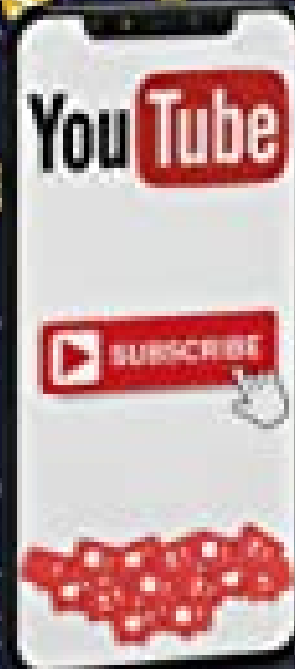
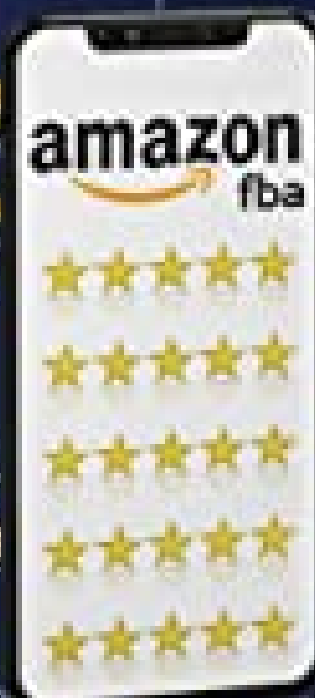
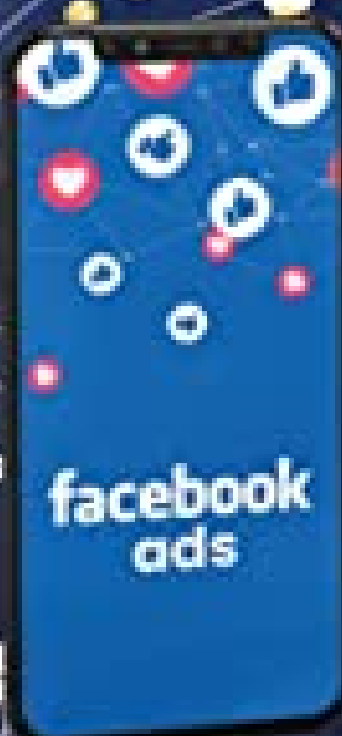


DIGITAL MARKETING ALGORITHMS 2021

DIGITAL MARKETING ALGORITHMS 2021

3 books in 1, \$10,000/Month from Home, passive income,
win with your online business using the most current
algorithms secrets of YouTube, amazon FBA, Facebook ads



BRIAN GRIFFITHS

Digital Marketing Algorithms 2021

*3 Books in 1, \$10,000/Month From Home,
Passive Income, Win With Your Online
Business Using the Most Current Algorithm
Secrets of YouTube, Amazon FBA, Facebook
ads*

Brian Griffiths

© Copyright 2021 by Brian Griffiths. All rights reserved.

The work contained herein has been produced with the intent to provide relevant knowledge and information on the topic on the topic described in the title for entertainment purposes only. While the author has gone to every extent to furnish up to date and true information, no claims can be made as to its accuracy or validity as the author has made no claims to be an expert on this topic. Notwithstanding, the reader is asked to do their own research and consult any subject matter experts they deem necessary to ensure the quality and accuracy of the material presented herein.

This statement is legally binding as deemed by the Committee of Publishers Association and the American Bar Association for the territory of the United States. Other jurisdictions may apply their own legal statutes. Any reproduction, transmission, or copying of this material contained in this work without the express written consent of the copyright holder shall be deemed as a copyright violation as per the current legislation in force on the date of publishing and subsequent time thereafter. All additional works derived from this material may be claimed by the holder of this copyright.

The data, depictions, events, descriptions, and all other information forthwith are considered to be true, fair, and accurate unless the work is expressly described as a work of fiction. Regardless of the nature of this work, the Publisher is exempt from any responsibility of actions taken by the reader in conjunction with this work. The Publisher acknowledges that the reader acts of their own accord and releases the author and Publisher of any responsibility for the observance of tips, advice, counsel, strategies and techniques that may be offered in this volume.

Table of Contents

[Table of Contents](#)

[Introduction](#)

[Chapter 1: Introduction to YouTube](#)

[Chapter 2: Benefits of YouTube](#)

[Chapter 3: The Algorithm](#)

[YouTube's Algorithm History](#)

[Currently YouTube Algorithm](#)

[Improving Organic Reach](#)

[Chapter 4: Picking a Topic](#)

[What Is A Niche](#)

[YouTube Is Different From Other Social Media](#)

[Picking Your Niche](#)

[Narrowing the topic](#)

[Find your "differentness."](#)

[Channel Goals](#)

[Creating goals you control](#)

[Upload frequency and consistency](#)

[Social media plan](#)

[Test new ideas](#)

[Collaborations](#)

[Sponsorships](#)

[Affiliate videos](#)

[Videos with super-content](#)

[Chapter 5: Setting Up Your Channel](#)

[Basic Setup](#)

[Creating Your Channel Page So You Can Get Viral Videos](#)

[Equipment Needed](#)

[Chapter 6: Branding and the Algorithm](#)

[The Importance of Branding](#)

[Share Your Creation Story](#)

[The Community's Shared Beliefs](#)

[Use Rituals](#)

[Having a Common Enemy](#)

[Creating a Leader](#)

[Chapter 7: Video Structure](#)

[Why Is Video Structure Important](#)

[Four Parts to Video Structure](#)

[The Importance of Having a Welcome Message](#)

[Structuring Videos for Community and Engagement](#)

[Chapter 8: Shooting and Editing](#)

[Editing Your Videos](#)

[Chapter 9: Hacking the Upload](#)

[Closed Captioning](#)

[Adding Cards](#)

[Adding End Screens](#)

[Chapter 10: YouTube Analytics for Growth](#)

[How To Use Analytics](#)

[Following Retention](#)

[Increasing Your CTR](#)

[Your Audience](#)

[Where's The Growth Coming From?](#)

[Chapter 11: Promotion](#)

[Why You Need A Blog](#)

[How To Use Your YouTube Channel With Your Blog](#)

[Promoting Your YouTube Channel on Social Media](#)

[Facebook](#)

[Twitter](#)

[Instagram](#)

[Chapter 12: Monetizing your Channel](#)

[Sponsorships](#)

[Affiliates](#)

[Your Own Products](#)

[YouTube Ads](#)
[Additional Money Making Methods](#)

[Chapter 13: How to Grow Subscribers](#)

[Ask Viewers to Subscribe](#)
[Making It More Than Just A YouTube Channel](#)
[Using Social Media](#)

[Chapter 14: YouTube Conclusion](#)

[Chapter 15: Introduction to Facebook](#)

[Chapter 16: The Importance of Facebook](#)

[Difference Between a Profile and Page](#)
[Advantages of Using Facebook](#)
[Creating a Facebook Business Page](#)
[How To Boost Your Facebook Page](#)
[Facebook Revenue](#)

[Chapter 17: Its History.](#)

[FaceMash](#)
[The Beginnings of Facebook](#)

[Chapter 18: The Facebook Algorithm](#)

[Changes and Milestones in 2019](#)
[Strategies To Adapt](#)

[Chapter 19: The Mindset of the Successful Facebooker](#)

[Figure Out What Success Means to You](#)
[Listen To Your Gut](#)
[Keep a Positive Attitude](#)
[Take Action](#)
[Shifting Your Mindset](#)

[Chapter 20: Using Facebook for Business](#)

[Facebook Business: Best Practices](#)

[Chapter 21: Content Strategy.](#)

[Creating Winning Content](#)
[Set goals](#)

[Figure out your audience](#)

[Using resources wisely.](#)

[Branding](#)

[Create creative content](#)

[Make a schedule and engage](#)

[Chapter 22: Automate Your Page](#)

[Chapter 23: Monetize](#)

[Selling On Facebook](#)

[Monetizing Your Page with Ads](#)

[Chapter 24: Facebook Ads](#)

[Advertising](#)

[Sponsored Stories](#)

[Why You Need To Use Facebook Ads](#)

[Chapter 25: Setting Up Business Manager](#)

[Create a Business Manager Account](#)

[Add Your Business Pages](#)

[Add Your Ad Accounts](#)

[Adding People](#)

[Connect Ad Agencies or Business Partners](#)

[Add Instagram](#)

[Increased Security](#)

[Creating Your First Ad Campaign](#)

[Asset Groups](#)

[Chapter 26: Socializing with Ads](#)

[Socializing Can Bring You More Growth](#)

[Strategies To Socialize Your Company.](#)

[Facebook Ads Policy.](#)

[Chapter 27: Data and Pixels](#)

[Ways To Use Pixel Data](#)

[How To use The Pixel](#)

[Facebook standard event](#)

[Custom Events](#)

[Creating a Pixel](#)

[Targeting People with Pixel](#)

[Chapter 28: Creating a Great Ad Campaign](#)

[Decide If Facebook Ads Fit Into Your Marketing Strategy](#)

[Chapter 29: Ads Pro Tips](#)

[Chapter 30: Retargeting](#)

[How It Works](#)

[Remarketing Versus Retargeting](#)

[Goals You Need For Retargeting](#)

[Picking a Retargeting Tool and Platform](#)

[Retargeting With Facebook](#)

[Chapter 31: Facebook Conclusion](#)

[Chapter 32: Introduction to Amazon FBA](#)

[A Small Introduction to Amazon](#)

[Why You'll Love Selling with Amazon](#)

[What You Need to Know](#)

[Chapter 33: Basics of FBA](#)

[How The Process Works](#)

[The Basics of Products](#)

[Look at Various Products](#)

[Setting Up Your Account](#)

[Chapter 34: The Algorithm](#)

[Optimizing Your Amazon Store](#)

[Chapter 35: Picking A Niche](#)

[Narrowing Down Your Niche](#)

[Chapter 36: The Products](#)

[To Get A Paycheck, You Have To Solve A Problem](#)

