

# Everything You Need to Know About YouTube for Blogging and Online Business

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show notes are available at: <http://www.smartpassiveincome.com/session19>

*Welcome to Session 19 of the Smart Passive Income Podcast!*

In this session we're going to tackle YouTube.

YouTube is the #2 search engine in the world.

35 hours of video footage is uploaded to the site every single minute, and more video is uploaded every 60 days than the three major US television networks have produced in 60 years, and over 2 billion videos are viewed every single day.

It's truly amazing and it just boggles my mind - I mean how does YouTube keep up with all of that, but *really* we should pay attention to YouTube because it can help our blogs and it can help our online businesses - bigtime.

For me, I started producing YouTube videos back in September of 2009, so what is that, like, a year and a half ago? In a year and a half, I've uploaded only 30 videos and have seen crazy and staggering results.

I've seen a significant amount of traffic come to my sites directly from YouTube, and in fact YouTube has consistently been one of the top 5 referring websites for The Smart Passive Income Blog.

In addition to that, I sometimes embed my videos within blog posts to enhance the content, or explain something in a way that is much easier and convenient to do on video, as opposed to text, and as a result I give people more than 1 way to consume my content, and because I'm on my blog, in a podcast, and on Youtube, I'm seen more as an expert in my industry.

My videos have been viewed nearly half a million times, and I currently have over 3,200 subscribers, which means everytime I upload a new video, 3,200 people immediately see it the next time they log into YouTube, and some of them even get notified via email about it. So - within a day or two after uploading a new video, I'll have a few thousand views, which is awesome, and I'm just really excited to talk about YouTube today because it's totally different than podcasting, totally different than writing on a blog - and it's a lot of fun too. It really is..

But, it wasn't *always* fun, and in fact when started out, creating videos where I had to talk just scared the crap out me. I mean, I've mentioned this before in regards to podcasting, but believe it or not I was super shy. As much as I loved to write on the blog and respond to comments and

put myself out there that way, when it came to shooting videos and hearing my own voice - it just terrified me.

And I know this is a barrier for many of you out there because it was a big time barrier for me too. But, I just forced myself to do it, I got more comfortable over time and now I produce a video maybe twice a month, no problem, and I actually wish I had time to do more, because like I said it's fun and the response and growth for my websites are significant.

For those of you struggling with putting yourself out there on YouTube, I totally get where you're coming from - I was there. But don't let that hold you back from at least giving it a shot, because you'll never know what kind of impact this traffic stream can have on your business, until you try.

And that goes with anything, not just YouTube - and this is why I do all of these different kinds of experiments on the blog, because I don't really know if certain strategies will work or not until I try them, and I share my results with you and share my experiences so you can make an educated decision to choose to follow my footsteps if it's something that works, and you can avoid wasting time if it's something that doesn't.

And with YouTube, if done correctly - it works, and I'll share all of my strategies here with you today.

Something that helped me when I first started creating YouTube videos was actually recording *just* my voice, and not my face - so I'd do a screen capture video, which showed what was on my computer screen, and I'd do the tutorial on the computer while talking over the top, so I didn't have to worry about how I looked or what I was wearing or if I had a booger on my face or anything - which were literally all things I was concerned about.

One of my first videos was a video that shows people how to setup a Wordpress blog in less than 4 minutes, so I went through registration, installing wordpress, and even changing the theme and writing a post - all under 4 minutes. I chose to do it in under 4 minutes because I knew I needed something that catch people's attention, since there were a ton of other how to create a blog videos already on YouTube.

That video took about 20 takes, and if you watch it you'll be able to tell I was a lot more timid back then, less comfortable with my voice and just slower with my delivery - but still - that video has been viewed over 8000 times and because I talk about going through my affiliate link for Bluehost within that video, I consistently see some income as a result.

If you wanted to watch that video, you can check it out by going to <http://www.smartpassiveincome.com/firstvideo>

It's a little embarrassing, but it does remind me of how far I've come with my online presentations and confidence with my voice, so I'm happy to share it with you.

So hopefully up to this point, I've convinced you that YouTube is awesome and can be very beneficial for your business, and you don't need to be an expert in video production, and you don't need to put your face on the screen in order to produce videos that could have an impact.

And if you're still scared about uploading videos, just think to yourself - what is the worst that can happen? Really, what is the worst that can happen? You upload a video and it gets no views? So what? You learned from your experience and you can only do better the next time.

