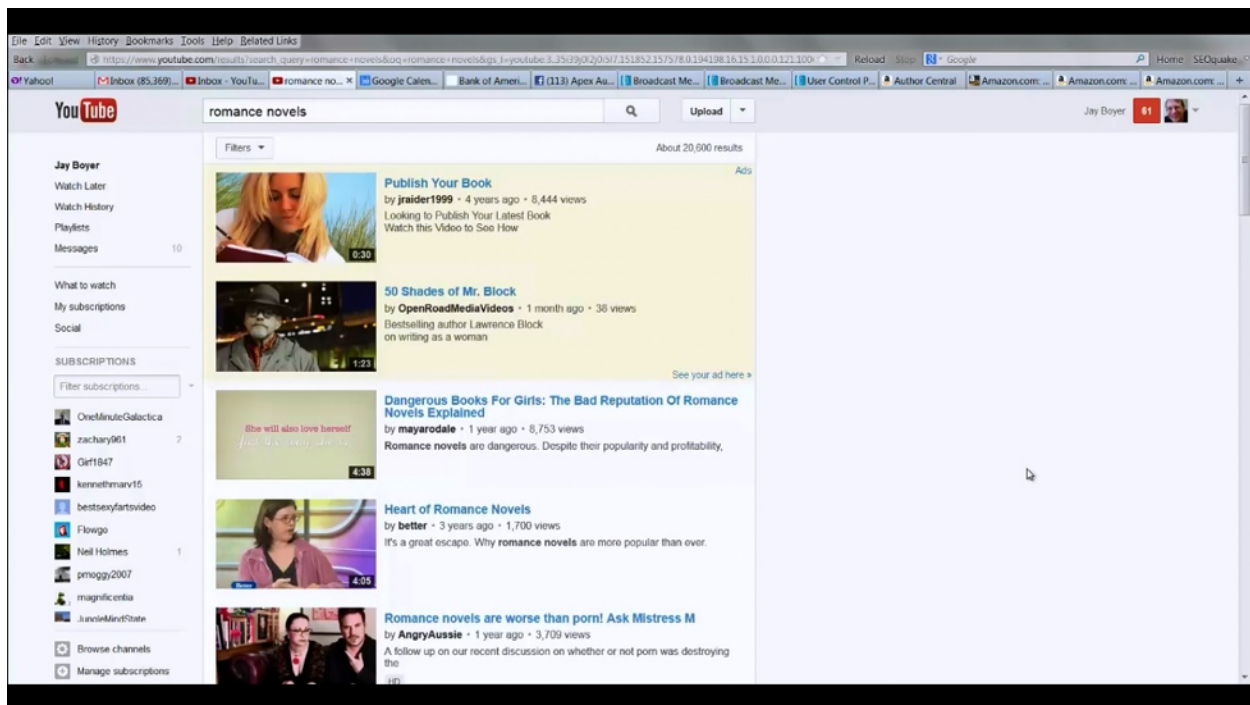


As previously stated, you can find videos related to just about every niche and every topic out there. This is great news because no matter what niche you are currently working within, and no matter how tiny and obscure the niche is, you will be able to find videos that you can use to help promote your stuff. This can work for you whether you are a niche marketer, an affiliate marketer, a Kindle author, a blog writer, etc.

You can search for videos pertaining to a particular niche simply by typing in a keyword that has to do with your niche into the search bar at [www.YouTube.com](http://www.YouTube.com). Say, for example, that you are a romance novelist. So, you would want to find videos that people are watching which have something to do with romance novels, right? You might even want to drill down even further by using the auto-complete feature on the site. In other words, as popular keywords popup underneath the search bar, you can find even better ideas of what to search for.

When you type 'romance novels' into the search bar at, some of the following keywords come up:

- Romance novels trailers
- Best romance novels
- Velvet Jones romance novels
- Writing romance novels



You could click into any one of these and check out the results that you get. Starting out, you would want to just do a general search for romance novels. Above is a screenshot of the videos that come up when you perform a search on the words 'romance novels'. One of these is titled 'Dangerous Books for Girls: The Best Reputation of Romance Novels Explained'. This book has gotten over 8,700 views in a year's time.

Another video that is listed is titled 'Harlequin 60<sup>th</sup> Anniversary Cover Shoot' and it has had 19,055 views. Another one to take note of is a video by a blogger. It is titled 'COFFEH: Romance Novels' and it has received 16,857 views. There is yet another video, simply titled 'Romance Novel', which has received 116,627 views. So, as you can see, there are lots of videos in this niche and lots of people

watching these videos. Plus, this is only one keyword term; there are a lot more keywords left to check out.

How about if you wrote a Kindle book about how to build a chicken coop, or maybe you are selling an affiliate product that shows people how to build one? Do you think there would be any videos related to that? Sure there would be. Some of the suggested keywords in this case are:

- Chicken coops designs
- Chicken coop plans
- Chicken coops and runs
- Chicken coop construction

A search for the term 'chicken coop' yields a surprising number of videos. One of the videos that come up in the result is 'How to Build a Chicken Coop'. It has had 246,454 views in just two years. That's almost a quarter of a million views. Further on down the list is 'The Best Chicken Coop – Wichita Cabin Coop'. This video has received 237,840 views in just one year. Finally, 'The Ultimate Chicken Coop', posted 3 years ago, has had 395,807 views in that time. The people that are watching these videos are obviously interested in getting information about how to build a chicken coop. So, wouldn't you think that they would be interested in an eBook or your affiliate product related to this as well?

What if you have a Kindle book related to yoga? What if you're an affiliate marketer promoting a ClickBank product related to yoga, or maybe you have a blog or a Facebook page about yoga that you are trying to drive traffic to? What if you were a yoga instructor and you wanted to send people to your businesses webpage? You may even have an information product related to yoga on a site like uDemy and you would like to generate some traffic. So, let's check out what the search results yield for this topic.

There are a lot of videos about Yoga that are getting a great deal of views. For instance, there is a Jillian Michaels video that has gotten 2,357,597. Another one titled '20 Minute Weight Loss & Fatburning Yoga Workout!' has gotten 1,797,227

views. 'Yoga 42 min. full class ~ Hath Yoga Flow 3' has gotten 937,741 view. One, titled 'Bikini Body Ready – Provocative Yoga #2', was only posted a day at the time this search was performed, and it had already gotten 7,537 views. So, just in a 24-hour period of time, this video was seen over 7,500 times. That is awesome! This is exactly the kind of thing that you want to look for.

In the next section, you are going to learn how you can leverage these videos that are getting hundreds of thousands and sometimes even millions of views. You can harness this traffic and funnel it to a webpage, a Kindle book, and even an affiliate offer of your own. So, keep reading to learn more.