[Where To Find Products](#)

[Chapter 37: Get Selling and Winning](#)

[Creating a Product Listing](#)

[Getting Your VAT Number](#)

Chapter 38: Shipping

How To Send Inventory to Amazon

Creating A Shipment By Using “Send to Amazon”

Chapter 39: Common Mistakes

Not Creating an Expandable Brand

Underestimating the Power of the Holidays

Not Thinking About Demand

Not Listing the Right Way

Not Using Images to their Full Advantage

Not Utilizing Bullet Points

Not Picking the Right Price

Not Treating it Like a Business

Not Doing Research

Having Similar Products

Having Bad Resources

Only Following Trend Markets

Using Patented Products

Violating Terms of Service

Categorizing Your Products Wrong

Chapter 40: How to Succeed

Tips For Success

Chapter 41: Decide on Long-Term Success

Understand Your Audience

Ask for Feedback

Set Good Goals

Chapter 42: Become An Authority

Chapter 43: Working With Ads

Why Amazon Ads Are Important

Optimization

Budget

Creating A Winning Ad

Picking a Budget

Chapter 44: The Unconventional

[Social Media](#)

[Affiliate](#)

[Influencers](#)

[Forums](#)

[Email List](#)

[The Big Mistake to Avoid](#)

[Chapter 45: SEO](#)

[Chapter 46: FAQ](#)

[Chapter 47: Amazon FBA Conclusion](#)

[Conclusion](#)

Introduction

Thank you for choosing this book. I hope you find the information informative and will help you to reach your goals. This book will talk about how to use the algorithm for YouTube, Facebook, and Amazon FBA to your advantage. The book is separated by subject so that you can find the information you need more easily.

We will start things off by discussing the power of YouTube. YouTube has been around for quite some time, and people have been using it to make money since its inception. We'll start out by going over what the algorithm of YouTube is, and then what follows will go over how to work with the algorithm.

We'll discuss how to pick out a topic that suits you and create your channel's goals. This will move us into setting up the channel and the equipment you need to be successful.

We'll also go over how to brand your accounting, structure your videos, and shoot and edit them. While these things might not seem that important, they play a big part in making sure your videos get seen.

Then we'll look at how to upload the video at the right time to garner the most views. Next, we'll go over the analytics on YouTube and how to interpret them so that you can improve your channel.

We'll wrap up this section by going over promotions, monetizing the channel, and growing your subscribers.

Next up is Facebook. Much like YouTube, Facebook has a long history and is already quite saturated with businesses. That shouldn't stop you from hacking its algorithm to your advantage.

After going over the algorithm, we'll look at the successful facebooker's mindset and how to use Facebook for business. Then we'll move into coming up with your content strategy and how to automate your page. We'll also cover how to make money with your Facebook page. The end of this

section will go over the various aspects of Facebook ads and create an ad campaign that will get the results you want.

In the last section, we will go over Amazon FBA. This is the newest business tool that we will be talking about. That's why we will start with the basics of FBA and the algorithm. This will help you to understand how the process works and to make it work for you.

The next thing we will go over is how to pick your niche. Niches are important with any business, but FBA is probably the one where a niche can make or break you. This will also help you out with coming up with your products. There are several places to find products to sell.

We'll then go into how to ship your items. There are a couple of different options with this as well. Then we'll look at common mistakes people make that can hurt your performance with the algorithm. This will lead us into going over how to come up with a strategy so that you can succeed with FBA.

We will also look at becoming an authority in the niche you chose and how to create ads to improve your success. We'll wrap up the rest of the book by looking at unconventional sales methods, SEO, and common questions.

All three of these sites are great ways to make money. If you can find a way to use all three of them together, you will find more success. Let's begin.

Chapter 1: Introduction to YouTube

How is a seven-year-old making \$22 million a year? How is a gamer reaching around ten million people each time he uploads a video? How can a person earn a monthly income of \$7,000 in only 18 months? With the power of YouTube.

You are likely aware of all the complaints people have had about the change in YouTube policies. People have also complained about the fact that it is so hard to make money with the site. You may have even heard people say, "YouTube is dead!"

You should not believe that for a second.

With the right tools and information, you can grow your channel from zero subscribers to more than 75,000 in only a couple of years, and maybe less. The amount of time it takes you to reach those numbers depends on the amount of time you put into your account. The dedicated can see results in less than a year.

I do not promise you that you will become the ext Ryan Kaji, the seven-year-old star of Ryan's Toy Review, who is ranking in more than \$20 million a year. You also might not see the same numbers as PewDiePie; the ex-gamer turned influencer. You may never become a YouTube sensation, but it also doesn't mean that it's impossible to bring in a six-figure income and an online creation that reaches millions of people each year.

But to do this, you are going to need to know how the algorithm works and the best strategies to work with the knowledge.

More than 99.6% of the 26 million-plus channels that are active on YouTube have fewer than 100,000 subscribers. Nine-in-ten of the channels will have fewer than the 1,000 subscriber requirement to join their partner program to start making money.

There are more than 300 hours of videos uploaded to YouTube each minute. There are millions of channels that are vying for the attention of two billion

monthly users. A brand new channel can compete, but you have to have a strategy on how to do that, and you are going to have to understand how the platform works.

You can spend two years watching how-to videos on YouTube. That's the average amount of time that it takes most creators to reach 1000 subscribers. You could watch every single one of the YouTube gurus videos in the hopes of learning everything you need to know, or you could read this book.

Chances are, you can make it through the information in this book in a matter of weeks. Then you will be well on your way to knowing how to use the YouTube algorithm to make money with YouTube. You are going to learn:

- The best way to set up a channel that will drive subscribers and viewers
- How to get video ideas and hack some of the most popular videos in your topic to have reach success
- The best steps to take to build a brand on YouTube that creates a community that will support you
- The easiest ways to record videos, even if you aren't a fan of being on camera
- The growth hack that YouTube starts having even started using that is going to bring your channel to the next level
- The best ways to make money with your channel

Whether you are looking to make thousands of dollars each month on your channel, or if you want to create a platform that will send your message out to millions of people, you will learn how to accomplish that here.

Chapter 2: Benefits of YouTube

Whether you have a small business already or looking to start one, YouTube can be very beneficial. YouTube is a great way to help grow a business as long as it is used regularly when you are marketing. It is also very cost effective. ModCloth, an online retailer, drove a million views and 4000 subscribers to YouTube, which brought in more sales, and it didn't cost as much as a regular search campaign would. If you're not sold on the benefits of YouTube, let's go into some specifics.

Access the Massive Amount of Viewers

Online video has continued to grow since its start. There are four billion videos watched every single day. When you use YouTube for business, you are guaranteed to reach some people from your audience by making videos and placing ads on other videos.

YouTube has become the second largest search engine. It is just behind Facebook and Google in the most viewed global website. A billion people visit YouTube every month. According to Nielson, YouTube can reach adults between 18 and 34 years of age, more than any other cable network.

Platforms similar to YouTube have such a following that it's nearly guaranteed that you are going to find people who want to be your customers and fans, so long as you educate them, provide them with solutions to their issues, and entertain them.

YouTube Market Helps You Get Found on Google

Google works because they blend their different search results into one to provide people with the most useful information. Videos are starting to show up a lot in search results on Google. This goes to show that Google views videos as just as important as blog posts.

This can be used to your advantage by creating amazing articles on your website making video that goes along with it. This will help to create

backlinks for your website, which means that you are going to show up more often on Google.

When you use YouTube for marketing, it helps to improve the authority of your website. When you look authoritative on Google, the better your page is going to rank.

Content Never Dies

YouTube is an amazing way to repurpose content that you have previously made without having to spend a bunch of your time or money to invest into new content. Repurposing content that has already been made is a great content marketing strategy because it can help you to reach a new audience.

For example, you can turn an old blog article and turn it into a podcast, presentation, infographic, or a video series. This means that you have the possibility of creating four extra pieces of content out of one idea, which is going to give you an engaged audience that can find different ways for your audience to digest your content.

Expand To a World Wide Audience

This is probably the best benefit of using YouTube. When you ensure that you are putting out regular video content, it will open the door for you to reach new people who might not see your business in any other way. With YouTube, it's possible to reach a worldwide audience, even if you don't speak any other language but English

Native English speakers have a bigger advantage because it is difficult to capture the large English-speaking population when you are unable to create well-written English content. Plus, adding closed-captions to your videos helps to expand your reach as it can help people who are hearing impaired.

It has also been found that videos that contain closed-captions will get four percent more views and subscribers than those who don't have closed-captions. Interesting fact, of the people who prefer to watch videos with

closed-captioning enabled, 80% of them are not hearing impaired. It is also important that you have several call-to-actions added to your video.

Build an Email List

Another big benefit of using YouTube is that it can help you to build an email list that will help you to provide engaging and valuable content to those who enjoy it the most. You should make sure that the software lets you embed that sign-up form into the video. A viewer can very easily stop a video to add their contact information and subscribe to your list before they finish watching the video.

When you do this, it makes it much easier to build an email list while providing amazing content for your audience.

The Audience Will Buy From You and Promote You

Videos that have a personal touch do a great job at increasing conversions. People like to buy things from those they trust, and you can build this trust by touching them emotionally. Research has discovered that if you are trying to get people to visit a landing page using a video that discusses the company for general companies and professional services, it can increase your sales and leads.

Target Them with Adwords

You can use Google Adwords for your videos, which will help them become more focused on their audience by advertising things on videos that the viewers are going to be interested in. The best thing about AdWords for Video is that it only has to be paid for if the ad receives an engaged view.

It is considered an engaged view when a view looks at an ad for a minimum of 30 seconds. This means, if they skip the video, you aren't going to have to pay. Roku was able to generate 50% of its customers through YouTube because of its ad campaigns.

The biggest benefit of this is the possible growth for your audience with earned views. They are considered to be free views, and you can earn them when a person decides to watch an advertisement, then continues to watch several other videos that are on your channel within a seven-day period. If a person watches two to four videos, they are going to be more likely to subscribe.