That said, if you follow the tips and tricks here in this podcast, I doubt you'll have 0 views. So let's keep going...

**Now, let's go over exactly how one can shoot and upload a video, and the YouTube strategies that go along with it to make sure you're getting the most out of the work you do** - because let's face it - it takes a little bit of extra time to shoot a video, upload it and especially if it's your first time going through the process - and I want to make sure you do things right the first time, unlike myself when I was just kind of going through the motions and missed out on several opportunities.

I think the best way to do this would be to just walk you through the process from scratch as if I were shooting a video and uploading to YouTube myself. I'll explain why I do what I do and what needs to be done, so like I said, you can get the most out of your efforts.

### ***First, let's talk about shooting and recording a video.***

As far as the topic of the video, it depends on what I feel would be beneficial to my audience, and if you're at all familiar with the smart passive income blog you'll know that I cover a wide range of topics, so I can always find something to shoot a video about, even if it's something I've talked about on the blog before in text. Having a video version can be beneficial and help get my message across to more people, especially since people can find me through YouTube search who would have never found me and my blog otherwise.

Sometimes, it's really easy to decide because I want to shoot a video to enhance a post that I'm working on - to emphasize certain points or I'm writing about something that needs an actual demonstration. Other times, I'll try to shoot a video on a hot topic as a stand-alone.

When I decide on a topic, I'll do a quick search in YouTube to see what similar videos have already been published of the same topic, so I can scroll through the comments to see what people are saying about them. If people are saying something is missing, I'll be able to make sure I cover that in my own video - and vice versa, if they really like something, I'll be able to include that too, but make it even better. To me, it doesn't matter if there's already a popular video about the subject, and actually it's a good thing if there is because it means there are people who are watching video about that content and interested in it, and also I'll share with you later on how we can sort of piggy back off the success of other videos - not in a black hat way, but in a totally legit and smart way.

So moving on - after I pick a topic, whether it's something that I will embed in a blog post, or a stand-alone video for YouTube only, I have to obviously record it.

If I'm doing a video that requires me shooting something with an actual video camera - whether it's myself talking on-screen, or some footage of a place I'm visiting or something physical in the world that relates to what I'm talking about, I'll obviously need a video camera of some kind.

Nowadays, you can get these really small, hand held video cameras that are just fantastic, which are pretty much built to shoot videos and easily post them online. There are several of these out there, but the one I use and recommend is the **Kodak Zi8**.

<http://www.smartpassiveincome.com/zi8>

Like I said it's hand held, it has a built in USB connection so when I'm ready to upload I can just flip that connection out and upload it directly to my computer, and I think it's one of the only ones also that includes an audio line in connection, so I can plug in a microphone with a 1/8" connector to record high quality audio - which is important. The video quality of the zi8 is excellent, it records in HD, but don't forget about the audio and how important that is too. You don't want the quality of your awesome video to be compromised by bad audio. That said, the built in microphone on the zi8 works great by itself, so you don't *need* an external mic, but you do have the option with this camera which is great. The price is about \$114 on Amazon.com right now, which is a steal compared to how much cameras of the same recording quality used to cost even 2 or 3 years ago - and those were a bit clunkier too.

If I'm doing a demonstration on the computer that I'd like to record, also known as a screen cast or screen capture, I'm going to use some software on my computer that allows me to do so.

I use Camtasia for Mac, since I'm on a Mac computer, but they have a PC version called Camtasia Studio as well.

<http://www.techsmith.com/camtasia/>

There's one called Screenflow (for Mac only) that is very popular as well, and works just like Camtasia for Mac does - so it's up to you.

<http://www.telestream.net/screen-flow/overview.htm>

These are paid pieces of software, and they do come with a lot of great features and editing capabilities - adding text, transitions and things like that - which are definitely worth it in my opinion, however I know some of you don't have the cash right now to get these so for you there's actually a free one (for PC users only, I think, but I'll have to double check) called CamStudio.

<http://camstudio.org/>

Like I said it's free and although I haven't used it myself, I have heard some good things about it and I have seen others recommend it as well. You can check that out at [CamStudio.org](http://CamStudio.org).

To add onto the tutorial type videos, a lot of people have asked me specifically how I shoot mine - because if you've seen them before it looks like I'm writing on a branded blackboard background on the computer, and people are lovin' it and want to do it themselves - and of course I'm happy to share how that works.