## The YouTube Piggybacking Method Explained



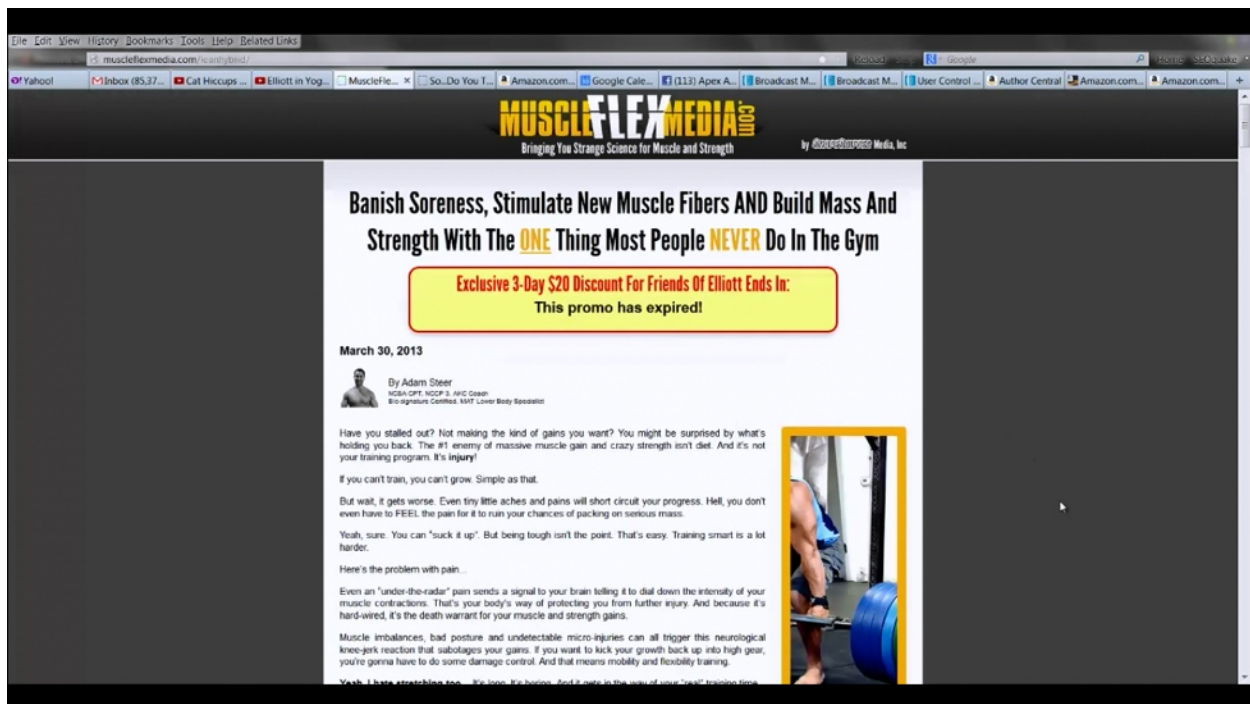
At this point you may be wondering ‘How can I possibly use these videos that other people have created to my advantage?’ and ‘How can I leverage some of the traffic that these popular videos are generating and divert that traffic to my own products?’ This is actually pretty easy to do. You can simply do that by posting a link in the video’s description.

Some of the video descriptions that you find are doing nothing more than describing the video. Many of them are keyword optimized though. In other words, some of the creators of these videos have actually included keywords in their description. The descriptions for the yoga videos, for example, often include

keywords like 'yoga', 'lose fat', 'belly fat', and 'burn fat'. These are all keywords that these video creators are trying to rank for inside of the YouTube search engine, inside of Google, etc.

A lot of these video creators actually include a link which directs traffic out of YouTube to a webpage of their own. They may even link out to a product, to a service, to their business' Facebook, to a squeeze page, and so on. For example, in the picture above there is a video titled 'Elliott in Yoga class (iphone video)'. This video's creator has included a link in his description. Actually, his description only includes the keywords 'yoga for strength' and the link to the page.

When you click on this link you are taken to a webpage for a product that he is either selling on his own or one that he is selling as an affiliate. So, this video creator is also a marketer. He is using this video to take advantage of the viral traffic available from YouTube by placing this link in the video's description. This video has had 7,038 views in less than 24 hours. Surely many of the people who have viewed this video have clicked on the link in this description. You can see a screenshot of this website below.



Obviously, this marketer is doing a very wise thing by diverting all of this traffic to this webpage, sales page, affiliate offer, or whatever it may be. This is the same strategy that is being recommended to you in this training. The only difference is that you don't actually have to make your own video to do this.

You may be asking yourself 'How could I possibly do this without making my video? I don't have access to leave a link on someone else's page?' That is true, you don't have access, but you absolutely can get a link posted on someone else's page, and you will soon learn that this is easier than you might think. The following is a case study that will serve as an example of how this is done:



### Case Study – The Cat that Hiccups and Farts at the Same Time

No, this isn't a case study on how a cat is able to hiccup and fart at the same time. It is a case study about how a cat that hiccups and farts at the same time can do

wonders for your business. You see, Jay found a hilarious video on YouTube one day. It was titled 'Cat that Hiccups and Farts at the Same Time'.

Okay, this may not seem like highbrow entertainment to some, but if you look at the screenshot above, you will see that this video has actually had 2,582,872 views. Jay has researched this, and he has found that this video is getting 3,000-4,000 views a day. So, this video is generating a lot of traffic.

It is uncertain how people coming across this video exactly. They may be searching for 'funny fart videos' or something like that. How they are finding it isn't half as important to Jay as the fact that there are lots and lots of people clicking to watch it and they are all seeing his link in the description. So, how did he get his link there? Jay actually rented this video description from this video's creator.

The video's creator, listed as zachary961, was more than willing to allow Jay to do this. You would be surprised how many other video creators would be just as happy to let you do something like this. Later on in this training, you are going to learn exactly how Jay went about making this request.

This link, which Jay refers to as his 'power link', directs people to a Kindle book series of his. One of the books in this series is called *Ninja Farts*. All of the books in this series are popular, but much of their popularity can be attributed to this 'power link'.

Hopefully you can see that no matter how obscure your book title, your affiliate product, or your overall niche is you can find YouTube videos that are very closely-related. Furthermore, no matter what the subject or topic, you can usually find videos that have had lots of views. There are a lot of videos on this site that generate lots of traffic every day, and they are usually posted with no other intent than for entertainment or information purposes. So, if no one else is utilizing them to make sales, why not be the one to do so?