Make Money Through AdSense for Video

If you are posting regular content, it provides you with the change to make some money with your videos through AdSense. You will give Google permission to place ads on your videos, and you will make a fraction of the money that Google does from the ads. You have to have at least 1000 subscribers for this, though.

If you take the time to invest the time needed to create a successful YouTube channel, YouTube has several benefits for your business.

Chapter 3: The Algorithm

Like the algorithm on every other social media site, the algorithm for YouTube will decide what videos a viewer is shown, about 70% of the time. A study done by Pew Research Center found that 81% of American users would regularly watch what the algorithm recommended. As a creator trying to get more views or building a brand, this recommendation algorithm is very important. How can you make sure that you optimize your videos and channels to work with them?

YouTube isn't a fan of being open with its advertisers or creators about the way they run the site. This is nothing new. Most social media websites are like that and even try to insist that they don't have an algorithm or favor certain content over others. That's why it's so important to take a look at the history of how YouTube has run the site and how they help people discover videos.

YouTube's Algorithm History

The first video uploaded to YouTube was done in 2005. Sixteen years after that, and there is 500 hours worth of video that is being uploaded to the platform every minute. With that kind of content, how do two billion users find the best videos to watch? The simple answer is that things have a change a bunch since its inception, but we are looking to get more information than a simple answer, so here it is.

2005 to 2012: View Count

During YouTube's first seven years of life, YouTube helped out the videos that received the most clicks instead of the videos that people would watch all the way through. This meant that the system tended to show simple clickbait videos, which filled the site with a bunch of misleading thumbnails and titles. People would click on those videos but feel as though they had been tricked, annoyed, and would abandon the video halfway through. Eventually, YouTube realized that user experienced was waning and changed how they did things.

2012: Watch Time

They announced an update to their discovery system in 2012 that was made to identify the videos that people wanted to see. They placed priority on videos that could hold the viewer's attention throughout the video and increase the time the user spent on YouTube overall. This meant that YouTube could tell their advertisers that they were going to get high-quality and valuable experiences.

At the same time, YouTube told creators that they needed to quit worrying about algorithm optimization. Instead, they encouraged its creators to continue making content that viewers would want to watch

2016: Machine Learning

YouTube sent out a whitepaper in 2016 that made waves. In the whitepaper, the product engineers talked about the how deep neural networks and machine learning affected the recommendation system. While they used quite a bit of fancy words, it was not a tell-all. You can still find the whitepaper and read it, but even if you can understand what they are saying, it's not the same as learning their secret recipe.

During this time, we still didn't understand all of the details about YouTube's algorithm. The one thing that we did know was that it kept track of the viewers perceived satisfaction to help give them good recommendations

2016 to 2020: Brand Safety, Borderline Content, and Demonetization

During the last few years, YouTube has had to deal with a lot of questions about the algorithm and what it does and does not promote. Susan Wojcicki, the YouTube CEO, has said that YouTube takes its responsibilities seriously, and they are aiming for a balance between a fair and broad range of opinions and ensuring that bad and dangerous information doesn't get shared throughout the platform. For example, there were algorithm changes that took place in early 2019, which created a 70% less watch time for

things that had been considered “borderline.” Borderline content is considered to not quite violating the community guidelines but can be misleading or harmful.

This is a very complicate thing because it can touch on every issue, from white supremacy to the coronavirus. In March 2020, YouTube creators said videos were being demonetized if they alluded to the coronavirus's existence. Meanwhile, YouTube maintains that it wants to allow its users to share their opinions, but they don't want to have dangerous ones shared. Wojcicki said that "when people come to YouTube searching for coronavirus topics, on average 94% of the videos they see in the top 10 results come from high-authority channels."

As a creator, remember that just because you are getting rewarded for your content with ad revenue and visibility don't meant your videos won't end up geting demonetizing if you end up crossing a line. Advertisers are also looking to make sure that their ads aren't helping to fund conspiracy theorists and anti-vaxxers. Currently, YouTube demonetizes borderline content to protect brands while also telling brands that there is not a 100% guarantee for brand safety.

Currently YouTube Algorithm

YouTube has said that their algorithm is a "real-time feedback loop that tailors videos to each viewer's different interests." The algorithm will decide the videos that are suggested to different users. The goal of the algorithm is twofold. The first is to find the right videos, and the second is to get people to continue watching the videos. The algorithm keeps its eye on user behavior and video performance. The two areas where the algorithm will impact things are through recommendation streams and search results.

If we were both to search for "carnivorous house plants," we are going to receive different recommendations lists. The search results you get are based on the engagement and metadata a video has.

The algorithm first looks at videos and assigns them a score that is based upon its performance. Then it will match videos to people based on what

they previously watched and what similar people have viewed. The goal of this isn't to find "good" videos, but to show people videos that they are likely to want to watch based on their previous views. The overall goal with this is to make sure people spend as much time as they can on YouTube, which will increase the number of ads they see.

While we will likely never find out the exact programming of the algorithm, we are aware of the list of factors that YouTube has gone in their various discussions about how their algorithm works. For the algorithm to rank a video, it will keep an eye on performance measures like:

- The number of time people spends on YouTube after they watch a video
- How often a channel shares a new video
- How new a video is
- The speed at which a video's popularity snowballs or doesn't
- The number of shares, comments, dislikes and likes a video gets
- The number of time people spends watching a video
- If a person clicks on a video

When it comes to matching a video to a possible viewer, the algorithm keeps in mind the personalization measures like:

- What don't they watch
- The number of times the video has been surfaced for this person
- The amount of time they spend watching
- The things they have engaged with in the past
- The topics and channels they have previously watched

Improving Organic Reach

The rest of this section will go on the various ways you can work with the algorithm to improve your views and reach. We are going to go over seven ways you can improve your reach quickly.

1. Video Description

Contrary to what some people have said, that space under all of your videos isn't just for you to add links to your social media accounts, although that is a good idea. It can help the algorithm surface that video when a user searches for a topic. You will want to make sure that your first sentence has a bunch of keywords in it.

You still need to make sure that you use natural language and that it doesn't come off like keyword salad. Pick out a couple of keywords, and then ensure you place them into the description and title a few times. We'll go over how to SEO-optimize your descriptions later on.

2. If It Works, Repeat

When it comes to building leverage on YouTube, you have to pay attention to what your viewers like. This means you need focus on your analytics, and also listen to your instinct. The algorithm is focused on providing viewers with a lot of what they already like to watch.

3. Post Often

Both the frequency and the quantity of your uploads factor into the algorithm. If you can up the quantity without causing your quality to suffer, you should. The more videos you post, the better the chances are that you will hit your stride. You can also think about coming up with a special feature that you post each week that doesn't take a lot of work to put together.

4. Post Things with your Audience is Watching

Recency plays a big role in every social network, and it's just as important on YouTube. The notification feature on the site lets subscribers know when you have uploaded something new to YouTube, and it is more helpful when you upload at the same time that they are looking to watch something. Look through your analytics and you should be able to figure out when you should drop your videos.

5. Keep Viewers Engaged

View duration is another important factor. While some people will tell you to make short videos or long videos, but the important thing is to make sure that they are fun and interesting to watch.

6. Engage With Your Community

You have to engage with your community. You need to take the time to reply to comments you get. The algorithm will "know" if you have meaningful conversations or only pay lip service. If you have a lot of followers, or you get a lot of comments, you can create an appreciation video where you thank your followers so that they know you at least noticed their comments.

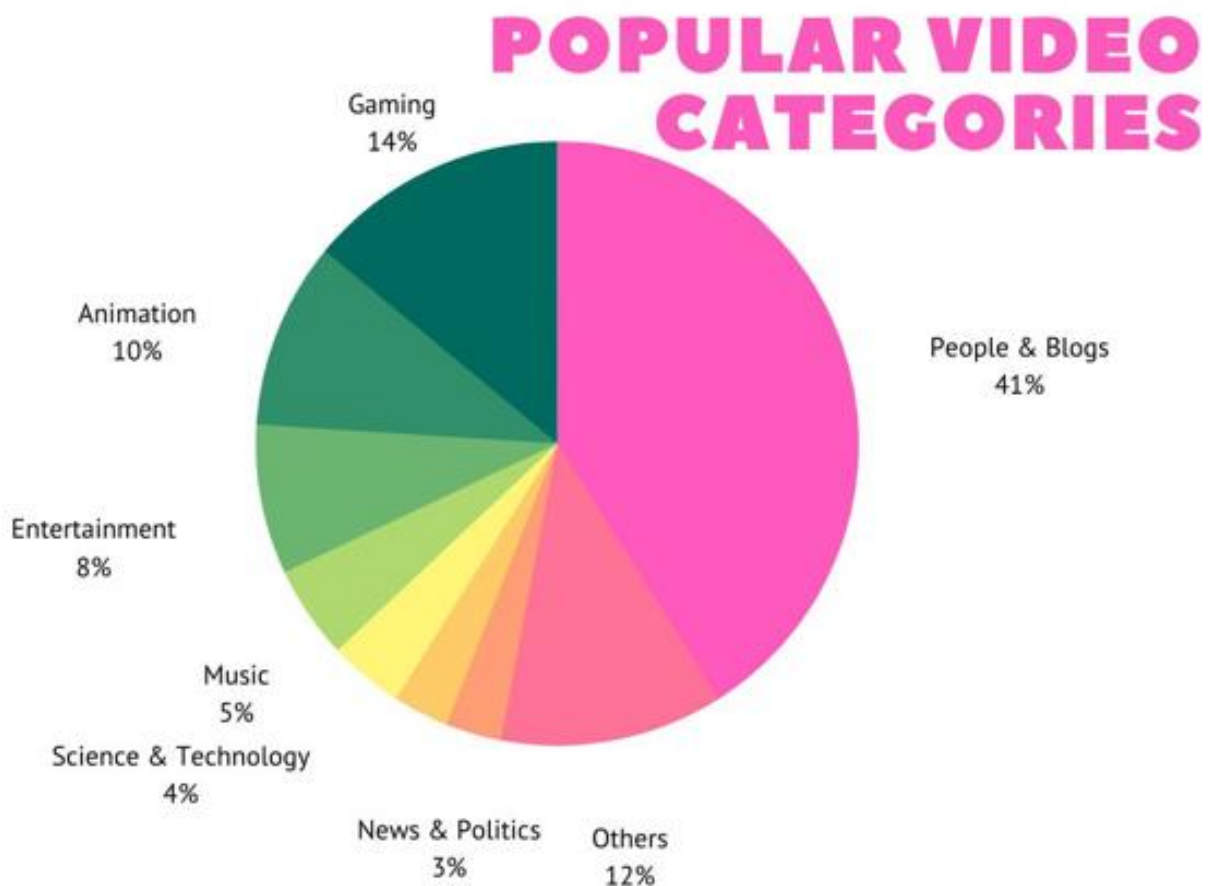
7. Make Viewers become Subscribers

Subscribers to a channel tells the algorithm a lot about the success of a video. Subscribers serve as a testing ground for every video you upload. If they like the video, the algorithm will probably show the video to more people.

