

MODERN VLOGGING



CREATING A SUCCESSFUL VIDEO BLOG FOR PROFIT

Modern Vlogging – Cheat Sheet

Creating A Successful Video Blog For Profit

Step 1: Decide on a Vlog Niche that has Money Making Potential

- Identify your interests
- Identify your skills
- Check out the profitable vlog ideas in Chapter 2 to see if they are a good fit for you
- Check demand and scope with keyword research
- What affiliate marketing opportunities exist with this niche?

Step 2: Starting a Successful Vlog

Step #1: Define the purpose of your vlog

Step #2: Define your vlogging style

Step #3: Look to see what other vloggers are doing

Step #4: Identify and learn everything you can about your target audience

Step #5: Decide on your vlog brand

Step #6: Use YouTube for your vlog

Step #7: Create your YouTube channel

Step #8: Create appealing channel art

Step #9: Plan your video content and schedule

Step 3: Create Great Videos

Step #1: Create a video script and storyboard

Step #2: Get the best quality recording equipment for your budget

Step #3: Use Windows Movie Maker or iMovie for video editing

Step #4: Be passionate in all of your videos

Step #5: Test your videos to see what is working and what isn't

Click Here to Access The “Modern Vlogging” Video Course! [\(Insert URL\)](#)

Step 4: Optimize your YouTube Videos

Step #1: Conduct keyword research for every video and create a list of the best keywords

Step #2: Write a compelling title that includes your main keyword

Step #3: Write a keyword rich description with any external links at the beginning

Step #4: Use some keywords for video tags

Step #5: Speak your main keywords in each video

Step 4: Promoting your Vlog

Step #1: Tell everyone that you know about your vlog

Step #2: Use Reddit

Step #3: Use Facebook

Step #4: Use Twitter

Step #5: Use Instagram

Step #6: Use Quora to answer questions

Step #7: Make comments on videos posted by popular YouTubers

Step #8: Use the YTTalk forum

Step #9: Use Empire.kred

Step #10: Respond to all comments you receive for your videos quickly for greater engagement

Step 5: Free Tools to Grow your YouTube Channel

- TubeBuddy
- YouTube Creator Studio
- Buffer.com
- Audio Hero
- Snappa
- Repost for Instagram

Step 6: Ways to Monetize your Vlog

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- YouTube Partner Program and Google AdSense ads
- Affiliate marketing
- Merchandising
- Sell your own products and services
- Brand sponsorship
- Funding platforms e.g. Patreon.com

Step 7: Vlogging Best Practices

- Always create high quality videos
- Consistency
- Focus on growing your subscriber base
- Know what is working and what isn't