

Online Income Partners

Work just 4 Hours
a Week for Only 8
Weeks Total to...



Earn an Income that
Keeps Coming In
Month after Month!

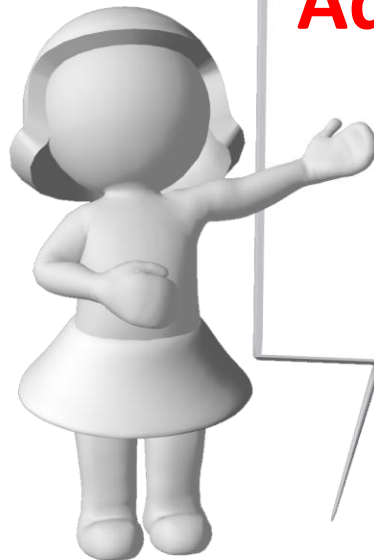
Lesson #6

Advertising

&

Social

Media



Review

- Immediate Return Marketing Methods
 - Email lists
 - Newsletters
 - Email Signatures
 - Giveaways
 - Pay per click
 - Buying leads



What we're going to do this week?

Advertising and Social Media

- Online video advertising
- Online press releases - Free options
- Press release - Paid option
- Free online classified ads
- Social media advertising
- Forums
- Associations

Online Video Advertising

Why we use it?

- It's FREE
- It works
- Immediate exposure
- It raises your web page search engine rankings
- It has the possibility of going viral
- You or your product can be discovered
- It's linkable
- It's international

YouTube Video Statistics

Today's gold-mine

- 60 hours of video are uploaded every minute.
- Over 4 billion videos are viewed a day.
- Over 800 million unique users visit YouTube each month.
- Over 3 billion hours of video are watched each month.
- More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years.
- 70% of YouTube traffic comes from outside the US.
- YouTube is localized in 39 countries and across 54 languages.
- In 2011, YouTube had more than 1 trillion views.
- There were almost 140 views for every person on Earth.

YouTube Advertising

Free advertising to millions of viewers

The screenshot displays a YouTube video player interface. The main video is titled "Telephone Hypnosis Training Course - Webinar" by Rene Bastarache. The video content shows a man speaking in front of a graphic that reads "The American School of Hypnosis Presents: TELEPHONE HYPNOSIS TRAINING WEBINAR. A Complete Home Study Course Webinar". The video player includes a progress bar at 0:02 / 0:51 and various control icons. Below the video, the video title "Telephone Hypnosis Training Course - Webinar Video Ad" is shown, along with the channel name "Rene Bastarache" and "141 views". There are buttons for "Like", "About", "Share", "Add to", and "Analytics". The description includes the publication date "Published on Oct 7, 2012" and two URLs: "http://www.choosehypnosis.com/telepho..." and "http://www.choosehypnosis.com/telepho...". A "Show more" link is also present. To the right of the video player is a playlist of related videos, including "Telephone Hypnosis Training Course - Webinar", "Telephone Hypnosis Sessions, Phone Hypnosis", "Telephone Hypnosis Training Webinar - Exand", "Telephone Hypnosis Training Webinar - A", "Welcome - Self Help Instruction through the", and "hypnosis_training_hsc_pay". Below the playlist, there are several recommended videos, including "Words That Turn Her On" by Vin DiCarlo, "Cosmic Principles Summarized by Walter Russell" by LaoTzuism, "Welcome - Self Help instruction through the Mind & the Law of Attraction" by Rene Bastarache, and "Telephone Hypnosis Training Webinar - A complete phone hypnosis course" by Rene Bastarache.

ytube.com/playlist?list=PLj5WIAIwPAAkZu1Om0rwKP0oMOYuh-omU

Create a YouTube Video

It's easier than you think

- Create a commercial advertising your product.
- You can record yourself right from your office with a camcorder, webcam or even your cell phone.
- If you're not comfortable behind a camera make a filmstrip with pictures or words and talk behind it.
- The key is to make it to the point, short, exciting and have an excellent grabbing title with keywords in it.

Examples:

“The Insider Winning Secrets of the Top Five PGA Golfers Exposed”

Get the Free Video [HERE](#)

“How to Make \$5000 in One Day Writing a Thirty Page Ebook” Get

the 30 minute Fact Video Free [HERE](#)

What is your CTA?