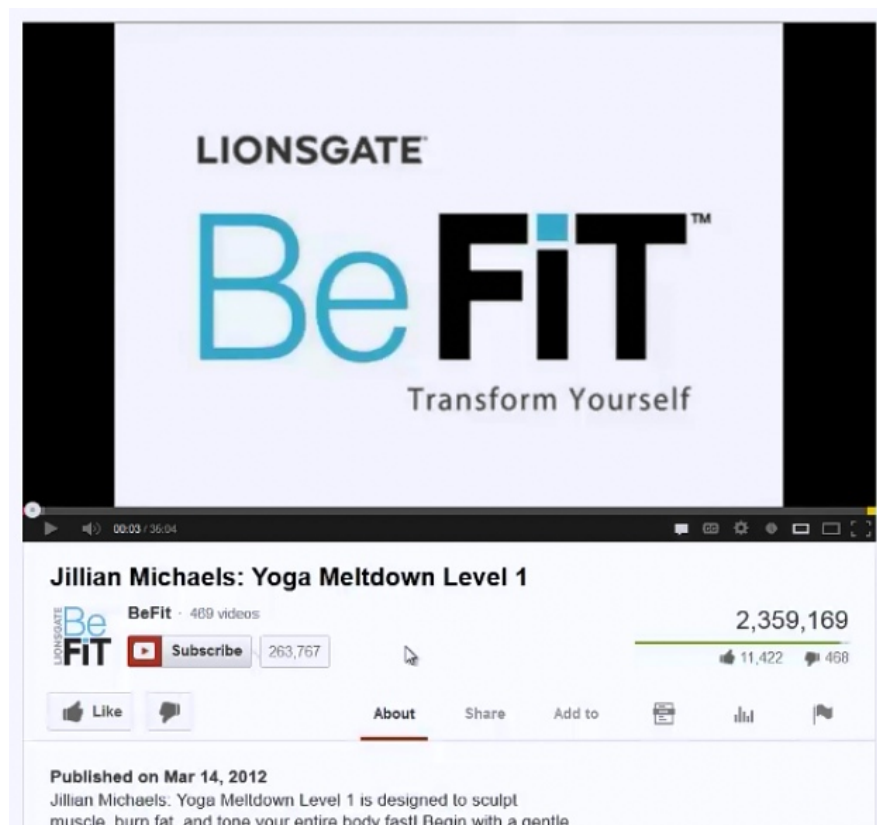
Videos such as the one above can present great opportunities if they are utilized correctly. Again, all you have to do is find the right video, contact the video's creator, and simply ask them to place a link in their video's description. In the

next section, you will come to understand exactly how Jay went about this and how easy it would be for you to do essentially the same thing.

## How to Select Appropriate Videos

For demonstration purposes, we are going to stick with 'yoga' as our niche of choice. This is a fairly popular niche, so there are a lot of videos made for this niche that would be perfect to use for the purpose of generating traffic. In this portion of the training, you are going to be taught how to distinguish between the videos that would be good to utilize and the videos that you shouldn't even waste your time with because they are not appropriate to use for one reason or another.

To begin, let's take a look at 'Jillian Michaels: Yoga Meltdown Level 1'. Now, what we are going to be doing in this system is we are going to be approaching some of these video creators and requesting to rent a spot in his or her video description. This way we can place our link prominently at the beginning of the description.



When you find a video that you think might work, the first thing you should ask yourself is 'Is this a video that is generating a lot of traffic?' The Jillian Michaels video, pictured above, has over two million views. Over 11,000 people have given it a thumbs-up, and only 468 have given it a thumbs-down. Lots of people are finding this video one way or another. Though it is uncertain how it's happening, the number of views tells us that this video is getting traffic.

There is no reason to mess with a video that isn't getting traffic. If you see a video that has been up for four or five years, and they only have a couple of thousand views, that's probably not going to be a good candidate for this system. On the other hand, if a video has been up for a day or two and it already has had a couple of thousand views, that is worth checking into.

You can get an idea of how many views a video is getting per day by looking at the day that it was published. The day a video was published is always shown right above the video's description. The Jillian Michaels yoga video shown above was published on March 14, 2012. So, it was published a little over a year ago. Therefore, just to get a good estimation, you would divide the video's number of views by 365. According to Jay's calculation, this video is getting over 6,300 views per day, which is awesome!

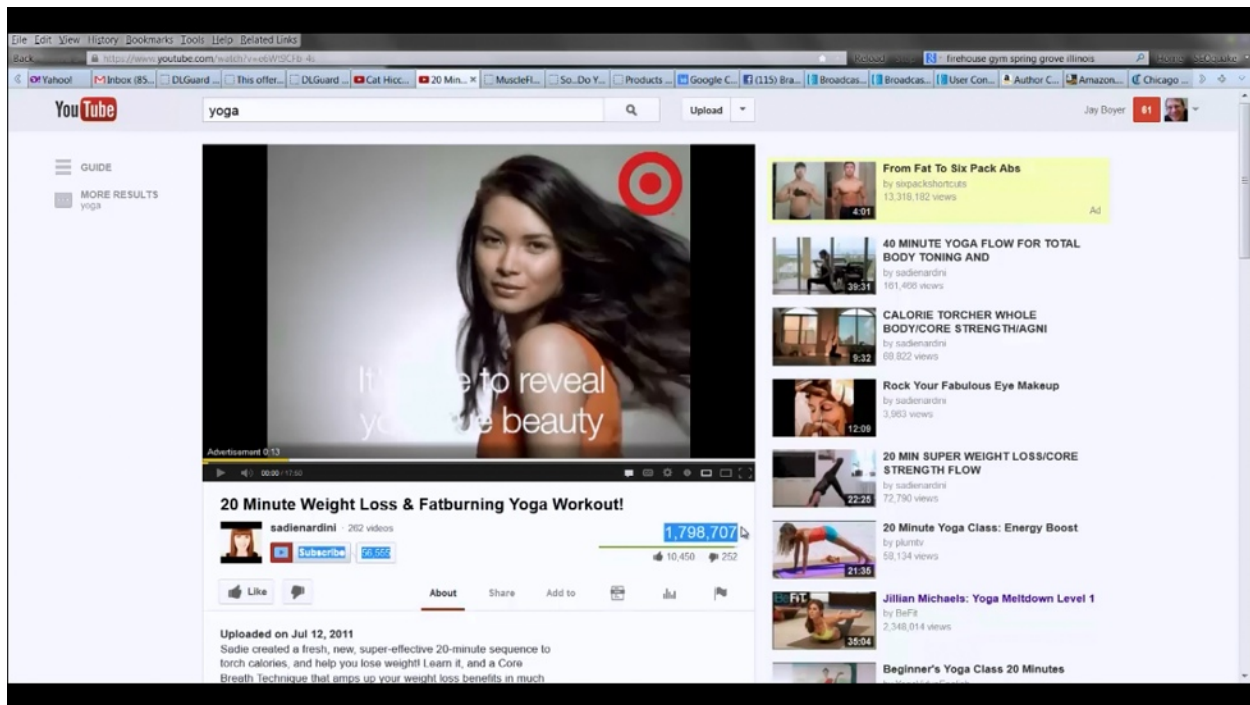
Generally, Jay looks for video that are getting at least a hundred views a day, although he would much rather find videos that are receiving 500-1,000 views a day. Of course, this depends on your niche. The more obscure a niche is, the less views a video in that niche will be receiving.