Chapter 4: Picking a Topic

Choosing a topic for your YouTube channel is very important but what is more important is the way your channel will be different. A normal person will see over 5000 commercials each day from normal television shows, links, and banner ads. More than a million blogs on line and over 300 hours of video are uploaded to a YouTube channel each minute.

If this is true, how can anyone stand above the crowd?



The best answer is not to be everything to everyone. You don't need to try to reach 30 million visitors each day with your YouTube channel; you just need to be a channel that people like to watch for a small audience. You can do this by choosing a topic or a niche.

What Is A Niche

A niche is a term for a specific group. This will be the primary group that is attracted to the things you want to talk about. Your videos might attract an extensive range of viewers. Many people want to make money with investing, and you can't exclude these people.

If you can define your niche, you will narrow down the things you plan on talking about on your channel. You don't have to be all things to everyone, but you might need to be an expert on your channel. If you can define your niche, it will help you to figure out what you are going to make videos about. This can also help you build a more loyal community.

We will cover narrowing your niche, but normally you will start with a pretty broad topic, study all the channels within that topic, and begin narrowing your focus on some subtopics or groups inside those so you can compete with the market better.

One example of a niche might be personal finance; you get to decide to talk about making money online. This is still a broad subject, and you are going to have to narrow it down a bit further to just a specific source of income or blogging. You could even narrow down your focus to specific demographic groups like college students or stay-at-home moms.

YouTube Is Different From Other Social Media

For people who are influencers or bloggers, creating a channel on YouTube is going to be a bit different. You will still have an algorithm that will determine how you can promote your content, but YouTube's way makes your niche important.

YouTube gives new videos a section that allows subscribers to see them first. Normally, subscribers will have watched videos that are similar to your content. This is usually done on the subscriber's home page or on their subscription feed.

Your success in that group gets determined by the number of clicks that the video gets. This can determine how well your YouTube videos get promoted. If you have many subscribers who click on your videos, YouTube will send the video to more people who don't subscribe to your channel but have watched similar content. If the group of people who aren't subscribed to your channel clicks to watch the video, YouTube will expand their reach, too.

YouTube will keep user data from the people who click on the videos and how much of the video they actually watched to figure out how far to expand the video's reach.

What exactly does this mean for you, and why is it so important? Let's try to think about this from someone's perspective that doesn't have a clear niche. These people just post videos without having a clear strategy. People who decide to subscribe to their channel might do so just because they liked the person's personality but might not be interested in their content.

This means that there may not be too many subscribers for the test group interested in other videos. They aren't going to click through, and this sends a negative signal to the YouTube algorithms. It is telling the algorithm that their subscribers aren't even interested in the content, so why send it out to other people? This will make it harder to grow a channel if your videos aren't getting promoted by YouTube.

Now let's think about it in terms of somebody posting videos just for a certain niche. It is more likely that their subscribers will be interested in any new video of theirs since it is very similar to the videos they have already watched. There will be more subscribers who will readily click on the new videos, and this will send positive signals to YouTube to send the video to other people.

Another aspect to this is important for channels that have already been established, switching topics. If you have already built a following or even just released some videos about a certain topic, switching to a different one might hurt you in terms of getting viewers.

You have two problems here. If you have created a following in a certain niche, there this is what your subscribers want to see. They may not be interested in watching anything else, even if it is related to your established niche. Any lack of interest from your subscribers is going to limit how far your video will go.

The other problem is that YouTube will test your new videos on your newest subscribers. YouTube is trying to see if they will regularly watch your content or if they are just interested in just that video.

This example might make it a bit clearer. Let's say that your YouTube channel is about making and investing money. Both of these topics have to do with money, but the audience won't be the same.

If you post six investing videos in two weeks, most of your new subscribers will be interested in investing. If you switch to doing a few videos about just making money, your new subscribers will see your new videos in their feed, but they aren't interested in watching them.

This isn't saying that your videos won't be successful, but it is a part of understanding how the YouTube algorithm works and the way it figures out which videos to promote and how it will work inside the system.

Picking Your Niche

If the topic is so important, how in the world can you choose just one? Money, expertise, and passion! There is a lot of advice out there about choosing a topic when you are beginning a YouTube channel. The same can be said for starting a business or blog, too. The three words above describe it the best.

What are you passionate about, and what do you like talking about. You will be doing a lot of research, talking, and writing about this one topic. It may be some time before you make any money to get you really motivated. You have to REALLY like talking about this topic. Other than that, people will be able to sense whether or not you are truly passionate about the topic. Your enthusiasm needs to be contagious.

This means you need to sit down and make a list of your interests, hobbies, and even that bucket list of all those things you want to do before you die.

Do you have a lot of experience in something? You can begin from scratch, but it might help you to have some experience with the topic. Most of the time, this will be something that you do as a career or a topic within that industry.

You are just interested in this, but many people have begun a blog to document their journey on a totally different topic. They take their viewers on the journey with them as they are learning. This is a good way to create a community, and it could work just as well as beginning from an expert level.

Now think about the money. What niche brings in the most money? This is behind the other two things you have to think about, but it might be the deciding point with some ideas. Your best bet would be Self-Publishing if you are passionate and have some experience in Underwater Horseback Riding and Self-Publishing.

A great way to figure out topics for your videos that will help you make money is to look in your Google AdSense account. You can look for keywords that are related to your topic, and Google will show you an average cost per click for the ads. Keywords and topics with a higher cost mean that YouTube channels related to these topics will make you more money.

Narrowing the topic

When you finally get an idea for a broad topic, it is time to narrow it down into a niche. Creating a niche is about specifically speaking to a small group of people. You can narrow the audience and topic.

Rather than broadly talking about investing, you could narrow your content to real estate or dividend investing. Both ideas will still interest millions of people but aren't as broad as the main topic. Most investors might just be interested in real estate or dividends, and this means that you can reach these groups a lot easier.

You could narrow this niche down by personal traits to target people from a certain region, gender, or generational group. This doesn't deal with the topic as much as it does about the group that relates to personality.

You don't need to limit yourself or be exclusionary to an extremely narrow group. Your videos could still appeal to many people, but you will be speaking more to their hearts if you can be specific within your niche.

The way that the YouTube algorithm works, having a community of 1000 subscribers that are very engaging and will click on each video will beat a larger channel of casual subscribers.

When you can narrow your niche, you will be creating a loyalty where every subscriber will give every one of your new videos a headstart so that YouTube will promote it to a larger audience.

Find your "differentness."

This is another important idea that isn't necessarily related to choosing your niche, but it can help you find success. This idea is all about being different, and it will go a long way to build your brand on YouTube.

As of 2018, there were over 26 million channels on YouTube. You might find some informative content within your niche within all that competition, but you might still have problems building a community.

Sally Hogshead, a best-selling author, was credited for saying: "Different is better than better." How will your channel be different from all the thousands of channels on YouTube? How will anybody remember your channel after watching ten or 20 videos?

You can dress in any way you want to in your videos, but if you wear what everybody else is wearing, how will you stand out above the crowd? People will remember you differently from what they normally see if you wear a nice shirt with a red polka-dotted bowtie.

This "different-ness" might come in several forms from what you normally wear, how you talk, the graphics you use, the sound effects you use, and its backgrounds. While I was writing this section, I remembered some of the great comedians of the 1980s. Yes, I am that old. They may not have been any funnier than all the others, but everybody remembers Sam Kinison for his screaming and Steven Wright for his "lethargic, depressed" personality. These guys were so different than all the other comedians of that time that everybody will always remember them.

Choosing your niche and topic is where it has to begin, and it is more important than you realize. This is going to set the stage for where your videos will rank and the way you will build your community. Take some time and think about where you would like to make your mark and ways you could be different. Here are some steps you can take:

- Find five channels within your niche and watch them. How could you be different in branding, visuals, or content?
- Come up with a story about the person who will enjoy your videos. Now describe to them, who they are, what they do daily. This is your target audience and who will help you with your branding and creating your community.
- Begin with a topic and bring it down a few levels. If you would like to talk about personal finance, you could choose a topic about budgeting and then narrow it down more to saving money.
- Write down a list of things that you enjoy doing, your hobbies, and the things on your bucket list.

Channel Goals

Creating the right YouTube channel goals is going to mean the difference between success and failure. It can be frustrating to be on YouTube. It can be like trying to dig the Grand Canyon using a teaspoon. It gets frustrating!

You spend countless hours figuring out how to create your channel. You spend more hours planning your strategy and content. More hours in making and editing videos, and your subscribers don't go any higher.

Creating the right goals could help you achieve marvelous things. The right goals are going to keep you motivated before and after you have reached them. On the other end of the spectrum are the wrong goals, and these will do the total opposite. Creating bad goals is going to weigh you down, make you feel like a loser, and demoralize you.

