



Video #6 of Step 5

Optimizing Your Videos For Free Leads!

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Here's What To Expect From Today's Video

- We covered optimizing your Lead Funnel and Your Channel for leads in Step 3 and Step 4.**
- So today is a quick recap of what we learned on those Steps.**

Why Optimizing For Leads Is Important!

- As Marketers we don't care about views for the sake of views... We Care About **Views That Convert Into Leads So We Can Sell Them Our Products And Services!**

The Number One Rule Of Leads!

**Leads First, Sales Second... Get
Them In Your Lead Funnel
Before You Try To Sell Them
Something!**

The Number Two Rule Of Leads!

**If You Want A Viewer To Do
Something Then Ask Them To
Do It, And Tell Them How To
Do IT!**

Optimizing For Leads Tip #1

- Add A Call To Action To **Your Video Script** That Tells Them To Join Your List, And Tells Them How To Join It.
 - Offer benefits and rewards for joining your list.
 - A single slide in the presentation
 - A Verbal “Shout Out”
 - An “End Card”
 - An “Exit Splash”

Here's a short list of my favorite "Old School" Direct Marketing books:

1. **How To Make Your Advertising Make Money** by John Caples
2. **Tested Advertising Methods** by John Caples
3. **My Life In Advertising** by Claude Hopkins
4. **Scientific Advertising** by Claude Hopkins
5. **The Robert Collier Letter Book** by Robert Collier
6. **How To Write A Good Advertisement** by Victor O. Schwab
7. **Billion Dollar Marketing** by Maxwell Sackheim (compilation)
8. **The 100 Greatest Advertisements 1852-1958: Who Wrote Them and What They Did** by Julian Watkins
9. **Breakthrough Advertising** by Eugene M. Schwartz
10. **Making Ads Pay: Timeless Tips for Successful Copywriting** by John Caples

Optimizing For Leads Tip #2

- Add A Call To Action **Annotation** To Your Video That Tells Them To Join Your List, And Tells Them How To Join It.
 - Offer benefits and rewards for joining your list.

Optimizing For Leads Tip #3

- Add A Call To Action To Your Video **Description** That Tells Them To Join Your List, And Tells Them How To Join It.
 - Offer benefits and rewards for joining your list.

Calls To Action In Description

That's all of my tips for approaching girls, be sure to check out my other videos for tips on how to get numbers, get a girlfriend, and much more.

Should have linked to his other videos, his channel or his playlists

Also, be sure you download the free report on my website. I walk you through, step by step how to approach girls, start conversations, get phone numbers, get dates, and more.

The link is below.

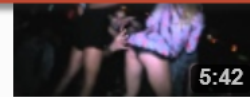
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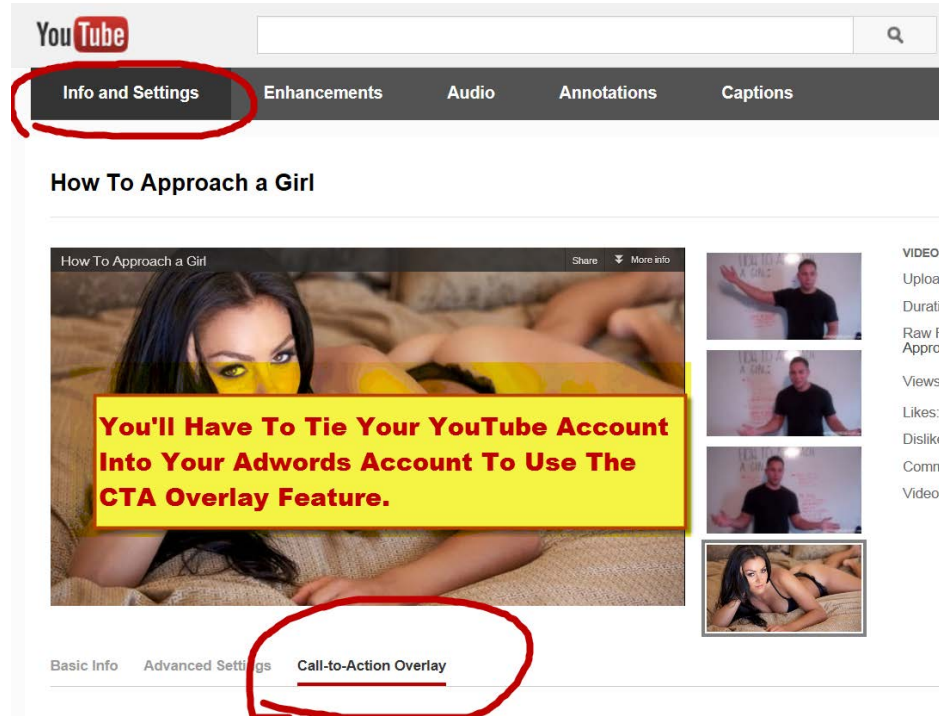
Optimizing For Leads Tip #4

- Add A **Call To Action Overlay** To Your Video That Tells Them To Join Your List, And Tells Them How To Join It.
 - Offer benefits and rewards for joining your list.