This is what I do:

In photoshop (and I guess you could do this in any paint or photoshop-type application - GIMP maybe, which is free), I created a background that has my logo and web address on it, with a bunch of open space in the middle for writing. I made it dark so that when I write, the white writing stands out. Since YouTube is a predominantly white website...ok - please don't misinterpret what I just said there....hah! I think you know what I'm trying to say - the dark screen with white text - it just looks really nice and clean.

So I have my background image, which is 1280 x 720 at full size (which is the recording size for HD video in those pieces of software, and it's the size HD video that YouTube will accept), and I simply create a layer on top of it to write on, and I do a presentation using the pen tool in Photoshop. Then, when I record my computer screen, and more specifically when I record that 1280 x 720 window, you're watching me write in a layer on photoshop, and that's it. It has a really cool effect, so feel free to try that on your own. I've taught a few others how to do this and they (and their audiences) are lovin' in. I think it keeps people more engaged when watching your videos, since they are actually seeing you write in real time, rather than pressing a button and text appears like in powerpoint and keynote. It does take practice though, to speak and write at the same time.

Other times in my videos, you'll see me viewing some website, and I actually have a pen that circles and highlights whatever part I want to point out, which comes in really handy when presenting and demonstrating as well. The tool I use to get this pen effect on top of my computer screen is called Omni Dazzle, and it's a free tool for mac users. If you're on a PC, I know Camtasia Studios allows you to draw on the screen as well - they have a tool for that.

And of course, it's tough to write and circle things using a mouse, so I have a small pen and tablet setup next to my computer. You can check out my gizmos and gadgets post to get specs on all of the different pieces of equipment I use in my home office, including the pen and tablet, which I love. A link will be in the show notes.

<http://www.smartpassiveincome.com/online-business-blogging-gadgets>

By the way, you can always go to <http://www.smartpassiveincome.com/session19> to go directly to the shownotes, and I'll be doing this for each episode here on out. <http://>

[www.smartpassiveincome.com/session](http://www.smartpassiveincome.com/session) and then then number, no spaces.

So those are the things I use to record the videos. When I'm recording, I like to keep a few things in mind:

First, I'll make sure my video is going to be less than 15 minutes in length, which is YouTube's current video time limit for uploads. If you're a YouTube Partner, which I'll get to later on and explain exactly what that means, that time limit is waived, but just know that 15 minutes is the limit for most people. And you can break up videos into different parts if you need to, but it's not automatic and does take some editing on your end to do so.

Even though there's a 15 minute limit, I'll aim to keep my video at about 5 to 6 minutes or less, because it's tough to keep people's attention for 15 minutes straight, and 5 minutes seems to be "the sweet spot". For some, it'll be extremely easy to fill in 15 minutes of content (time flies when you're recording, trust me), and if you absolutely need that much time for your video, go right ahead, but try to keep it short and sweet because that will ensure you're getting your point across much faster, the content in your video is relevant and to the point, and you're not wasting anybody's time. And, if you have any calls to actions or links you want people to visit that you mention at the end of the video, they'll get to that point in your presentation much sooner.

First things first, when I record a video I'll quickly introduce myself and my brand, and immediately share what I'll be covering. I'll also guesstimate how long the video will be, and both of these things combined - a quick outline of what the video is about (and I really do mean quick), and also how long it will take to watch, will really setup your viewer to be engaged in what you're presenting.

Skip the long intros and fancy music and all that stuff - you don't need it. Get right into the content and your audience will appreciate it. In some of my early videos, I had title screens with music and looking back, it was just too much. Now, I go right into my quick intro and then into the content.

At the end of my video or presentation, I'll wrap up by saying thanks, and I always include some type of call to action.

It is VERY important to include some type of call to action at the end of your videos. People need direction and will follow it if you've given them great content in your video. Sometimes it's just saying something like, "Visit my blog at [smartpassiveincome.com](http://smartpassiveincome.com) for more information", or sometimes I'll put in specific links or other calls to action, like go to [eBooksTheSmartWay.com](http://eBooksTheSmartWay.com) to get my free eBook and signup for my newsletter - things like that, it's up to you. Other things you may want to consider suggesting is subscribing to your YouTube Channel, or leaving a comment and rating your video, which helps with the search results for your target keywords.

I wouldn't include all of those things in one video - but I'd select maybe 2 to suggest at the end of your recording.

For example:

“Thanks for watching and come say hi to me on facebook at PatOnFacebook.com, and be sure to subscribe to my YouTube channel by clicking the yellow subscribe button at the top so you can get more videos just like this immediately after they go live.”