The main problem is when you are just starting out on YouTube, the first goal you ever make will be the wrong one. Most people make the most common mistake when beginning a YouTube channel is being a "type-A personality." People who have a type-A personality are work-obsessed and competitive.

Most people who have type-A personalities want to reach more than 1000 subscribers by the end of their first year. Remember that YouTube requires a channel to have more than 1000 subscribers to profit from their ads. You are going to have to research several channels to find which ones got the most views to make sure you have the right momentum.

If you can reach more than 1000 subscribers, tells YouTube that you are there to win, and their platform will reward your commitment. There are people on YouTube that have been on there for years and still haven't reached 1000 subscribers yet.

All of a sudden, reality will set in. You will have created videos, done everything right, and applied everything you have researched about creating a channel, but your count doesn't increase as fast as you thought it would.

Your excitement quickly turns into frustration, but then a video you posted months ago began ranking and began taking off. Your subscriber count jumped, and you passed those 1000 subscribers in just a month.

What you can do now is just sit on this success. You have to make a new goal. This new goal might be to have 10,000 subscribers by the end of the next year. Your viewers keep coming, and two more videos started doing well, and you hit 10,000 subscribers.

You are ecstatic that your channel is growing fast, but then you begin worrying that you had reached your goal but was it something you were able to control? You didn't do anything different for the three videos. In fact, you had switched two of the videos into new categories, but other than that, you didn't do anything that controlled your subscriber count. This is the main problem that most people have when creating their goals on YouTube.

There isn't anything that you can do to make your videos go viral. There isn't anything you can do to boost your subscriber counts either. It is great if everything happens and your subscriber count goes past your goals; what will happen if the complete opposite happens? What will happen when you make quality videos, have a great marketing plan and have done everything right, but your subscriber count doesn't move?

When you don't meet your goals after you have put in all the hard work, you might feel like you have failed. It might leave you feeling hopeless and that your hard work doesn't matter. Many YouTubers have felt that some of these people have succeeded while others give up just because they missed their subscriber goals.

You have to know those subscriber goals are the wrong way to measure success. When making your goals, they have to be things that you can actually control by working smarter and harder. You need to choose goals that will influence subscribers and views. You can't hang your success on things that you can't control.

Creating goals you control

This doesn't mean you can't make goals for your YouTube channel. Goals will drive and motivate you. They keep you from giving up and will give you a sense of progress.

The thing to remember is to create goals around actions that you can control. Even though you might not control your video's number of views or how many subscribers you get, you could create goals based on actions that can influence your channel's growth.

These goals will be what drive your channel's success. Below you will find seven goals that can help you create your own goals. When you are making your own goals, remember to make goals around actions that you have total control over, bringing you more subscribers and views.

Upload frequency and consistency

These just might be the most important goals that you could make for your channel. You have to understand that YouTube is out to be an alternative to television. To accomplish this, its creators need to produce content that has the quality and is consistent. You need to make sure you keep a regular schedule of posting videos.

There are two words in the sentence above that you have to remember: frequency and consistency.

Frequency is how many times each week you upload a video. One time a week used to be enough to grow subscribers, but two times a week is

becoming the norm. You have to realize that YouTube will give your new videos a ranking for a few days, so if you can upload several times each week, it will make sure you will have a video that is getting a boost.

Yes, it is tough trying to juggle your YouTube channel while working a full-time job. If you are serious about making your YouTube channel your new business, you have to create a goal of uploading no less than two videos each week. You are going to want to increase this to three and then five times a week to get the most exposure.

An easy way to get more videos uploaded within that time frame without having to do a lot more work is to do interviews or schedule some live streams. These types of videos don't take that much time to edit and prepare, so they might be an easy way to get in more videos each week.

Consistency is another important factor on YouTube. What would you do if your favorite television show only aired when the network wanted it to? They air it on Sunday one week then on Thursday the next. I don't think Supernatural could have kept their audience with that kind of schedule.

YouTube wants you to publish your videos on the same day and at the same time each week; your community likes these things too. How can you do this without missing work or being late with your videos?

You have to make a goal of scheduling a week of videos ahead of time. You may need to work hard and fast to get ahead, but once you get yourself going, it won't be any different from doing every video at the last possible moment.

Social media plan

Your videos don't have to be shared on all of your social media sites. Just know that new channels or channels with a low number of subscribers don't get any help from YouTube. You have to make a plan to get traffic to your channel by other means. Make a social media plan that you use for each video and an extended plan you can use on videos that you want to promote more.

- Share on Pinterest, LinkedIn, Twitter, and Facebook. These platforms normally have the most traffic. Create images that work the best for each platform, like portrait format for Pinterest and landscape for LinkedIn, Twitter, and Facebook.
- Create a goal of trying a new social platform every three to six months and put this into your social marketing plan if you notice that the site is getting more views.
- Ask your contacts to engage and watch your important videos. Just sharing on social media sites might get you some views, but sending direct messages will work better.
- Write down which videos and posts get the most engagement on social media and reschedule those posts every few months to give your older videos a boost.

Your goal is to stick with basic social media marketing for your videos while regularly testing new ideas. If you don't adapt to changes, you might fall behind without knowing it.

Test new ideas

Take the idea of constant improvement into new areas of your channel, too. Create a goal to test new ideas every few months, give each video a month or two to see if it is working.

- Test new topics within your niche or some topics outside your niche.
- Test new thumbnail formats such as backgrounds, fonts, and colors. Make sure you have your face in every image, or you don't. You could try new thumbnails on your newest videos or replace some old ones that aren't getting a bunch of traction.
- Try doing live streams weekly. These don't take as much time to make and could create some great engagement within your community.

Your goal is to test some new ideas with your schedule and stick with them. It is easy to fall into routines, but you won't know what you have been missing unless you keep working on new ideas.

Collaborations

You need to work with other creators to reach new viewers to boost your channel. You might have done a lot of interviews for your channel but not any collaborations. This needs to be one of your top goals.

Being creative is the way you will get the most from your collaborations. This means that you have to do various kinds of partnerships to give your viewers special videos and to make a better impression on your new viewers.

- Split-screen interviews are easy to do, and there isn't any travel involved. These are the easiest to do, too.
- In-person interviews usually get more views, but you will need to coordinate your travel. These will work the best if you are both going to the same conference.
- Just mentioning another YouTubers channel or videos and then linking them in the description.
- Share other people's videos in the Community Tab.
- Hosting videos from other creators. You could create an introduction that is between 15 and 30 seconds long to introduce the creator and what they are going to be talking about and then do a 15-second ending.
- Dong challenge videos are a great way to engage with other creators that don't take any kind of coordination. These could go viral if your challenge gets to other channels and become popular, like the Hot Pepper Challenge or the ALS Ice Bucket Challenge.
- Con or Pro collaborations is a project that can work well with bloggers. You just find a controversial topic like renting versus buying, and each person will get a side to argue. Each person makes a video arguing their perspective and then mentions the other participant's videos as a new viewpoint. This will take some coordination because you have to know what the other creators are doing, but it is a great way to create some buzz.

With any collaboration, be sure that everyone agrees on the way you will share the videos and where to put the links. For any type of video exchange, be sure everybody keeps the same quality level that viewers use on the channel.

You need to create a goal to do at the minimum of one collaboration each month, three in one quarter. Like any goal, reaching it means that you will have to put in some action to make it possible. To create collaborations, you have to engage without creators by commenting and emailing them regularly. It is through these relationships that you will open more opportunities to collaborate.

Sponsorships

Most people reading this are here to make money with our YouTube channel, so why would one goal be to make money?

Getting companies to sponsor your videos or give you a free product is the best way small channels can make money through YouTube. Just like you can't control your subscribers or number of views, you can't control how much money you could make through YouTube, but you can control your actions like reaching out to potential sponsors that might lead to money.

There are some ways you can make money through YouTube sponsors. Pitch some of these ideas to companies to see which ones will work the best for you.

- Reviewing a service or product is easy to rand, but they get less views than broader topics. They do convert better because somebody looking for a review will be more interested in making a purchase.
- Integrated mentions will be about 45 to 60-second spots inside the video where you will talk about how this service or product will fit their need. If this is related to the topic of the video, the better the mention will convert. This is what many podcasters do.
- Free services or products are easy to get for small channels because they lower commitment and cost for the company.
- Video series that integrate the sponsor into them work really well. You can begin with a larger topic that could bring in more subscribers; you just need to integrate sponsor mentions during the video. You can follow that with more videos on topics that are narrower. If you want to get an insurance company to sponsor

you, your first video could talk about the amount of insurance that people need. The next video could be about choosing an insurance policy, and then the next video will review the company you want as a sponsor.

Your goal is to research and reach out to several sponsors each month. Watch other channels to see who their sponsors are. You can either look at their mentions or reviews. You could look at podcasts or blogs to see which companies might be open to being a sponsor.

Affiliate videos

The main two sources of making money with YouTube are affiliate commissions and sponsorships. Finding a good affiliate to promote is similar to finding a sponsor. You have to look at what the other bloggers and creators are promoting. The best way to do this is to check out your topic on blogs and look at their "resources" page. This is where they will list and put links to their affiliates.

It is important to pitch to companies for a partnership beyond your normal affiliate terms. Many companies try to get you to just use their affiliate programs without giving you any base or sponsorship for your efforts.

If this happens, remind them that a lot goes into making videos, like costs and time. You might get a small base fee to cover these expenses along with using their affiliate link in your video.

Some affiliates might not have a budget for sponsorships, or they just aren't willing to pay a sponsorship fee. It is up to you whether you want to integrate affiliate links into your videos. It might be worth it to think about whether you could make money from conversions or if you need to find a sponsor.

Create goals to do some affiliate-related videos every month or a few each quarter. These could be a review of the affiliate or just do a video where you can mention the affiliate and then link it in the description.

Videos with super-content

Some people call these "hack" videos, but they don't have to be ideas that you get from other creators. The main idea is that you want to post videos that will go beyond your normal content regularly. Videos about prevalent topics or that go into a lot more details than they normally do.