Call To Action Overlay



Insert Call-To-Action Overlay



Optimizing For Leads Tip #5

- **Save Your Call To Action To Join Your List Until The End Of Your Video.**
 - **Help increase your “average view duration” and your “Watch Time” metrics.**

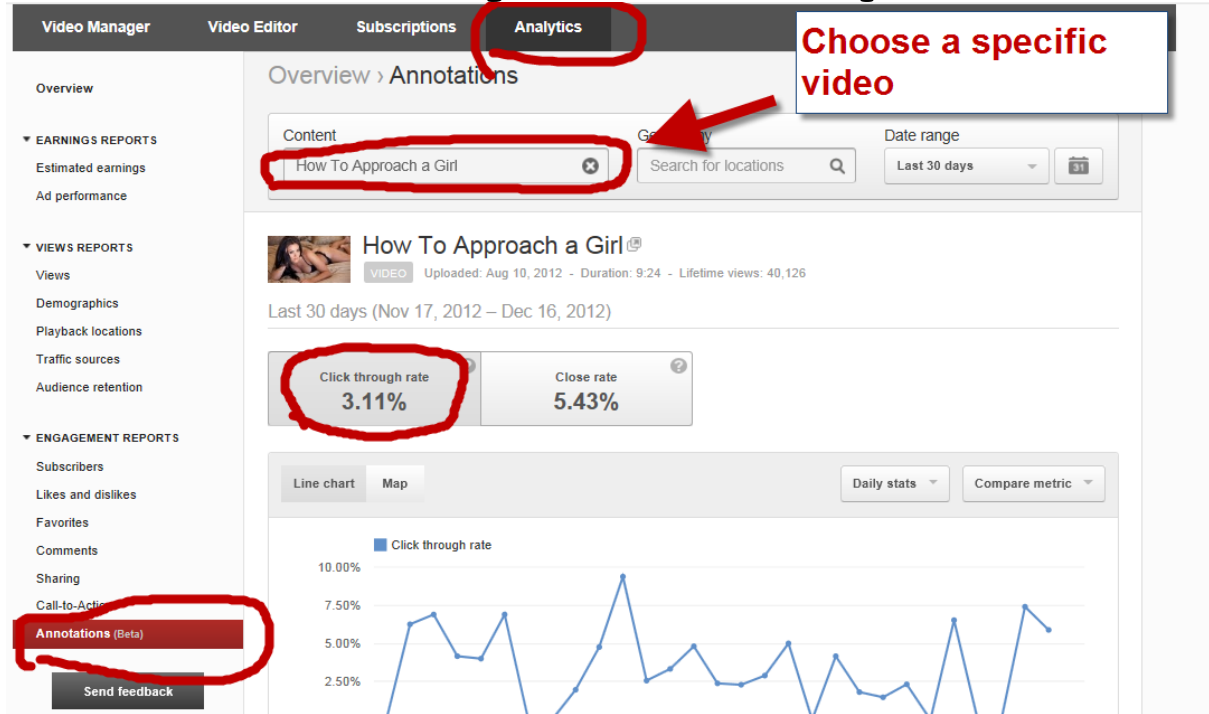
Optimizing For Leads Tip #6

- **Use Your Proven Headlines And Calls To Action From Your Email Landing Pages, Your Banner Ads, Your Email Subject Lines And Your PPC Ads As Call To Actions For Your Videos.**

Optimizing For Leads Tip #7

- **Split Test Your Calls To Actions To Increase Their Conversions Into Leads.**
 - Split test in your ads, your optin pages, your videos, etc.
 - Use a tracking link in your CTA
 - Track Your Annotations And Call To Action Overlay CTR Inside Your YouTube Analytics.

Annotations And Calls-To-Action Overlay CTR Report



Optimizing For Leads Tip #8

- Use tracking links in your videos so you can tell which videos are sending you the most traffic and the most leads.
 - Tracks where they go on my site, whether they join my list and if they buy my product.
 - <http://undergroundtraininglab.com/oap>

Action Steps For Today's Video

- **Log Into Your YouTube Analytics and Check Out The “Call-To-Action” and Annotations” Sections Under “Engagement Reports”.**
- **Fill Out Your “Optimize Video Leads Cheat Sheet And Checklist”**



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