So that's the first thing that you check. Is this video getting traffic? In this particular case, the answer is 'yes'. The second thing that you're going to check for is whether or not there is already a link in the description. In actuality, you should probably check for this first because if there already is a link, then you are probably not going to be able to use it. It is just not likely that the video's creator is going to want to swap out their own link for yours. If there is already a link placed in the description, then you should automatically disqualify that video as one which you would be able to use.

Based upon the two criteria given thus far, the Jillian Michaels yoga video that we are using as an example would be a pretty good candidate for a video to use. So, you could approach this video's creator and request that they put your link in their video's description. You may want to offer them around \$10-\$15 for letting you do this. Although, you would be surprised at how many people are willing to do this for you for free. There is one more thing to think about before moving forward though.

This particular video is a Jillian Michaels video. Jillian Michaels is sort of a big-time fitness guru. She is on a TV show called *The Biggest Loser*, she is branded, she has her own line of fitness gear, etc. So, maybe this isn't such a great candidate. If Jillian Michaels wanted a link in the video's description, then she would probably put one in herself. In addition to that, it is highly unlikely that Jillian Michaels would even respond to a request such as this, especially if you were only offering \$10-\$15 to do so. Therefore, this video is probably not going to work for this YouTube piggybacking system.

The next video, 'Yoga 42 min. full class ~ Hatha Yoga Flow 3', is getting very good amounts of traffic. It has had 939,542 views, and it was uploaded in 2009. So, it is getting roughly 750 views every day, which is cool. So, it would be good to use, except for the fact that there is already a link in the video's description. There is no reason to even bother contacting the creator of this video because they are unlikely to want to change out the links that are already there, and even if they were willing to, they would probably be a high cost involved.



Now, let's look at '20 Minute Weight Loss & Fatburning Yoga Workout!' You can see in the picture above, that the username of the creator of this video is 'sadienardini'. You will probably also notice that this video has had nearly two million views. This video was uploaded on July 12, 2011. So, it has gotten an average of nearly a million views per year. Finally, if you were to look at the video's description, you would see that there is no existing link. So, this would be a really great video to utilize. Therefore, if you were in the yoga niche, 'sadienardini' would be a prime candidate to approach with a request to rent the description on this page.

You should now have a pretty good idea about how to tell if a video is suitable for your needs or not. Later on in the training, you will learn exactly how Jay contacts these video trainers, so don't let that worry you. It's painless, it's easy, and you can do it right through the messaging system on YouTube. In addition, it really shouldn't cost you very much to tap into this YouTube traffic either.

# Recording & Tracking Video Data

Rank	Title	URL	Description	Views	Comments	Favorites	Published	Tags	Category	User	Contacted
1	Jillian Michaels: Yoga Meltdown Level 1	<a href="http://www.youtube.com/watch?v=q5nyrD4eM64">http://www.youtube.com/watch?v=q5nyrD4eM64</a>	No	2358041	1230	0	#####		Howto	ibefit	FALSE
2	20 Minute Weight Loss & Fatburning Yoga Workout!	<a href="http://www.youtube.com/watch?v=e6W19CFb-4s">http://www.youtube.com/watch?v=e6W19CFb-4s</a>	No	1798098	1407	0	#####		Sports	sadiemardi	FALSE
3	YOGA FOR BEGINNERS Part 1	<a href="http://www.youtube.com/watch?v=H3VLZqP2xZE">http://www.youtube.com/watch?v=H3VLZqP2xZE</a>	Yes	5118984	1712	0	#####		Education	yogatic	FALSE
4	Elliott in Yoga class (iphone video)	<a href="http://www.youtube.com/watch?v=bsvUoDusGmJc">http://www.youtube.com/watch?v=bsvUoDusGmJc</a>	Yes	7347	225	0	#####		Sports	strengthca	FALSE
5	Bikini Body Ready - Provocative Yoga #2	<a href="http://www.youtube.com/watch?v=cAdqjMa0vQ0">http://www.youtube.com/watch?v=cAdqjMa0vQ0</a>	Yes	12416	0	0	#####		Howto	charliejam	FALSE
6	Yoga 42 min. full class - Matha Yoga Flow 3	<a href="http://www.youtube.com/watch?v=ncCBZ2Wj9w">http://www.youtube.com/watch?v=ncCBZ2Wj9w</a>	Yes	937741	365	0	#####		Education	yogayak	FALSE
7	Tara Stiles: Yoga Weight Loss & Balance Workout	<a href="http://www.youtube.com/watch?v=utJZAMtGtDg">http://www.youtube.com/watch?v=utJZAMtGtDg</a>	No	124735	149	0	#####		Howto	benefit	FALSE
8	Yoga By Equinox	<a href="http://www.youtube.com/watch?v=loazrEz5_k">http://www.youtube.com/watch?v=loazrEz5_k</a>	No	5376780	2543	0	#####		Education	equinox	FALSE
9	Heart Opening 30min Yoga class	<a href="http://www.youtube.com/watch?v=lvCvXER-Cs">http://www.youtube.com/watch?v=lvCvXER-Cs</a>	Yes	179552	156	0	#####		Education	ekhartiyog	FALSE
10	Yoga - Full 55 min class - Matha Yoga Flow 4	<a href="http://www.youtube.com/watch?v=EsokkEKmLs">http://www.youtube.com/watch?v=EsokkEKmLs</a>	Yes	1583957	437	0	#####		Howto	yogayak	FALSE
11	Beginners Online Yoga Class - Classes of 20 Yoga postures	<a href="http://www.youtube.com/watch?v=IblyHCNtOKO">http://www.youtube.com/watch?v=IblyHCNtOKO</a>	Yes	347880	258	0	#####		Entertainm	freecyogari	FALSE
12	Yoga Pants Shortage	<a href="http://www.youtube.com/watch?v=yGcGRqZ8">http://www.youtube.com/watch?v=yGcGRqZ8</a>	No	419590	175	0	#####		Comedy	jimmykimr	FALSE
13	A BRAND NEW Comic Kids Yoga Adventure! Episode 6 - Enzo The Bee	<a href="http://www.youtube.com/watch?v=uyvLooYwyg">http://www.youtube.com/watch?v=uyvLooYwyg</a>	No	2828	4	0	#####		Sports	cosmickidz	FALSE
14	11 Morning Yoga Flow, all levels	<a href="http://www.youtube.com/watch?v=hov3D0CPRLc">http://www.youtube.com/watch?v=hov3D0CPRLc</a>	Yes	132317	115	0	#####		Sports	yogatic	FALSE
15	15 20 Rejected Yoga Poses	<a href="http://www.youtube.com/watch?v=UuzZlE8X0I">http://www.youtube.com/watch?v=UuzZlE8X0I</a>	Yes	572819	2616	0	#####		Comedy	thedomini	FALSE
16	Morning Heart Expanding Practice ~ Intermediate Yoga Class ~ Full Length 49 minut	<a href="http://www.youtube.com/watch?v=7xclBh7ITVc">http://www.youtube.com/watch?v=7xclBh7ITVc</a>	Yes	524591	237	0	#####		Howto	yogayak	FALSE
17	ASHTANGA VINYASA YOGA BY COCO (short version)	<a href="http://www.youtube.com/watch?v=3lCfGZcvco">http://www.youtube.com/watch?v=3lCfGZcvco</a>	No	3	0	0	#####		People	uniomयोग	FALSE
18	Yoga for Complete Beginners - Yoga Class 20 Minutes	<a href="http://www.youtube.com/watch?v=0o0kNeOyH98">http://www.youtube.com/watch?v=0o0kNeOyH98</a>	No	3027358	1178	0	#####		Entertainm	yogavidya	FALSE
19	Never, Ever Give Up. Arthur's Inspirational Transformation!	<a href="http://www.youtube.com/watch?v=8467850">http://www.youtube.com/watch?v=8467850</a>	No	8467850	17443	0	#####		People	dallapage	FALSE
20	Relaxation music - Chinese Bamboo Flute Yoga - Meditation Natural sounds	<a href="http://www.youtube.com/watch?v=0YCAXHedk">http://www.youtube.com/watch?v=0YCAXHedk</a>	Yes	1679852	642	0	#####		People	yooyaya	FALSE
21	Atilla mahi buka studio yoga	<a href="http://www.youtube.com/watch?v=TqjbrAcioXA">http://www.youtube.com/watch?v=TqjbrAcioXA</a>	No	0	0	0	#####		Entertainm	njolawani	FALSE
22	YOGA ASANAS FOR REDUCE BELLY FAT BY N.SHESHAGIRI. UDAYA TV	<a href="http://www.youtube.com/watch?v=cd_eTupTCbl">http://www.youtube.com/watch?v=cd_eTupTCbl</a>	Yes	2044224	969	0	#####		Education	sreegurur	FALSE
23	Krisnamacharya Yoga Film 1938 (silent)	<a href="http://www.youtube.com/watch?v=DnN8duRpzzw">http://www.youtube.com/watch?v=DnN8duRpzzw</a>	No	6184	7	0	#####		People	mcpetruk	FALSE
24	Documentaire ARTE - Planet YOGA Complet VF FR	<a href="http://www.youtube.com/watch?v=CkUoYKbS20">http://www.youtube.com/watch?v=CkUoYKbS20</a>	Yes	594432	360	0	#####		Howto	sosp33	FALSE
25	Clase de Yoga para bajar de peso - Ciudad YOGA	<a href="http://www.youtube.com/watch?v=XRYZ0xzaME">http://www.youtube.com/watch?v=XRYZ0xzaME</a>	No	45187	168	0	#####		Sports	ciudadyyog	FALSE
26	Controversial Bikram Yoga Guru Likes the Heat	<a href="http://www.youtube.com/watch?v=jmK78yqo">http://www.youtube.com/watch?v=jmK78yqo</a>	No	0	0	0	#####		News	abcnews	FALSE
27	UDAYA TV - YOGA TO IMPROVE EYESIGHT AND CONCENTRATION BY SRI N.SHESHAGIRI. UDAYA TV	<a href="http://www.youtube.com/watch?v=FL2c5ydtLQ">http://www.youtube.com/watch?v=FL2c5ydtLQ</a>	No	2	0	0	#####		Education	sreegurur	FALSE
28	BEGINNER'S YOGA BY N.SHESHAGIRI. UDAYA TV	<a href="http://www.youtube.com/watch?v=tdkIKHdKIe">http://www.youtube.com/watch?v=tdkIKHdKIe</a>	Yes	527879	272	0	#####		Howto	yogayak	FALSE
29	Grounding Afternoon Yoga Practice ~ Full Length Intermediate Class ~ 45 minutes	<a href="http://www.youtube.com/watch?v=DaWknUY-Udc">http://www.youtube.com/watch?v=DaWknUY-Udc</a>	Yes	0	0	0	#####		Education	sreegurur	FALSE
30	[Rethink Retreats 5 minute yoga] Jyoti Sharma intro - Bihar School of yoga - breath	<a href="http://www.youtube.com/watch?v=F4J3jquWdf4">http://www.youtube.com/watch?v=F4J3jquWdf4</a>	No	9	0	0	#####		Howto	rethinkret	FALSE
31	Vinyasa Yoga Practice at Yoga Phnom Penh	<a href="http://www.youtube.com/watch?v=F4J3jquWdf4">http://www.youtube.com/watch?v=F4J3jquWdf4</a>	No	9	0	0	#####		Howto	alisonyoga	FALSE