(Call To Action)

- Focus on a clear call to action in all your videos.
- What do you want them to do? Visit your website? So instead of telling them to subscribe or comment on your video, tell them to go check out your "newest thing" on your website.
- Make a video telling people about the free stuff you're giving away. Whether it's a book, video or a free report, put it on your website, make a video about it and link to your web page where the freebie or capture box is hosted.

Inserting Keywords and Links

Where to put them

- Check similar viral videos to your topic to see their keywords.
- Place them in your title, description, keyword box, verbal dialog and in the closed captioning section.
- Place links at the beginning of the description.
- Place other links at the end.
- Embed clickable links in the video.
- See *YouTube Domination Video* for top ranked video tips and instruction.

Contact information

Within video ending

The screenshot shows a YouTube video player interface. The main video content is a black screen with white text that reads: "HYPNOTIC MARKETING EXPERTS", "Get your Free Gift on Secret Hypnotic Marketing Techniques at:", and "www.HypnoticMarketingExperts". The video player includes a progress bar at 5:39 / 5:50, a volume icon, and a "Next video in 3" indicator. Below the video player, the video title "What is Hypnotic Marketing? Learn the Secret Techniques Her..." is visible, along with the channel name "Rene Bastarache" and "105 views". The video description states: "Published on Mar 2, 2013 http://www.choosehypnosis.com - Learn hypnotic marketing suggestion to obtain excellence in your field. See the difference between being on the way or in the way of success." To the right of the video player, a list of recommended videos is shown, including "What is Hypnotic Marketing? Learn the Secret Techniques Her...", "How to Double Your Income in Sales &...", "Eight Marketing Secrets to Double Business Succ...", "Phone Hypnosis Sessions Video - Be hypnotized f...", "Telephone Hypnosis Training Course - Webinar", and "Telephone Hypnosis". Below the recommended videos, there is an advertisement for "Hypnosis Hypnotherapy OKC" by Patrick Coleman, followed by "The Secret of Success is Persistence - Self Help Training Video" and "Successful Marketing Mindset #1 - Your Personal Wealth Programming Video".

Ads for Services by Rene Bastarache

Next video in 3

1/20

HYPNOTIC MARKETING EXPERTS

Get your Free Gift on Secret Hypnotic Marketing Techniques at:

www.HypnoticMarketingExperts

5:39 / 5:50

Analytics Video Manager

What is Hypnotic Marketing? Learn the Secret Techniques Her...

Rene Bastarache · 191 videos

105 views

Channel settings

Like

About Share Add to

Published on Mar 2, 2013
<http://www.choosehypnosis.com> - Learn hypnotic marketing suggestion to obtain excellence in your field. See the difference between being on the way or in the way of success.

What is Hypnotic Marketing? Learn the Secret Techniques Her... by Rene Bastarache

How to Double Your Income in Sales &... by Rene Bastarache

Marketing Secrets to DOUBLE Business Success by Rene Bastarache

Phone Hypnosis by Rene Bastarache

Telephone Hypnosis Training Course - Webinar by Rene Bastarache

Telephone Hypnosis

Hypnosis Hypnotherapy OKC by Patrick Coleman, 19,863 views

The Secret of Success is Persistence - Self Help Training Video by Rene Bastarache, 261 views

Successful Marketing Mindset #1 - Your Personal Wealth Programming Video by Rene Bastarache, 243 views

YouTube Tips & Tricks

The inside scoop

YouTube *Domination Video* is included in your course



The screenshot shows the YouTube video settings interface for the video "Telephone Hypnosis Sessions, Phone Hypnosis with Raluca". The "Annotations" tab is highlighted with a yellow circle. The video player shows a man speaking with a red curtain background. The video information panel on the right lists: Uploaded time: Sep 28, 2012 08:26; Duration: 1:05; Raw File: mobile.m4v; Views: 47; Likes: 0; Dislikes: 0; Comments: 0; Video URL: http://youtu.be/W70_CWTKRBo. A large white text overlay "#9. ANNOTATIONS" is positioned at the bottom of the video player area.

