



Ian Jackson reports that...

"If you love some home movie making, don't ignore or underestimate the popularity of good video!"

Ian Jackson is an online marketer, content creator and writer.

You can find out more about why he is by [clicking here](#).

I suspect a few of you have been plied and cajoled into believing that YouTube is the **next BIG money spinner** *because that's the job of 99% of online marketers who create YouTube products in their pursuit of living their dream 😊* .

That is, it is their dream for THEM, not you.

The thing is video IS a really popular media for you to position yourself as an expert.

The popularity of video is beyond question, and with a choice of well sourced keywords with the help of Google and possibly a good keyword software tool too, good ranking is achievable **if you are prepared to put in the effort to learn.**

Assuming you have a video account already, my focus would be to record a few videos based on articles you've written, and repurposing them into videos.

A good video doesn't mean you have to record

yourself in front of you camcorder, far from it.

Giving good information is better than a crappy movie of yourself talking not very helpfully for 5 minutes.

I've been looking into YouTube recently, as I want to add it to my own strategy.

I have recorded quite a few videos, 3-5 minutes long. I will be using them to generate traffic, based on optimizing SEO (which means keywords), and positioning myself where my audience is.

They are not videos of me; they are "audio" videos of me narrating a "power point" scrolling article.

Also I will be promoting through niche-relevant Facebook groups and pages, as the evidence to support this strategy is difficult to ignore.

Numbers? I'll see. In Dollar terms I don't know yet, but in terms of visitors I anticipate around >30% opt-in rate through my front end strategies, and they'll be based on a mix of organic and paid marketing, so initially time and solo ads will be my capital for my YouTube/video projects.

It is a brave marketer who is prepared to put Dollar sum on **prospective** results.

My objective is to set it up for an opt-in style strategy for list building, rather than a "point of sale" mechanism, which is neither good strategy, nor the way I would be happy to work.

Opt-in in the context of video channeling means incentivizing listeners/watchers to get

to know more about me by directing them to the page that got you here 😊.

If you're going the paid advertising route, look at paid (pay per click etc.) advertising, and compare strategies. Have a look at what you have to do to make advertising on YouTube work for you... it makes for interesting reading.

If it's PPC based, unless you make a sale from a click, you're out of pocket. *Hence the critical nature of obtaining the right keyword strategy through paid marketing.*

Talk soon



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