If you wanted to get even more ninja - and I've seen a few expert YouTubers do this, when they make that announcement they edit in video that shows a screencast of someone actually going to those webpages or clicking on those buttons. Hearing a call to action is one thing, but seeing it on screen will get more people to actually do it.

You could just setup an outro one time that does all that for you that you could include at the end of all of your videos, so you don't even have to worry about it anymore - it's just copy paste everytime you record. I haven't done this myself, but after talking about it just now it sounds like something I definitely should be doing.

**Now that I have a complete recording**, it's time to upload it to YouTube. But first, we have to signup for YouTube and create a channel.

## ***Creating a YouTube Channel***

Signing up for YouTube is pretty self explanatory, but there are some things you should do after you signup regarding your YouTube Channel - which is your sort of UserPage on YouTube that people see when they click on your name, before you actually upload your first video. You could after you upload your first video if you wanted to, and you can always make changes to your channel in the future, but it's good to get this stuff out of the way in the beginning.

When you signup, know that your username will be in the YouTube channel URL. So for example, my username on YouTube is SmartPassiveIncome, and my channel URL is <http://www.youtube.com/smartpassiveincome>

This makes it easy to remember and easy to forward people to so just keep that in mind. The username you select actually means something, so if you can get your name or your brand, that's great.

There are areas within your channel that you can include information about yourself and your brand, so make sure you take advantage of those as well. There's also a spot to include a link to your homepage, so make sure you add that too. This not only helps direct people who view your channel to your website, but it also becomes a high PageRank, highly authoritative link that points back to your site which can boost your search engine rankings. Even though the link is a no-follow link, which means Google doesn't give it full credit as a true backlink in its algorithm, it still plays a major role in the entire search engine optimization of your site. Plus, remember, Google does own YouTube.

The last thing you should do with your channel is customize the look and feel of it. You can include a background that includes your logo, your picture and even some more information about your site and your brand, and you can also change the colors of your channel to match your brand as well. Keeping things consistent between all channels of communication - whether it be on your website or blog, on YouTube, Twitter and Facebook, will only make you and your brand more memorable, and if people see you and your logo in all these different places, it's going to make a big difference and people will remember you.

## ***Uploading a Video***

Once you setup your channel and your video is finished, it's ready to upload to YouTube.

If you've done your video on Camtasia (and I believe screenflow and iMovie can do this too), you can automatically upload through the software to your YouTube account, so you don't even have to sign in manually. This is very convenient because you don't have to deal with file types and converting videos or any of that stuff.

Immediately after it has uploaded, you should change the Title, the description and the tags. Next we'll talk about each of these components in detail.

### **First, your Title.**

Treat the title of your video the same way that you would treat the title of any blog posts that you write. Make sure they contain target keywords that relate to your video, and make sure they are interesting, not generic.

You want it to be interesting because when people search for something there will be several results for a search query in YouTube, and a good Title, like a good headline, will get people to click and view it.

Having a keyword rich title is important because remember, **YouTube is a search engine!** And many YouTube videos are picked up in Google Searches, so there's potential to get traffic not only from YouTube search, but Google search as well.

Here's a cool trick:

Type in your primary keywords into the YouTube Search field and see what comes up. You'll get a quick glance at which videos are the most popular and get the most traffic. Use the titles of those videos as inspiration, because, and here's the tip: *some* similar titled videos will show up next to other videos in the "related videos" or I think they call it now the "suggested videos" area on the right hand side of the page (and after the video is over on the video itself too). If your video shows up there, there is always a potential for people to click over and check out



your video too. More exposure means more traffic, and having a similar titles video to popular ones is an easy way to increase your exposure.

### **Now, let's talk about the description of your video.**

The description is where you tell people what your video is about. Sounds easy, but there are a few important tips you need to know about.

The most important tip is to **always start the description with the web address of your website, or whatever it is you're promoting.** The first thing in my description is always a URL because the link will show up and be active in the little snippet of the description below the video itself. If you include it even just a few words later, it'll be hidden and will only be shown if someone clicks on "more info" at the bottom, which may or may not happen that often.

Make sure when you include the link, that it's the full web address, including the "http://", or else it will not be active and clickable.

I receive hundreds of visits daily as a results of these links in the description, so don't miss out on the opportunity.

Oh, and of course, don't forget to write a good description to go along with your link, because people do read those things, and if you give them a nice call to action at the bottom (and you can include more than one link, but again make sure it has the http:// in it), you can get people to subscribe or sign up for your newsletter or comment and rate your video too.