Info and Settings Enhancements Audio **Annotations** Captions View on video page

Telephone Hypnosis Sessions, Phone Hypnosis with Raluca Cancel Save

Telephone Hypnosis Sessions, Phone Hypnosis wit... More info

Set as thumbnail

VIDEO INFORMATION

Uploaded time: Sep 28, 2012 08:26

Duration: 1:05

Raw File: mobile.m4v

Views: 47

Likes: 0

Dislikes: 0

Comments: 0

Video URL: http://youtu.be/W70_CWTKRBo

#9. ANNOTATIONS

24:41 / 39:20

Google +

Advertising with Hangouts

Google+ Hangouts & YouTube Live



The Hangout

Advantages


- Records video live
- Live participant interaction within the video screen
- Live audience observing and live chat
- Screen sharing
- View on all devices
- Embedding videos on other sites live
- Embed the commercial to pages via YouTube
- Load to YouTube automatically
- Post in your Google Plus and send to circles.
- Listed on the search engines through Google +


USTREAM

Live Broadcasting


USTREAM EXPLORE PRO SEARCH Log in / Sign up Go live!

FIND MORE BROADCASTS

 **Rene Bastarache, Host**
Follow 38 followers

 03:16 / 06:12 OFF AIR

Like 48 Tweet 3 +1 1

 **Rene Bastarache, Host**
Entertainment - How-to



38 FOLLOWERS 4,911 VIEWS Follow

Chatting about self-help techniques, the Law of Attraction, healing, abundance, accumulating wealth, hypnosis and marketing. Get a copy of our FREE 446 page Hypnosis Manual at: <http://www.choosehypnosis.com> - American School of...

Videos Social Stream Chat

elitethought-tv Guest

other.
10:25 ustreamer-535008:
Over here viewers can chat with me while I'm conducting the show, send each other messages and even send in questions.
10:26 ustreamer-535008:
To the right is a box where you can see who is in the live chat and whose operating the room.

Audience   Send

USTREAMING

The power of USTREAM and YouTube

- It's Free
- Record video live or pre-recorded.
- Viewable on USTREAM Live with live chat
- Can send out announcements and schedule
- Has a section for editing
- Send directly to YouTube
- Listed on search engines through USTREAM
- Can add USTREAM Producer free – a studio

Press Releases

Get the word out

These are article directory services that accept unpaid submissions from authors in exchange for links to the authors websites and visibility of their works.

- Most submission sites have large exposure which can give you high search engine rankings and the submissions can be viewed worldwide and possibly by major newspaper or news agencies.
- They can also help you to appear as the authority in your niche after having written a few.

Example of Ezinearticles.com

Want to see what's new? [Explore a few of the new features via this demo!](#)



Rene Bastarache

Recent Achievements



★ Platinum Expert Author

[Submit an Article](#)


You are not participating in any challenges. Why not join the fun? Go to your [challenges page](#) to see if you've been challenged — or start a new challenge and invite others.

 [View Challenges](#) |  [Create A Challenge](#) |  [Browse Challenges](#)

What's Going On?

 The Original Do's and Unoriginal Don'ts to Creating Great Content

Oct 23, 2013 9:00 AM

 10 Distractions that Destroy Productivity: The WRONG Advice

Oct 21, 2013 9:00 AM

 Short and Sweet: How to Review

Performance Overview

Article Views	3,412	Live Articles	11
Article Clicks	128		
Article CTR	3.75%		
Profile Views	657		
EzinePublisher	24		
Emailed	2		
Comments	1		
Subscribers	3		

Featured Products



Build Your Own Article Template Packages

Each of these packages of 15 interactive PDF templates is

Press Releases

Free Article Submission Sites

<http://www.ezinearticles.com> Free article publishing service.

<http://www.goarticles.com> Free article publishing service.

<http://www.Articledashboard.com> Free article publishing service.

<http://www.Articlesfactory.com> Free article publishing service.

<http://www.Findarticles.com> Free article publishing service.

<http://www.Buzzle.com> Free article publishing service.

<http://www.Articlecity.com> Free article publishing service.

<http://www.articlesbase.com> Free article publishing service.

<http://www.articlealley.com> Free article publishing service.

<http://www.ehow.com> Become an expert publishing advice.

<http://www.wikihow.com> Become an expert publishing advice.

<http://knol.google.com> Article distribution owned by Google.