Before we move on to learning how to contact these video creators and offer them \$10 or \$15 to put your link in their description, let's take a moment to learn how to organize the information that we find. You can certainly find videos and contact these video creators one at a time, but it is faster if you gather some videos first and then contact several video creators all at once. Plus, if you record your data, you can make sure that you are not contacting the same person twice.

It is really easy to track this information. You can use a spreadsheet to do so. Don't forget that if you don't have Excel or another program like this, you can always use Google Drive. To begin, you will want to title your columns as follows:

- Video Name
- URL
- Upload Date
- Total Number of Views

- Description Link?
- Name of Contact
- Date Contacted

You can simply copy and paste the video name, URL, Upload Date, and the other information from the site into the spreadsheet. This is easy enough to do yourself, but Jay actually has a piece of software that pulls this information for him. This saves him a ton of time. The information in the spreadsheet above was gathered for the keyword 'yoga'. So, this is the information gathered for the example that was used above.

All of this information was gathered instantly by the program. One of the columns informs the user of whether or not there is already a link. Obviously, this is very helpful. If the answer is 'Yes' then Jay knows not to waste his time on it. However, if the spreadsheet says that there is no link, Jay takes the URL, plugs it into his browser, and checks to see if it is appropriate. In fact, he usually checks out several at one time. He will usually check the total number of views for each before checking out these videos as well.

Jay uses software to gather this data because multiple people use this data for a great number of things, so it was well worth the cost of the software. However, if you are only going to promote a couple of different products in a couple of different niches, it really wouldn't take that long to gather this information manually. Of course, if you needed a lot of this data gathered, it probably wouldn't cost very much at all to go to hire a student at your local college (or someone like that) to gather this information for you.

## How to Contact Video Creators

You now know how to use videos to generate traffic, you know how to choose videos that are optimal for use, and you know how to gather data about these videos efficiently and effectively. Now, it is time to begin contacting these video creators. This is actually really easy to do. It's not like you are getting on the phone and cold-calling people. You simply contact them through YouTube's messaging system.