### **Next up, we have the TAGS of your video.**

Along with your title and description, you can add tags, which are pretty much just related terms or keywords to help YouTube understand what your video is about. It's important for both the search results, and also the related video section in other videos like I talked about with the title.

Similar to the trick I talked about with the title, you can do the same thing with the tags. Type in your primary keyword in the YouTube search box, find the most viewed videos, open them up and click on the "more info" underneath to look at that video's tags. If you want to show up next to that video in the search results, or in the related video section next to the video, copy all of those tags - each and every one of them (you can delete the random ones with names and other things that don't make sense), and use them on your own video. This really works, I do it all of the time, and after a little bit of time, I'll show up right next to those popular videos and start to see a lot more views as a result.

## ***After You've Uploaded Your Video***

### **The Preview Image**

After your video is uploaded and processed, which takes a few minutes, you can edit the video and change the thumbnail or preview image that shows up on the screen. The thing is, YouTube will only give you 3 pictures from your video to choose from, and the one you select is the one that shows up in the searches on YouTube and in Google, and anywhere else your video is shown. Even when you embed the video onto a blog post, that's the image people see on the video before they click play - so the image itself can have a drastic effect on how many people view it.

The general rule of thumb is - pick the most interesting and eye catching preview image.

The more interesting and eye-catching it is, the more it'll stand out from the rest of the thumbnail images in searches, and the more views you will have, period.

So the question that gets asked the most about the preview image is - is it random or is there any way to somehow "place" the images in your movie so that it does come up as a preview image?

Well, it's not totally random - the images chosen for you are usually in and around the 25% mark, the 50% mark and the 75% mark, however it's not exact. It used to be exact, I think and for a while people would throw up boring videos with pictures of a hot chick or something in the middle just to get that preview image and more views, but I don't think it's exact anymore. I uploaded two versions of a video just recently, and the only difference was some of the beginning frames and the preview images were all similar, but not exactly the same.

### **Another Thing You Should Definitely Utilize are Annotations**

Annotations are little popups that show up on top of your video, and to be honest they are pretty ugly, but that's a good thing.

Why?

Because you can't miss em, so if you have an announcement or some type of call to action you'd like people to make sure they see, use an annotation.

You can use them to tell people to subscribe to your channel, leave a comment or rating, or ask for a video response, or link to another video. So say for example, you have a 3 part video series in YouTube, you can add annotations at the end of each video to link to the other one, and yes you can actually add the link in the annotation.

But, you have to realize that you can only link to stuff within YouTube in your annotations - you can't link to external pages. So, you can link to other videos, channels, playlists, to automatically subscribe a person to your channel, and even a youtube search query.

I've used annotations in videos I've done about Facebook because they keep updating stuff all

of the time, so I have to keep creating new videos for stuff like how to create a facebook landing page. Rather than just deleting the old ones and losing my rankings in the search engines, I put an annotation over the first minute of video with a link to my newer one.

A lot of people use annotations like speech bubbles or thought bubbles, so they can be used for entertainment and keeping people engaged during the video too, sort of like those old VH1 pop-up videos, which I definitely remember holding my attention for quite a long time.

### **Next, let's talk about transcripts for a second.**

Transcriptions of your videos can be a very powerful tool. I just finished up an entire post about how I use transcripts, especially for this podcast and what it has done for me - but to give you the main points, it obviously helps those who cannot listen to the content, either those who are hearing impaired, or those who don't have sound or aren't allowed to listen to audio on their computer while at work. It also helps to reach new audiences because that content can be syndicated out to places like article directories and blogs. If people listen or watch you're stuff and want to go back to find a certain part of it they remember, going through the transcript is MUCH easier than scrolling back and forth to find a certain part of a video or audio clip, and lastly it helps with SEO, because the search engines don't listen to or watch the videos for content - they read the descriptions, tags, title and any text from things like transcripts that go along with it.

Not that being said, YouTube has the capability to add captions and subtitles to a video. I think you just have to get your video transcribed, and upload that text in a txt file in the caption/subtitle area and it'll automatically, somehow, time it correctly for you. What this does is it actually adds text to your video not only on the screen, but behind the scenes too so the search engines actually have relevant content to look at, which will boost your search engines rankings both in Google and in YouTube. This is something I've just discovered that I'm going to play around with the next time I upload some videos.