Press Release

Paid Article Submission Sites

- <http://www.prweb.com/> Press release distribution helps you create buzz, increase online visibility, and drive website traffic.
- Packages starting at \$99 per release.
- Larger packages have more exposure.
- Sent to major news agencies and newspapers.

Free Online Classified Ads:

[Check for similar items](#)

- The world of online classified ads is dominated by Craigslist created by Craig Newmark in 1995, and now a worldwide network of sites catering for major cities and countries around the world.
- If you're not familiar with Craigslist, you might not be aware of just how many sections it has.
- It also has discussion forums and a services section.
- You don't need to be selling something to post a legitimate classified ad.

Craigslist

Do's & don'ts

- Find a section that is similar to your product topic and submit a listing to your free gift opt-in page.
- Place the ads in different cities but make each ad different as duplicate ads are considered spam.
- Only place a few at a time.
- Be sure to read the rules for posting as some sections may not allow you to link to a webpage.
- Do some research and be creative.

Online Classified Ads

Links to some of the top ones

- <http://www.craigslist.org>
- <http://www.backpage.com>
- <http://www.classifiedads.com>
- <http://www.freeadlists.com>
- <http://www.usfreeads.com>
- <http://www.webclassifieds.us>
- <http://www.gumtree.com>
- <http://www.postadsonnet.com>
- <http://www.adpost.com>



Photo-shot of Craigslist

Note the
various topics
to choose
from.

craigslist

post to classifieds
my account

search craigslist

for sale

event calendar

S	M	T	W	T	F	S
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16

help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of use
system status

about craigslist
craigslist is hiring in sf
craigslist open source
craigslist blog
best-of-craigslist
craigslist TV
"craigslist joe"
craig connects

boston ^w [gbs](#) [nwb](#) [bmw](#) [nos](#) [sob](#)

community

activities lost+found
artists musicians
childcare local news
general politics
groups rideshare
pets volunteers
events classes

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

discussion forums

adopt haiku philos
apple health photo
arts help p.o.c.
atheist history politics
autos housing psych
beauty jobs queer
bikes jokes recover
celebs kink religion
comp legal romance
crafts linux science
diet m4m spirit
divorce manners sports
dying marriage tax
eco media travel
educ money tv
feedbk motocy vegan
film music w4w
fitness nonprofit wed
fixit open wine
food outdoor women
frugal over 50 words
gaming parent writing
garden pets yoga

housing

apts / housing
rooms / shared
sublets / temporary
housing wanted
housing swap
vacation rentals
parking / storage
office / commercial
real estate for sale

for sale

antiques appliances
baby+kid arts+crafts
barter atv/utv/sno
bikes auto parts
boats beauty+hlth
books cars+trucks
business cds/dvd/vhs
computer cell phones
free furniture clothes+acc
general electronics
household farm+garden
jewelry garage sale
materials heavy equip
rvs+camp motorcycles
sporting music instr
tickets photo+video
tools toys+games
wanted video gaming

services

beauty automotive
creative farm+garden
computer household
cycle labor/move
event skill'd trade
financial real estate
legal sm biz ads
lessons therapeutic
marine travel/vac
pet write/ed/tr8

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / dba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing
[ETC]
[part-time]

gigs

crew computer
event creative
labor domestic
talent writing

resumes

nearby cl

albany
binghamton
boston
cape cod
catskills
central nj
eastern ct
glens falls
hartford
hudson valley
jersey shore
long island
maine
montreal
new hampshire
new haven
new york
north jersey
northwest ct
oneonta
plattsburgh
poconos
rhode island
scranton
sherbrooke
south coast
utica
vermont
western mass
worcester

us cities

us states

canada

cl worldwide

Free Online Classified Ads: for similar items

- <http://www.craigslist.org>
- <http://www.backpage.com>
- <http://www.classifiedads.com>
- <http://www.freeadlists.com>
- <http://www.usfreeads.com>
- <http://www.webclassifieds.us>
- <http://www.gumtree.com>
- <http://www.postadsonnet.com>
- <http://www.adpost.com>

Social Media

Get your message out there


- The idea is if you share your free video with 10 people then 10 people know about your wonderful product.
- If each of those 10 share it on their social media and give the free video to 10 of their friends now 100 people know about it and it keeps growing.
- Post your free product link, video advertisements, articles and chat it up on every social media venue you can get on and encourage sharing.
- Start a Facebook page if you don't already have one.

