

MODERN VLOGGING



CREATING A SUCCESSFUL VIDEO BLOG FOR PROFIT

Modern Vlogging - Resources Report

Resource #1

Identify your interests and skills

Review the vlog ideas in chapter 2 of the main guide

Write a list of possible vlog ideas

Use keyword research to test demand and scope

- Search volume for demand
- Related keywords for scope

Check to see if other vlogs exist in your preferred niches and how well they are doing

Check out affiliate marketing opportunities for each niche

Goal: Decide on a vlog niche you are interested in that has demand and money making potential

Resource #2

Define the target audience for your vlog

What are the key demographics – age range, gender, location? Use Facebook Insights.

What problems do your audience have? Look on forums and on social media for commonly asked questions

Identify what vlogs and other websites your audience visit.

Goal: To provide videos that meet the needs of your audience

Resource #3

Brainstorm ideas and decide on your vlog brand

Search YouTube for vlogs in the same niche

Get professional and appealing channel art for your YouTube channel – outsource at Fiverr.com

Create a plan for the creation of your videos and schedule them

Goal: Get everything ready for your vlog launch

Resource #4

Write a script and create a storyboard for all of your videos

Invest in the highest quality camera and microphone that your budget allows

Use Windows Movie Maker or iMovie for video editing – learn how to use them properly

Get Camtasia or a free desktop recording app if you need to record your computer screen

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

Practice creating your first video – are you passionate enough? Is it interesting/exciting?

Test how well your videos perform with YouTube Analytics

Goal: Create high quality engaging videos

Resource #5

Conduct keyword research for each video and create a best keyword list

Decide on your main keyword

Write a number of different titles that include your main keyword and choose the best one

Write an informative description using some keywords and add a link at the beginning

Use your main keyword and up to 6 other keywords for the video tags

Speak your main keywords in the video as YouTube can detect these

Goal: Fully optimize all of your videos for YouTube and possibly Google ranking

Resource #6

Contact everyone you know and tell them about your vlog

Promote your vlog on social media every day

Join the YTTalk forum, contribute and ask members to evaluate your videos

Make comments on other popular vlog videos

Respond to comments on your videos quickly

Goal: Regular promotion of your vlog

Resource #7

TubeBuddy

YouTube Creator Studio

Buffer.com

Audio Hero

Snappa

Repost for Instagram

Goal: Use these free tools to grow your vlog

Resource #8

Sign up for the YouTube Partner Program and use Google AdSense ads

Identify affiliate marketing opportunities

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

Create merchandise products to sell when your vlog has a lot of subscribers

Sell your own related products and services to your vlog audience

Investigate funding platforms such as Patreon for recurring income opportunities

Goal: Generate income from your vlog