YouTube also has something called a machine transcription that will actually automatically write out and input the words that are said on screen for you, but for all of the videos I've tried this on, it has failed. This is really new I think, so maybe it's just not ready, but when it works that will be totally awesome and save lots of time.

### **Next, let's talk about video responses.**

There are two things you can do with video responses. First, you can actually use your video to respond to others, and possibly piggy back off the success and traffic going to those videos, because responses are shown right beneath the video that's being watched on the screen (thumbnail and title and all). So, if you have a video about a particular topic, you might want to do that search again for the most popular or most viewed videos that are already on YouTube about it, and post a video response using your own.

Now when you do this, the owner of the video you're posting a response to must approve of your response, so sometimes you send in the request and nothing happens - well that's why, it hasn't been approved by the owner, but, if you develop a relation with them first - maybe friend them on YouTube, send them a message just saying you like their stuff, and then send the video response it may be more likely that your video will be approved.

Besides responding to other people's videos, you can respond to your own! This is what a lot of the top YouTubers will do to their previous videos to help promote new ones, especially those who come out with new episodes on a regular basis, because it makes it easy for people to click to the next one.

Because you are the owner of your own videos, of course you're going to approve it so you'll have extra exposure and linkage on your older videos, to your new ones.

### **Making Money on YouTube**

I've touched briefly about making money on Youtube earlier, about how you can put in affiliate links in your video that people will click on (hence the importance of having clean, easy to remember affiliate links, so you can use a wordpress plugin like pretty link to shorten and clean your messy affiliate links, or you can even purchase a domain and have it forward to an affiliate link so it's really easy - it's up to you), but there are more ways to make money on YouTube than just that.

If you get enough views, you can actually become a partner with YouTube and choose to have advertisements on your videos, and they work just like Google AdSense - when people click on them you get paid, and I make a good chunk of change each month from YouTube - per their agreement I can't disclose how much that is, but like I said it's a good amount that I'm happy to see in my bank account each month.

Now there are two things that could happen - if you have a viral video or a view with a lot of views in a short period of time (and the numbers may vary, but usually when I get about a couple thousand views in a couple of days), YouTube will email me and say - "hey, do you want to partner with us with that particular video" and with that particular video only I could sign up through revenue share, where all I have to do is connect an AdSense account that that's how I get paid - again everytime someone clicks on those ads when they watch the video.

The other way is if you actually become a youtube partner yourself - so your entire account is enabled for revenue sharing. You have to apply for this and give them data on how many views you have, why you should become a partner and all that stuff (<http://www.youtube.com/partners>), and if you do become one you can enable revenue share on all of your videos, but a lot of other cool things can happen too:

1) you no longer have a time limit on your video - so it can be any length - not just 15 minutes or less, which is awesome

2) you can upload your own preview / thumbnail image for each of your videos, which is huge, but of course they must be appropriate.

3) I think you can do more as far as branding your channel page and putting even more of a custom look to it that a non-partner cannot do.

So check that out, and I'm not sure what the minimum video view count has to be before you can get accepted, but you never know until you apply so again you can do that at [youtube.com/partners](http://youtube.com/partners).

So that's YouTube, and that's how you can maximize your efforts with video on YouTube, and just to reiterate it's been great for expanding my brand, reaching new audiences and really enhancing my existing content too - so if you haven't already, start a YouTube channel and just post up a video. Even if you don't know what exactly you're going to be putting on there, just start with one video - just a recording of yourself welcoming people to the channel and why they should follow you. If you don't know how to answer that, just think about the kind of business of blog that you have - what would you say to someone who asks you why should I read your blog, or why should I be interested in your business, and if you can't answer that...then you've got some major thinking to do, and you should probably start at the beginning and worry about YouTube later on. But, hopefully you can answer that question, your elevator pitch, if you will, so posting a video and just getting started with it should be easy. And don't worry, nobody cares what you look like, nobody cares what your room looks like, if you can provide good content, you're going to be okay. Trust me on that one.

Good luck to you, and if you have any specific questions feel free to ask them in the comment section on the blog at <http://www.smartpassiveincome.com/session19>, which has all the show notes for this session as well. That's:

<http://www.smartpassiveincome.com/session19>

As always, thank you for your support. Please head on over to <http://www.patonfacebook.com> and say hello, and until next time I wish you all the best. And remember, the harder you work, the luckier you become and with enough work up front, you can live a passive income lifestyle.

Good luck, and we'll see ya!

<http://www.smartpassiveincome.com>