Facebook Business Page

INSTRUCTOR AND AUTHOR OF OVER 20 SELF-HELP & MARKETING BOOKS & COURSES



Online Expert Training Courses & Lessons by Experts in the Field



Rene A. Bastarache, CI – www.APlusCourses.com

A+ Courses
Be the first person to like this.

[Update Page Info](#) [Like](#) [*](#)

Community [?]
We offer live instruction, training and products to create wealth. "It's like attending a Money Making School but rather than being graded you receive income." We promote joint venture and hosting opportunities.

[About](#) [Photos](#)

Highlights ▾

Status **Photo / Video** **Event, Milestone +**



What have you been up to?

 **A+ Courses** changed their cover photo.
47 minutes ago

INSTRUCTOR AND AUTHOR OF OVER 20 SELF-HELP & MARKETING BOOKS & COURSES

Invite Your Friends to Like This Page [See All](#)

Type a friend's name:.. [Invite](#)

-  **Terri Bastarache** [Invite](#) ×
-  **Alan Turco** [Invite](#) ×
-  **Lawrence Bates** [Invite](#) ×

Social Media

Popularity per month

Facebook - 750,000,000 - Estimated Unique Visitors

Twitter - 250,000,000 - Estimated Unique Visitors

LinkedIn - 110,000,000 - Estimated Unique Visitors

Pinterest - 85,000,000 - Estimated Unique Visitors

MySpace - 70,500,000 - Estimated Unique Visitors

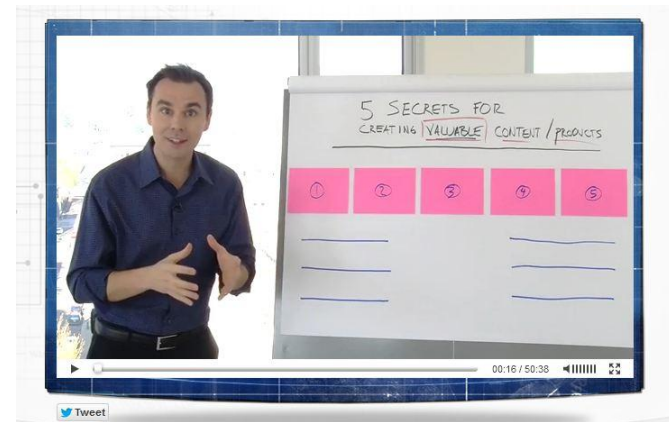
Google Plus - 65,000,000 - Estimated Unique Visitors

Facebook Comment Plugin

<https://developers.facebook.com/docs/plugins/>

The Comments box lets people comment on content on your site using their Facebook profile and shows this activity to their friends in news feed. It also contains built-in moderation tools and special social relevance ranking.

You can include one of these below your free video to get more viewers and buzz going.



Please post your questions or comments below, and hit the like button for more videos. To get early-bird access to our course, click [here](#).

Hit the "Like" button below so that you get notified via Facebook when I post more videos.

 Like You and 8,192 others like this.



1,623 comments ▾

[Add a comment](#)



Brendon Burchard · Follow · ★ Top Commenter · 4,778 subscribers


Just posted new video on How to CREATE and MARKET 12 Highly-Lucrative Information Products and Programs: <http://www.totalproductblueprint.com/12products/>.

Reply ·  285 · Like · Follow Post · May 9, 2011 at 9:14pm



Mizi Wahid · Follow · 433 subscribers

AWESOME AWESOME!

Reply ·  19 · Like · May 9, 2011 at 9:22pm



Theresa Schreck Croft · Follow · ★ Top Commenter · Founder/Media Producer at Theresa Croft

Your book is awesome! This series is icing on the cake!

Reply ·  15 · Like · May 9, 2011 at 11:07pm



Tonya Kerry · Hampton University

I have prayed for a strategy and here it is. You truly are a messenger, and one with a heart of gold indeed. Thank you Brendon!