Your goal would be to do one super content video each month. These are going to take more time to create, but you will be rewarded with more subscribers and views.

So, what are your YouTube channel goals? What goals have you used that motivate you to get to the next level? What goals have influenced your success the best? Figuring out these actions will give you some control, and making goals around these will be your best bet at getting more views and making your channel larger.

Here are some steps that you need to take:

- Your goals need to be hard but achievable. The difficulty is going to make you work harder. You need to put the goal just out of your reach.
- Come up with multiple goals for all the topics above. One of them needs to be a short-term goal, while the other could be a long-term goal.
- Create email reminders for one month after you begin your channel. By this time, you will have a better idea of what you would like your goals to be.

Chapter 5: Setting Up Your Channel

Setting up a YouTube channel is relatively easy. Just go to YouTube and sign in with your Gmail address. Once you have signed in, find the gear icon and click on it, then go to "create a new channel." Now you have a chance to give your channel a unique name. Creating a channel is very easy, but some people forget to think about what they are going to name the channel. It needs to be easy to remember and supports your brand.



Basic Setup

After you have signed in and created your channel, you can then select “user image” located at the top right to open up the menu. This is where you can navigate through your channels, change accounts, and find the dashboard by clicking on "creator studio."

The first thing you should see once you are in "creator studio" will be the dashboard. This is several menu items that you can use and are displayed for your convenience. You have the ability to customize your dashboard by clicking at the right top corner in every section or by choosing "add widget."

You need to take some time to customize your dashboard that will show the items that you use the most. This will cut down on the time that it will take you to upload a video. The first item needs to be your "video manager," where you are going to edit all the information about your playlist and videos. During this initial setup, you aren't going to have anything in this section yet.

- Creating A Community

The community tab is where you can flag spam, comments, delete comments, or respond to comments. Responding to comments is a good way to create a community for your channel to keep your regular viewers coming back.

In these community settings, you can add people as moderators that can help you review any comments. You need to hold comments that include hashtags or links so you can look at them before the public sees them. This lets you hold any inappropriate messages to look at during a live stream.

- Boosting Subscribers

The best feature while setting up your channel will be found under the "branding link" found in the menu. This lets you put small images in the bottom right corner of your video. If somebody hovers over this image, a box will pop up that will prompt them to subscribe to your channel.

Most people will still use YouTube to watch how-to and funny videos. You don't view it as an alternative to television where they could follow the channels they love the best. This means you have to use every chance you get to ask them to join your community and subscribe.

YouTube says you need to use a transparent image as a watermark, but they really show up too well. There is no need to try and distract your viewers; you want to do this, so you need to use an image that is solid that shows up better.

You can decide if you want to image to show up at the start of your video or at a specific point within the video. Choose any image you have on your

computer and use it as your watermark.

Some channels will choose an image that represents their brand. This is a good idea, but you just need to clarify that you would like others to subscribe to your channel.

- Other Menu Items You Will Need To Change

After you have done all of the above, you need to click on "advanced settings" even though there won't be many changes to make here. You need to make sure you select your country. This can affect the videos that you see more than it will affect how others see your videos.

You could add some keywords that can help others find your channel. It isn't exactly clear how much this can actually help others find your videos, but it is just like putting tags in your videos. They are more like suggestions you use to help your videos and channel rank within the YouTube platform. Choose some large keyword phrases or individual keywords that broadly apply to your channel and put them here.

You could link your AdWords account here to help promote your videos. Users are so used to ads by now that they mostly just ignore them, and you might be wasting your money.

You could link your blog or website to your YouTube channel, too. This is a great idea that can help link your website and channel together to help promote your products.

Finally, go to "allow my channel to appear in other channels" to turn on this feature. It might be frustrating to see other people's channels that have a clickable link on your home page but know that your channels are getting featured on their channels, too.

YouTube loves changing its basic settings at regular intervals, so all of the above things might not be available to you when you create your channel. Please spend some time understanding these features and using them to create the best channel for you. YouTube does want you to be successful, and it wants your channel to get all the subscribers you can. If you can get your channel up and going right, you will be ready for success.

Creating Your Channel Page So You Can Get Viral Videos

Most of the people who watch your videos won't see your channel page. Views of your channel page don't amount to anything significant anyway. Why should you ever worry about creating your "home page?" Does it really make that much difference?

YouTube is all about those small changes that can help you build up your brand. It can help you look more professional and like a legitimate channel, and this can get you more watch time that will trigger YouTube's algorithms. This is what your channel page is supposed to do for you. Any type of incremental views could be enough to trigger YouTube's algorithms that will place your videos in more search results.

Having a spectacular home page won't bring you more than a million subscribers, but it can help. By creating an interesting channel page, you can build your brand and bring in community engagement; your channel won't be successful without them. Casual viewers may not be looking at your home page, but anybody who is thinking about sponsoring your channel will be.

- Header Art

Your channel art will be the first thing that people see on your page. This is your first chance at making an impression on your brand. You can easily do this with text and images that reveal your branding and what your channel will offer your viewers.

- Use images that bring out emotions and the brand that you want to create
- Ask people to subscribe so they will know when new videos get posted
- Include your mission statement or slogan. This could be something that you normally say in all your videos to help create a message

You can add links at the bottom of your "about page" that you can include with your channel art located at the bottom right corner. The first thing needs to be a link where anybody who wants to subscribe to your channel can click it. You can add a link that will take them to your other websites or blogs, but you need to keep them on your YouTube channel initially.

- Creating An About Me Page

Just like other opportunities on YouTube, your "about page" is normally missed. You absolutely can't leave this blank. This is one more opportunity to help you build your brand, grow your community, and give YouTube's algorithm a signal that you are not to be missed. You have to take advantage of this.

You are limited to the amount you can put here, so this is prime real estate. The first line on the "about page" will show up when your channel shows up in a search. You need to make a very strong pitch as to why people need to click through.

You need to use the best keywords during the description. This will enforce your branding messages such as common enemies, shared beliefs, or anything that you can use to bring people into your community.

Tell viewers what your channel is all about and why they need to be in your community. You need to tell your viewers about your qualifications and give them some personal information about you. This can help you bring people closer to you.

You will have a chance to add links at the bottom of your "about page." This could be to your sales page, email landing page, blog, or anything else you want to send them to. You could also choose what shows up as a clickable link on your "home page."

- Turning On Featured Channels

You can choose whether or not you want to turn on "featured channels" that show up at the right sidebar on your channel page. This can be done by clicking on the "customize channel" on the right of the screen.

This is a good chance to promote other channels that you run or that you are partnered with. This would be a good chance to find other people to collaborate with, share links to other people's channels in the "featured channels" space.

- Show Related Channels

The "related channels" sidebar will show up under your "featured channels." This gets turned on when you set up your channel settings. This will display channels that have more subscribers than you, and it can be hard to figure out if it is helping your channel. When you turn this on, your channel will show up on other channels, but there isn't any way of knowing which ones unless you just find them by pure luck.

Sidebar click rates aren't that high, and you should worry about losing subscribers to any channel that gets shown in this section. YouTube likes when you help promote other people's channels, and they will reward your channel when you turn on this feature.

- Playlists

This is the most important feature of your YouTube channel, and first-timers usually miss this. A playlist is a group of videos that get grouped together by process, theme, or whatever.

If somebody clicks to your playlist, every video will automatically begin playing one right after the other. This is a good way to keep people coming back to your channel, build loyalty, and get more watch time.

Anybody who watches three of your videos at one time will become a part of your community by subscribing to your channel. By this time, you have appeared so much that they feel like they can trust your content.

A playlist won't just keep people watching your videos. When a video is added to a playlist, it makes a new URL for the video, which is similar to telling YouTube that you have new content. Views of your playlist will have a longer than average view duration. Videos on your playlist will show up as a suggested video.

Creating a playlist won't take you but a few minutes. You could click through to the "studio" found in "video manager," or you could just click on the "customize channel in the playlist tab and add a new title.

From inside the new playlist, you can add a description along with other videos. Be sure you include descriptions and titles that have good keywords to increase your click-through rate. This will tell YouTube which keywords are important.

Once you are in your playlist, there are some things that you can change:

- "Auto Add" videos according to keywords.
- "Collaborate" lets other channels add videos. This is a great way to collaborate with others. Keep in mind that the algorithm will reward channels that could lead viewers to longer watch times. Never be afraid to share other people's content
- "Official Series" makes it easier for videos within your playlist to show up as suggested videos when they get viewed outside of your playlist. Videos that are in this can't be used in other playlists.
- Allow embedding, so other people have an opportunity to share your videos.
- "Ordering" videos... you can keep this on manual but choosing "most popular" is another great choice. If you don't need your videos to be in a certain order, you will want your highest ranking and best ones to show up first.

You need to make sure that you add some older videos to your playlists at regular intervals while making new playlists. When you add a video or create new playlists signals to YouTube that you have new content, you can do this a few days each week to see your channel is being consistent with content.

- Welcome Video

You could have a specific video that will show up for people who aren't subscribed to your channel but land on your channel page. It would be best

to make a special video that is between 30 and 90 seconds long. This would be similar to a commercial for your channel.

This is the best way to show new visitors what to expect from your channel. There are some really great videos out there, but there are some horrible ones, too. You could go a different route and just show your highest rating video here. This may not convey all the things you want visitors to know about you. There are a few benefits, like not having to make a completely new video and using a good video to get subscribers.

If you do decide to make a welcome video:

- Keep it short, no longer than a minute and a half
- Make it exciting and full of energy. This is your visitor's first impression of your channel. It is going to bring about some emotions, and the video's energy will help them decide to subscribe
- Let your visitors know who should and shouldn't subscribe. This exclusivity and honesty can help build community trust.
- Tell them what you are about and ways your channel can help them

- Hacking for Video Ideas

Just like any Google search, YouTube views revolve around keywords, too. It is how your video ranks as to how keywords determine where your videos will show up in search. These will be the two largest traffic sources for your videos. It is important to find keywords that will bring in viewers.