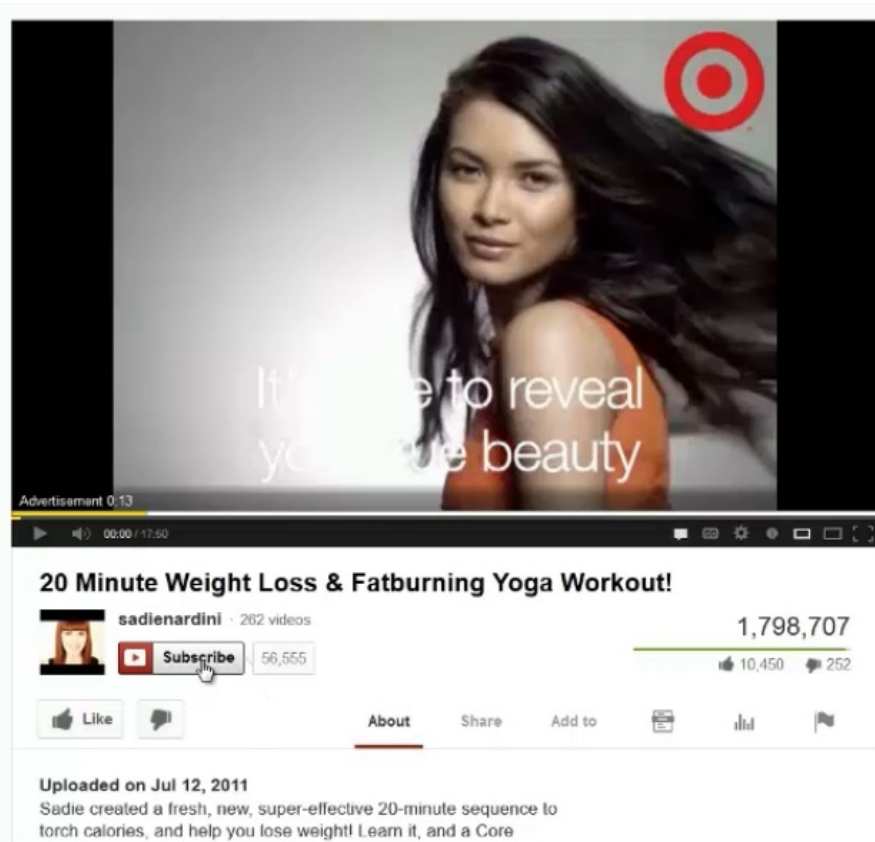
Before you start, it is important to understand that you are not going to get a reply back every time you contact one of these video creators. Furthermore, if they do reply to your message, you are not going to get a 'yes' every time. Therefore, it is important that you find more than one video and contact more than one video creator.

You may get a reply from one out of ten of these video creators. A lot of that is actually because YouTube's messaging system isn't the best in the world. People aren't used to receiving messages from YouTube, and people have a tendency to miss these messages in their email for whatever reason.

In order to do this successfully, you do have to have a little bit of tenacity. You'll have to be persistent with this message. In fact, it is recommended that you reach out to at least 20 video creators at a time. More than likely at least one of them will get back to you with either a 'yes' or a 'no'. This sounds daunting, but really it's not, especially if you use the same message over and over again.

Say that you wanted to connect with [sadienardini](#), the video creator we discovered in the last session of the training, and ask her if she would be willing to put your link in her description. Again, that is what the whole method is about. Once you get your link put into her description, you will be able to begin siphoning some of the traffic that has found its way to this video and directing it to a squeeze page, a Kindle eBook, an affiliate product, etc.

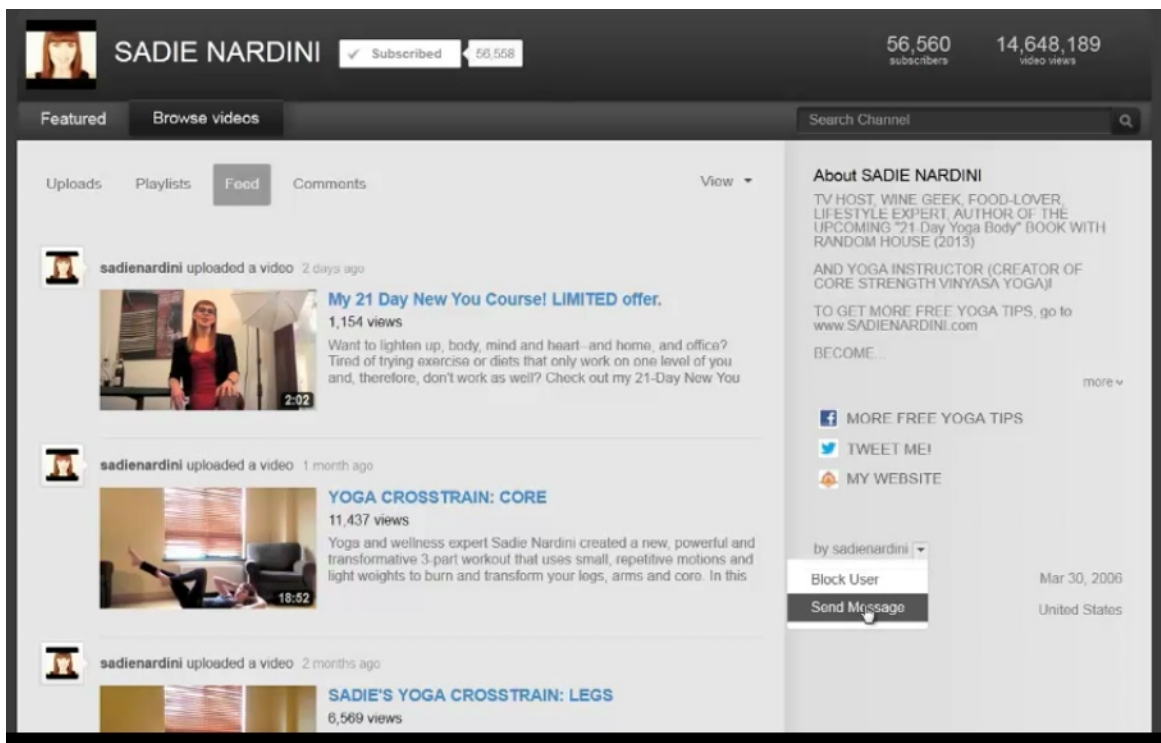
Really, the first thing you should do is subscribe to [sadienardini's](#) channel. One reason that you want to do this is so that when you contact her, you can say 'Hey, I'm one of your subscribers, and I really enjoyed your video.' If you do it this way, the person that you contact may be more willing to actually reply to you.



In the picture above, right underneath the video's title, you will see the video creator's name, her picture, and a 'Subscribe' button. Simply click on this button and you will immediately be subscribed. After that you will want to click on the video creator's name, which is located directly above the 'Subscribe' button. In this case, you would click on 'sadienardini'. When you click on the video creator's name, you will instantly be directed to their channel.

This particular video creator is very active. She has over 200 videos and they all look very well-made. She also has over 56,560 subscribers and a total of 14,648,189 video views. This is not Sadie's first time around the block, obviously. Now, whether or not that is in your favor in regards to her replying to your

message and allowing you to post your link is a mystery, but you'll never know unless you reach out and ask.