Reply ·  62 · Like · May 10, 2011 at 1:18am

[View 36 more ▾](#)



Anna Laurene Liljenquist Arnett · Chandler, Arizona

I'm eighty-six years old and you still manage to get ME to yearn to go out and make something exciting happen , and to tell the world the things I've learned that will help somebody, somewhere. You're ability to inspire is amazing. Now, when I produce, that will be astounding.

Reply ·  171 · Like · Follow Post · May 10, 2011 at 2:51pm



Tina Peterson · Green Bay, Wisconsin

Go for it Anna! My Mom is now 81 and always keeps that good attitude like yours. I would love to hear what you have to teach!

Reply ·  14 · Like · May 16, 2011 at 8:12pm



Folasade Taiwo · Senior Manager at Forever Living Products (Nigeria) Limited

Hi Anna, reading your post is already quite inspiring! And I'm sure you have a thing or two to teach us. We're waiting!

Reply ·  11 · Like · May 18, 2011 at 2:59pm



C-Real Fernandez · Fort Worth, Texas

Wo!!! May God help you do so mame.

Reply · Like · May 19, 2011 at 3:02am

[View 22 more ▾](#)

Forum Marketing

How-to

- Forum marketing is one of those methods that most completely ignore which is great for you because it can really boost your visitor count - if done the right way.
- The basic idea is that you take part in forums that are related to your topic. Make sure your user profile has a link back to your site.
- Most of your visitors will come from the signature link that appears under your replies.
- Once you've made about twenty five helpful posts you should start to see a flow of visitors from people who like your answers and want to find out more about you.

Forum Marketing

How-to (continued)

- Leave replies, comments and even critique but make them all content worthy so they don't seem like spamming.
- Choose a forum on your topic. Make sure it is busy, check how many visitors it has.
- Be a frequent visitor - Thank people - Answer questions
- Comment and agree with good posts.
- Include a great signature in your email about your product and link to it.
- A bonus of forum marketing is you'll pick up all kinds of ideas for new content as you see problems and questions that people in your niche are struggling with. These will be great topics to write newsletters about for your auto-responders.

Forum Marketing

How-to (continued)

- Google search: forum: topic. If you want to find forums related to travel you'd type forum:golf
- Forum Finder <http://www.theforumfinder.org>
- Big Boards <http://directory.big-boards.com>
- ZetaBoards <http://www.zetaboards.com/directory>
- There are also forums in Craigslist as well. Check into them. Remember, these people are looking for deals and free stuff. Make the offer!

Through Association

with your Topic

- Is there an association for your field?
- Start advertising in it and placing articles.
- Is there a magazine, paper, newsletter or other publication? Advertise in it.
- Are there blogs about your product?
- Hopefully you checked out the various associations before hand and asked their leaders to be experts in your program.

Association Search

Example for Golf Associations

American Junior Golf Association

Atlanta Junior Golf Association

Callaway Golf PGA Junior Series

Canadian Junior Golf Association

Council of National Golf Unions

English Golf Union

The Environmental Institute for Golf

Fore Georgia

Golf Association of Ontario

Golf Australia

Golf Club Managers' Association

Golfing Union of Ireland

Illinois PGA

Independent Schools Golf Association

International Golf Federation

Ladies' Golf Union

Long Island Golf Association

LPGA

National Golf Coaches Association

National Golf Foundation

North Dakota Golf Association

Pakistan Golf Federation

Professional Golfers Association

Professional Putters Association

The Royal and Ancient Golf Club

Texas Legends Junior Tour

United Golf Association

Western Golf Association

World Golf Teachers Federation

Summary

We spoke about all of the following areas:

- YouTube Video
- Google Plus Hangouts
- USTREAM
- Press Release Submission
- Online Advertising
- Social Media
- Forums
- Associations



Assignments

- Create YouTube Video Commercials.
- Look into Google Plus Hangouts & USTREAM.
- Create a write-up about your product. Features and benefits and submit it to at least two press release submission sites
- Take a look at Craigslist and place an ad or two for your free video or giveaway in a related topic.
- Be sure to let all your social media buddies know about your product. You may want to create a business Facebook site.
- Find a forum for your topic and begin posting. The Key is to be helpful and others will want to know you.
- Are there any Associations that would benefit from knowing about your product? If so place an advertisement in them.

Q & A