Like Google, you can't make a video around a keyword that gets many volumes. If you were to create a video around the phrase "make money online," and you are going to get buried under a million other videos. The keyword could get more than 70,000 searches in just one month, but you will need some good watches for it to begin ranking.

It would be best if you found a keyword that has a high search rate but that doesn't have as much competition from other creators. You need to take that highly-searched, broad keyword and find other keywords by adding a couple more words.

There is two way you can research keywords: video-hacking, and keyword research.

- Keyword Research

There are various tools you can use to search for keywords: TubeBuddy and Keywords Everywhere plugin.

Keywords Everywhere is a free add-on for Firefox and Chrome that will show you the cost per click rates and search volume when doing a keyword search on YouTube or Google. This lets you see the real monthly search volume of the keyword.

You can begin with a broad keyword, and you will see any suggestions for video ideas that will automatically show up in the drop-down menu. It will have a monthly volume beside each one. Work your way through the alphabet by typing the main keyword plus an "a," "b," etc., and see what shows up for each one.

If your channel is smaller, the best place to start would be with keywords between 500 and 1000 searchers but take note of any keywords with more than 500 searchers and do more research on those.

Try adding an adjective before your keyword like easy, fast, or best to see if any suggestions show up. Keep in mind that you are looking for variations of your main keyword. These will still have a good search volume but won't affect things as much as your main idea

After you have create a keyword list, you can then use TubeBuddy to find the ones that don't have as much competition but has a lot of traffic.

Once you have grown your channel, you can start ranking in the competitive keywords, but you need to begin with keywords that have a score of 30 or higher.

TubeBuddy has a keyword explorer tool that can help you find suggestions for video ideas. Once you open the platform, just click on explorer. You are

going to see a keyword score for any search term along with any trending and related results.

Keep in mind that even though you want to find variations of keywords with a solid search volume, you can't sacrifice a ranking keyword score to get a video idea that has a lot of search traffic.

Go for the keywords that you can rank with and get steady views from. With some time, those views are going to contribute to your watch time. This is what it is going to take to grow.

- Video Hacking

While you can research keywords to find video ideas, you have another strategy that could help you produce some big hits. This is known as video hacking. It is a better way to get a viral video. Video hacking can start you off with the idea that it is already a winner.

Begin by finding five channels that are similar to yours. These need to be popular, but they don't have to have over a million subscribers. The main idea is to find channels with some very popular videos with about a thousand views. Once you have found five channels, go to their videos and sort by popularity. Then write down the list of titles for their top ten videos.

Because having the keyword in the video's title is important to YouTube, the main keyword will be in the title for every video on the list. You could click on the videos and see what keywords are ranking by using the TubeBuddy extension.

When you have a list of the most viewed videos, you will begin seeing some overlap. There are going to be keywords that are popular for every channel that will get a lot of views for everybody within that niche. Find about four video ideas and make some viral videos.

Eq



Equipment Needed

The best thing about YouTube is you can get started with just the phone you have in your pocket. But if you want your videos to stand out on YouTube, they need a more professional look that you aren't going to get with your phone.

If you want to make YouTube a business, you have to have the right equipment, and you need to know ways to use them. It is going to make some money, but this investment will pay off when your channel begins growing.

This doesn't mean the absolute bare minimum that you should have to begin a YouTube channel because you can begin with just your cell phone. This isn't the type of setup that will give you a professional-looking channel. You aren't going to begin a professional catering business by using a hotplate and a microwave. You can use just a simple cell phone to make your videos what they need to get you the views you want.

- Camera

The first thing you need is a good DSLR camera that can shoot high-quality digital videos. Put down your phone and give your videos a professional look. The Canon 70D can shoot for 30 minutes and is still reasonably priced. It is very easy to use. Just following the booklet that comes with it to get it up and running.

- Digital Recorder

The audio you get from your camera or computer won't be of good quality. Viewers are going to pass on your videos if they can't hear your videos clearly. It would be best if you used a separate digital recorder to create audio for your videos that are crystal clear. I like using the Zoom H4N Pro.

- Lapel Microphone

You can usually find one for less than \$30. Some YouTube creators use a microphone mounted to their camera or one located above them on a boom. These do work, but if there is just the least amount of background noise, it is going to record it. With a lapel microphone, you are only going to get the sound you want. This can be used in any situation.

- Tripod

You are also going to need a tripod for your camera to get steady shots. Most people like the Amazon Basics 60-inch tripod. It isn't as solid as some of the expensive ones, but it is a good option to get you started.

- Editing Software

This is another tool you need to make quality videos for YouTube. The Adobe Premiere Pro is a bit expensive. You can edit your videos with it, but you can also create thumbnails.

- Teleprompter

If you get all tongue-tied and your train of thought derails a lot, you might benefit from getting a teleprompter. When you use a teleprompter, it means you can record and edit in about half the normal time it would take to do a video using nothing but bullet points.

You will have to play around with it to get the hang of it. Many teleprompters work with a cell phone or tablet. It reflects what is on your

screen onto the teleprompter's glass. You should get a ten-inch tablet for this to give you a larger viewing space.

- AC Adapter

You need to get an AC adapter for your camera. It will cut hours off your filming time. Even if you have an extra battery for your camera, you might have to change out the batteries and wait for the first one to recharge before you can finish filming. You might miss out on some great content just because your battery went dead. Having the ability to plug in your camera, so you have constant power will save you stress and time.

- Lighting

Having good lighting means you need to light your subject or face without any shadows. Many creators use ring lights that are easy to set up, giving you great lighting. You could also spend money to purchase a three-point photography setup. This lets you set the lights so that all shadows are gone. The smallest light can be positioned to brighten the backdrop.

- Memory Cards

You are going to need lots of memory cards with your digital recorder. I like using 64 GB memory cards. They are probably more than you actually need.

- Grey Card

The last piece of equipment that you absolutely need is a grey card to adjust the white balance. Most people use the automatic white balance on their camera, but you will get a clearer color if you do it yourself.

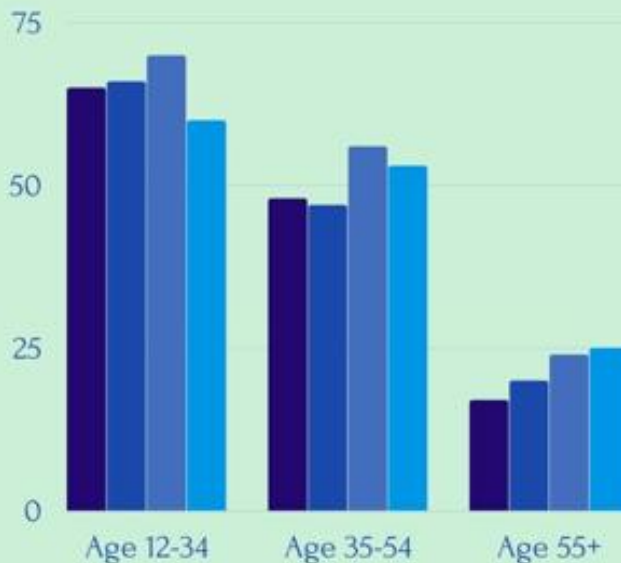
Chapter 6: Branding and the Algorithm

Creating a brand on YouTube is one of the best chances to start a community of support and to grow your business. Ever wonder why specific channels on YouTube get hundreds of comments on all of their uploads? Is there a reason why some of the channels that have hundreds of thousands of subscribers get only a few hundred views per video while a smaller channel gets thousands of views each time?

It is all in the way that they build their brand and their community. If you ever doubt the power of community, try posting a comment that is even remotely in disagreement with something Dave Ramsey shares in a video. Building your brand is one of the best chances you have to grow your channel. Brand building is something that a lot of others will neglect, which is why it's so powerful.

YouTube will open you up to an entirely different branding world, of creating a community using audible and visual elements. It would be best if you learned how to use this opportunity, and it will help you to create an army of cheerleaders that will stick with you.

WEEKLY YOUTUBE MUSIC USAGE FROM 2017 TO 2020



Shows the number of US users who use YouTube to listen to music on a weekly basis

The Importance of Branding

Branding is your message that people think of when they see something about you or your product. There are prominent forms of branding, like a slogan, and others act on a more subconscious level. There are two reasons why your brand is important.

1. It will help sell your service or product. If others see your company as a quality provider that matches up to their values, they are more likely to trust you.
2. It can build up a following. The brand will create a community that will share your message and helps support you.

You have two things that you need to consider when thinking about how you will build your brand. One is the message you want to deliver, and the other is how you will deliver the message. We will spend some time going over the message you should develop, but we'll also look at ways to help

you deliver that message, including video, visual cues, and written word. Delivering a matching message in various formats will reach a wider audience, reinforcing the message for people who see it in different forms.

What Is Your Brand?

Your brand isn't all about the quality of your product or the needs that it satisfies. You want your brand to encompass deeper benefits and values. For example, a cursory glance at Coca-Cola would make you think it's just a soft drink. It's simply a sugary, carbonated beverage that satisfies your thirst and tastes great. Branding it in that manner may sell a lot of bottles, but it's not going to generate a \$215 billion international powerhouse.

The company has worked to create a larger brand by connecting its product to things like Christmas and happiness. With slogans like "Open Happiness," they help to trigger emotions that make you think of their product.

When it comes to brainstorming the brand, you shouldn't come up with something that will only take five minutes or something that happens once, and that's it. You need to give yourself some time to really get to the heart of the message that you want to share with others. When it comes to creating a brand, try answering these questions:

- What is the brand message around channels or products similar to yours? What do you think of when you see their content or a commercial for them?
- What are the most obvious benefits from watching your videos or using your products?
- Look past those obvious benefits, and find the deeper needs that need to be satisfied, like security, happiness, or belonging.
- What would you like people to feel or think of when they see your product or company?

Developing Your Brand

YouTube is a great place to develop your brand because it brings together so many different ways to deliver your message. You can use your words, visual cues, and music. We are going to go over five components to developing your brand. You can use these components on any medium, whether on YouTube, a blog, or a podcast.