From Sadie's channel, you can send her a message directly by using YouTube's messaging system. If you have never done before, look for the video creator's username on the right-hand side of the page. In this case, it says 'by sadienardini' and right beside this, there is an arrow pointed downward. Click on this and a dropdown menu will appear. Within this dropdown menu, you will see two options: 'Block User' and 'Send Message'. You can see this demonstrated in the picture above. Obviously, you will want to choose 'Send Message'.

When you click on 'Send Message' you will be redirected to a page which will allow you to type out a message to the video creator. You can use a prewritten message that as sort of a template when you message these video creators. That way you don't have to rewrite the message each time, although you might want to modify it from time to time, depending on the situation. If you like, you can use the following as an example of what to write:

SUBJECT - Can I pay you \$15 for a link in your \_\_\_\_\_ video?

Hi there!

My name is \_\_\_\_\_, I'm a subscriber of your channel and I LOVE your \_\_\_\_\_ video!

I'm also the author of \_\_\_\_\_ Kindle books...here's my a link to one of my books in Amazon:

I'm sending you this message to ask if you'd mind putting a link to the above website in your video description? Specifically, in this video:

<http://www.youtube.com/xxxxxxxxxxxxxxxxxxxxx>

I'd be happy to pay you \$15 for this link via Paypal (within 24 hours) as soon as this link goes live.

If you're interested, please contact me at \_\_\_\_\_, or just reply to this message right here in Youtube.

Thanks very much!

~ Your Name

P.S. - FYI, it's pretty easy add a link to your video by editing the video description.

Once you're logged into your YouTube account, just go to the Video Manager page, then click the "Edit" button next to the video you want to add a link to. Then add the link to the description and click the "Save" button.

Thanks and talk soon!

You may have noticed that the offer is first made in the subject line of this message. This will grab the person's interest, if they are going to be interested at all. Fifteen dollars is a good amount to start with. They may reply saying that they would be willing to place the link for \$30, but that is not a bad price to pay (for a onetime fee either). Feel free to start the bidding even lower if you like.

You could even just start out by saying 'Hey, would you mind putting my link in your description?' In other words, you can try asking someone to do this as a personal favor to you. Now, if they didn't know anything about you, they would likely be reluctant. There are people who are willing, and possibly even excited, to do this for free though. However, you are much more likely to grab someone's attention by offering them at least a small fee.

In the letter above, there is a blank within the subject line. Of course, in the place of this blank you would specify which video you were referring to. In this case, it would be the 20-minute weight loss yoga video. These blanks allow you to customize each letter to a certain degree. Making each message pertain to each video specifically makes your message seem a little less like spam, which also help you to get a response. Of course, you can use this letter and modify it in any way that you see fit.

In the next line, the message states: 'My name is \_\_\_\_\_, I'm a subscriber of your channel and I LOVE your \_\_\_\_\_ video!' Obviously, you would use your name in the place of the first blank and refer to your name in the second. Again, you are going to modify this letter a bit so that it doesn't seem prewritten, even though it is. That way, people will say to themselves "Oh my gosh! Someone actually took the time to write me this message. They know what my video's about and they are a fan of mine because they're a subscriber to my channel."

The letter continues on to say 'I'm also the author of \_\_\_\_\_ Kindle books.' Again, you can customize this in any way you wish so that it pertains to your particular situation. For example, you can say 'I have a blog related to your niche...here's a link to it if you would like to check it out.', and then you could provide a link to you blog so that the person that you are messaging can go and read some of your stuff.

This also helps to get the person to reply to you as well because friendships and partnerships are built around similar interests. In other words, when you express that you share an interest in their niche, this video creator is likely to want to reply back. Plus, this allows them to know a little bit about you and establishes you as a professional within the niche. So, within this line of the letter you are going to put in information about whatever may connect you to this niche. Of course, if you can't figure out any way to tie yourself into the niche, then you can remove this line from the message completely.

The next line says 'I'm sending you this message to ask if you'd mind putting a link to the above website in your video description? Specifically, this video: '. Of course, instead of using the word 'website' you might want to use 'blog' or 'Facebook' page or whatever pertains to your particular situation. Afterwards, you would want to include the URL to the video that you are referring to so that there is no question to what you are wanting. To do this, you can simply go to the video that you are talking about in your message, copy the URL from the address bar in your browser, and paste it in the appropriate place in your message.

The prewritten message continues on, saying 'I'd be happy to pay you \$15 for this link via PayPal (within 24 hours) as soon as this link goes live.' You can change this amount if you like. If you have never used PayPal, it is recommended that you do begin using it, as it is a handy service to use to pay for things like this. There are other ways that you can pay them of course, and again, you can modify this letter in any way that best suits your needs.

After that the letter states 'If you're interested, please contact me at \_\_\_\_\_, or just reply to this message right here in YouTube.' You would want to fill this blank in with some type of contact information. Your email address would probably be best, but you can put in whatever you need to here.

Then, of course, you would thank the person. Not only does protocol call for this, but you really do need to thank the person for their time at the very least. Then, at the end you will sign off with your name. You will notice that within this letter an additional note was added. This will help the person know how to place the link, in case they don't.

This seems like it would be pretty obvious, but some people really don't know how to do this. In any case, you don't want to leave anything to the imagination. You might also want to specify any other information as well. For example, Jay included a whole message with his link underneath the 'fart' video. It states: 'OK, if you think cat farts are funny...check THIS out. <http://funnyfarts.net/>.' He included this whole entire statement, along with the link, in the message that he sent to the 'cat fart' video's creator.

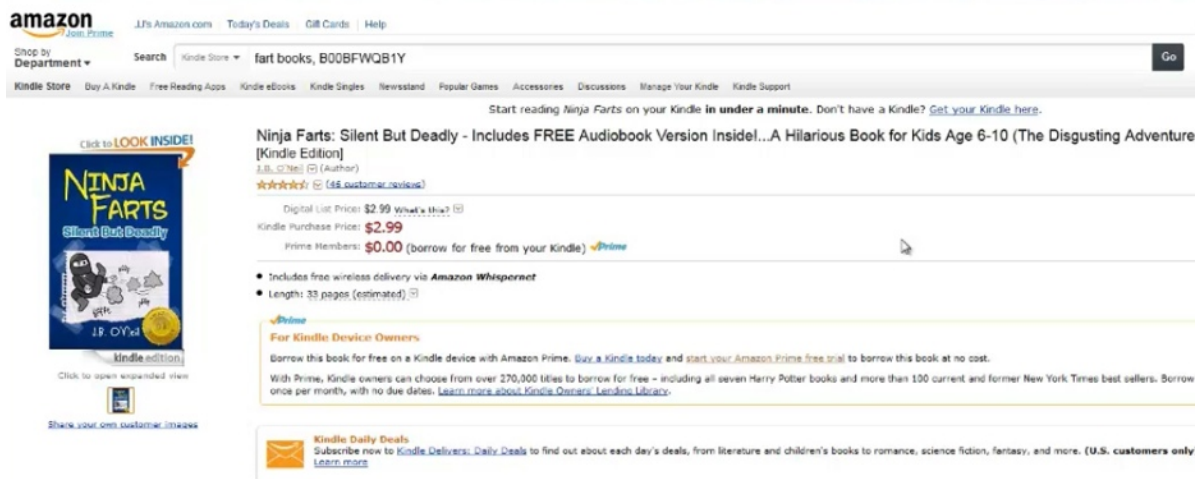
It is also recommended that you have your link placed at the very top of the description if possible. This is optimal because this makes the link much more likely to be seen and clicked on. You may even want to post two links. In other words, you could post a link in the beginning of the description, add a message, and then post another link underneath. That way you can be sure that the link shows up right at the top of the description.

This link will also show up in the search results for the keywords that you are trying to rank for. If you will remember, the first 20 words of each description show up in the search results. So, if your link is at the top of a description, a person interested in your niche might actually see your link before they even watch the video.

You can use the sample message above as an example of how to write your own. Remember, you will need to modify and customize it in order to make this work for you effectively. When you are done typing this out, you can simply click the 'Send Message' button before continuing on. Not everyone will get back to you, but some video creators will. They will likely reply using YouTube's messaging system, unless you have specified that they contact you by some other means.

Don't be shy. The worst that can happen is they refuse your offer or not respond at all. Remember, it is recommended that you contact at least 20 people at one time. If you do this, at least one of them is likely to get back to you. The next section will be the concluding section. In this section, everything will be further explained and summed up. So, please read on.

# Final Advice & Piggybacking FAQ



One of the first questions about this system that ever comes up is “How can you use this?” Jay usually sends this traffic directly to his Kindle books. The picture above shows what the link underneath the ‘cat farts’ video is sending people to.

This system has proven itself to be a great way to create residual sales for Jay. The book pictured above, *Ninja Farts*, has had at least a sale or two rolling in every day. It holds a very high ranking of #2200 paid in the Kindle Store, and it is number one in several categories.

Your own success may vary. It may depend on how closely related the YouTube video that you are using is to your product. It may depend upon whether or not you are using an effective call to action. However, there is really no reason why you shouldn’t be able to increase your sales, if even just a little bit, if you are linking out of a popular video that is related to your niche. One reason for the success of Jay’s book may also be that Amazon takes notice when extra traffic is being brought in. Therefore, it is likely that Amazon itself is adding some promotional juice to this book listing page.

The screenshot shows a web browser window with the URL 'funnyfarts.net'. The page features a promotional offer for an audiobook titled 'NINJA FARTS: Stinky But Dandy' by J.B. O'Neil. The main heading is 'So...Do You Think Farts Are Funny?'. Below this, there is a short introduction and several testimonials from readers. A 3D image of the audiobook cover is displayed on the right. At the bottom right, there is a form with 'Name' and 'Email' input fields, and a prominent 'Download Now' button with a downward arrow icon. The page also includes a 'Privacy Policy Terms of Use Contact Statement' link at the bottom center.

Another thing that you can do is use this exact same method to build a powerful list. The squeeze page shown above is one which Jay is planning on using to build onto his list in the near future. You see, if he links the 'cat farts' video to a page such as the one above, people who leave their email address will be able to receive a free audio version of Jay's book. You can do this in any niche. For example, if you were to link out from one of the yoga videos previously mentioned, you could give away a free beginner's manual on yoga or something like that.

Just think, if you were linking out from a chicken coop video, you could give away some free chicken coop plans. By doing so, you could build a powerful email list. Then you can hold an email follow-up campaign, promoting chicken coop design products. As long as you have people on a list, you can always connect with them. So, you can send them messages about any related products you like. In reality, you can use this list to promote anything that you like; people are just a lot more likely that they will buy products that are related to the same niche they were originally interested in.

Another popular question is “Why would these video creators agree to put your link in their description?” That is a really good question. You know, there are a lot of people out there who know how to use these videos to promote their business, just like man who created the ‘Elliott in Yoga class (iphone video)’. However, there are a lot more people who are just goofing around when they make these videos. They do it because they think it’s funny, they do it because they want their friends to see it, and things like that. Then, all of the sudden the video begins getting a lot of page views, and before they know it, their video is going viral.

You see, they never intended on using the video as a vehicle towards success. They never even intended on using this video to promote something else. So, it would never even occur to them that they could make money with the YouTube video that they just uploaded one day on a goof. Take the man who posted the ‘cat farts’ video. He only has five videos up in total. He is probably pretty surprised that his video has had over two million views. He may have not even realized that it had so many before Jay contacted him.

When you offer people a small sum of money for something like putting a link in a video description, a lot of people are genuinely shocked and excited because they really had never imagined that they could actually make money with their video. So, lots of people don’t even know how valuable these assets are.

A video like this that gets lots of page views, a video with thousands of people watching it every day, is super-valuable. That is why it is recommended that you reach out to at least twenty video creators. Chances are that one of them is going to get back to you and agree to put your link in their video description.

Another commonly asked question is “Am I going to need to send these people money every month?” The answer to this is ‘absolutely not’. You never want to offer to send people money every month for placing this link. Now, the video creator that you contact may propose something like this in their response. If it’s a high traffic video that has had a couple of million hits, like the ‘cat fart’ video that Jay found, it may be worth \$10 or \$15 a month. That really depends on how

closely the video is to your niche, and if it is likely to bring you far more than \$15 a month in profit.

Simply put, if a video is a perfect fit for your niche, if it's getting thousands of views per day, and you have some analytics on this link, then it may be worth it. You can use programs like Pretty Link, or Bitly, or something like that to track the number of clicks you are getting from your link. If you find that you are getting hundreds of clicks through it every day, then yes, that is worth this monthly payment. However, you should never offer to pay this much in your original message.

Everything is negotiable, but you need to make sure that the price you pay is really worth it to you, especially before you agree to pay money on a long-term basis like this. Again, whether you agree to something like this is going to depend largely on your advertising budget, how many views a video is getting, and how closely related the video is to what you are trying to sell.

If you've ever done any kind of paid advertising before, whether it's through Google AdSense, Facebook's advertising, or buying a banner somewhere, then you probably know that this is about as cheap as it gets. YouTube is the golden goose. Tons of traffic that comes through here and you can find something on just about every kind of niche, topic, or subject under the sun. Furthermore, most of YouTube's advertising potential has been left relatively untapped. So, it is highly recommended that you give this strategy a try. You really have nothing to lose by doing so, except for maybe \$10-\$15.

Go ahead and try this method for yourself. You can link out to your own Kindle book, affiliate product page, blog, Facebook fan page, or anything else you may be trying to promote. Why not try this method and see what kind of results come from it? You really don't have anything to lose, except \$10-\$15. You might find yourself surprised at the results. In fact, you might find yourself to be elated. This could turn out to be a really effective way to get some big results by spending just a little bit of money on this YouTube traffic.