Share Your Creation Story

Everybody needs to have a creation story. It helps to make people more human and helps others empathize with them. It will also break down any initial cynicism as to why you want to help others. The creation story gives people a reason to trust you and your actions. How many stories have you heard about the early lives of people like Abraham Lincoln or George Washington?

The greatness that can be seen in others is sometimes so far away from us that these tales make them more human. You don't have to be some famous person who changed a nation to have a creation story. Even the most normal routine of our daily lives has the potential to become a creation story that makes your greatness relatable.

The best way to do this is to work backward from the message you want people to get or the shared beliefs within the community you want to build. What, in your past, has helped you create these beliefs?

What were the major turning points in your life?

What areas did you experience hardship or pain in your life? How did you come out of those experiences a better person?

You want to humanize yourself when you do this, so write your creation story in a way that makes you more human.

The Community's Shared Beliefs

Shared beliefs are what binds a community. These are deep values that will mean more to the community than anything else. They are ideas that are

bigger than just one person. Values and beliefs are typically rather vague concepts like respect, loyalty, and honesty. The ideas are pervasive enough that you don't have to define each of them. Everybody's definition of these things may be a little different, but the main idea and feeling will be the same.

Through your community's shared beliefs, it can help everybody relate to you and the rest of the community. Not only will this provide them with a sense of belongingness to the community, but members will feel compelled to protect the community against threats.

Values and beliefs should be broad enough to be shared by many but exclusive enough that not everybody will have them. Your shared beliefs don't necessarily need to be anything connected to your service or product. If you know who your target customer is, what are the values and beliefs that are shared within their common experiences and culture in their demographic?

Your creation story can help relate to how you developed your set of beliefs. Sharing this story, visual cues, and other experiences will help people connect your brand with those beliefs.

Use Rituals

Rituals are a great way to build a community and develop your brand. These are consistent acts, behaviors you associate with the product or slogans. Nobody is a stranger to rituals. Each morning you get up, use the bathroom, brew some coffee, and eat breakfast. There are also rituals built into religious ceremonies.

Rituals provide us with structure and order. They also give us a sense of community with people who share the rituals. Look at the ritual of waiting for a new movie to come out, especially if it has to do with Star Wars or Marvel. People will wait in line for hours, or even days, dressed as their favorite character, and they enjoy doing it.

Rituals on YouTube usually come in the form of a welcome message, frequent gestures you make, or what you call your community. This could be merely thanking your viewers at the beginning of each video or coming up with a catchphrase. For example, one of my favorite podcasts that posts on YouTube always sign off with the phrase, "Stay spooky, everybody."

When it comes to creating your rituals, keep these three ideas in mind:

1. It needs to be something specific to your audience that helps to build a sense of community. It is almost like you have a secret language that only they will understand.
2. It would be best if you kept your ritual consistent, which you do in almost every video or that your community can do.
3. It needs to be easy. Oreo cookies couldn't have gotten by with a nine-step process for the cookies. Rather, they require twist, lick, dunk, repeat.

Having a Common Enemy

Coming up with a common enemy is likely the most effective part of building a brand, but it's also the hardest to do. Nothing will bind a community together like acknowledging that there is a greater power out there, out to get all of them, and the only way to fight off that enemy is to stick together. We don't just mean emotions like self-preservation and fear, but also positive emotions like the duty to protect those your love and courage.

I also want to clarify that I'm not advocating for pitting your community against certain people. There are too many historical examples of tyrants using a common enemy as a scapegoat to lead nations into war. This can lead to dangerous consequences.

The common enemy within your community is likely going to be more ideological. For companies within personal finance, the common enemy would be loan sharks, lenders, and power-players that cause people to stay "poor." Other examples of common enemies can include:

- People that hurt animals or other people
- People that want you to be as miserable as they are
- People keeping you from being successful

When you are working to come up with a common enemy, start brainstorming their deepest fears. What are the biggest hurdles that are keeping your community from becoming happy and prosperous? Then you will be able to develop a personification of those fears into an enemy.

Creating a Leader

The best brands are built around a great leader. The leader represents the entirety of the shared beliefs and what the people in the community want to be. You aren't the leader. You need to be too humble for that. A leader is a person you aspire to be, just like everybody else in your community. By associating yourself and your brand with this symbolic leader, those values and beliefs embodied by the leader will be connected with the brand. It would be best if you consider few things when deciding on who you want to adopt as a symbolic leader.

First, it is best if the person is deceased. This will minimize any risk that some information could be released that could tarnish their reputation or names. Second, the values and beliefs people attribute to the need to descend with those you want to develop for your brand. Lastly, don't be afraid to pick somebody that isn't universally loved. You could be limiting your community a bit, but this kind of exclusivity will bind your group.

That's it for the five steps you need to consider when coming up with your brand, but I have a few more points to leave you with. You don't need to feel like you have to use every single brand element in every single one of your videos. There could be visual cues for your brand that you can get into your video, but it would be crazy to think that you could repeat your creation story in every single video. Most of the time, you are only going to talk about a couple of those elements.

This is perfectly fine. The goal isn't to get everybody who sees a video to join your community at that moment. Over time, and as people see more of

your content, they will see even more of your brand elements and be able to connect themselves closely with your company.

Again, it would be best if you were afraid to let your brand evolve or change abruptly. It isn't easy to create a recognizable brand or a strong community, so it probably isn't something that you are going to want to change often, but all brands will change a bit over time. You need to be authentic in your beliefs and other elements you use to represent your brand. Trying to pull something over on others and be something you aren't is going to either look sleazy or will unravel.

To create a community and brand, you have to build trust. This trust can be used to grow your business, but never betray it. Coming up with your brand is going to require a lot of effort and thought, but you can't neglect this process. If you want to work with the algorithm, you have to create an active community. This will start out with only a couple of people, but the more engagement you get, the more the algorithm will show your content to others.

Chapter 7: Video Structure

Video structure just might be the largest secret to making sure that your channel grabs the attention of viewers. If you ensure that you are creating plenty of videos, most people are going to get used to your structure. People enjoy to have repetition in their life. Even if you choose not to structure your videos like we are going to go over in a few minutes, you might just include them into your routine.

This is how many creators stumble upon video structure. It's never about coming up with a formal plan. It becomes a subconscious aspect of their routine. Everyone knows that "subconsciously" isn't the best way to get your channel going.

Growth isn't something that you stumble into. It's not possible to just stumble into getting lucky with all the things you do. It's important to work on making amazing videos that people will enjoy. If you make a conscious effort to get your videos structured in a good way, you just might make a go of it.

Why Is Video Structure Important

When it comes to video structure, it plays two major roles for your videos. First, it is the layout and flow of every video. The main parts of your video will look as if you have a hook. You will have your hook that brings them in, a call to action, your video's content, and then another call to action at the end of the video.

Coming up with some form of structure can help you make videos in less time but beginning with an outline. You know all the things you want to include, and you might even add in a template piece of content.

Creating a format can give your videos flow and organization. One piece is naturally going to flow into another to give you a better story. The next idea is that when you structure your videos can help give you more chances to engage your viewers. This isn't done through a formal structure. Instead, it is made up of all of the individual pieces that you add into your videos.

Four Parts to Video Structure

We're going to go through a formal layout and then add in some additional individual points to help drive your community and engagement. If you haven't figured it out by now, you need to begin with a basic structure and add in some ideas of your own.

Growing and experimenting with something new is a great way to help improve your long-term growth with YouTube. You need to make sure that you have four main parts to your videos: your hook, your channel welcome, the content, and the call-to-action

1. Video Hook

This is how you build up excitement for your video. Your hook needs to be an introduction that is between 15 and 45 seconds long. Most of the time, the hook should have a sentence that will grab the attention of your audience. This should be the first sentence of your video, and it should be designed to excite, perplex, amaze, and shock. It can be something as simple as a question, something interesting, or a statistic.

The Importance of Having a Welcome Message

Having a welcome message in your videos is a great way to build a sense of community and should include a bit of branding that will help you to attract more subscribers.

Repeat your channel's name. When you are first starting out, people are just starting to see your work as a source of entertainment. You want to make sure that the name of your channel infiltrates their mind just like major news networks like CBS, ABC, Fox, and TNT.

You get to show appreciation for your subscribers and their time. Not everybody has an hour in their day to watch a video. That's a lot of time, and even a ten to 15 minute video can be a big deal for some people. You have to appreciate their time and ensure that they know you appreciate them.

You need to make sure that you are cultivating a sense of community. You can specifically thank your community and tell others how they could be a part of your community by clicking on the subscribe button.

You can lower your mental-cost of subscribing. When you are a YouTube creator, it's easy to sometimes forget that people don't know that they can subscribe to the various channels free of charge. There are a number of casual users on this platform. You have to make sure that you plant as many seeds in their mind so that they are more likely to subscribe. The welcome doesn't need to be any longer than three sentences. You need to add the elements as quickly as possible, and then move onto the next part of your video.

- Structuring the Content

Just like you want to make sure that your video is formal, your structure is there to give it some flow, and the content needs to have its own structure

- Start with an issue or something that is going to help build excitement about your video
- Connect this issue to a solution that you can give them
- Tell them about your solution
- Give them a proof about how your solution will work or how it can change the viewer through an anecdote or story
- Provide them with a summary about what you talked about

Your entire video doesn't have to be scripted. Just giving an outline about your ideas will keep you from rambling on, and your content will flow in a way that makes sense.

- End Things with a Call-to-Action

When it comes to call-to-actions, you want to get your viewers to do something, like clicking through to an affiliate or blog, subscribing, or watching more videos. You can use multiple of these during the video. Some people could ask their viewers to look out for a link that is the description that will take them to a special offer or other videos. Some

could be asking them to subscribe to their channel during the welcome section.

You need to limit these call-to-actions and repeat whatever is the most important to you as you get closer to the end of your video. If you try to get your viewers to do too many things, they can easily get overloaded, which means that none of your call-to-actions will stand out as being very important, and the end result will be that nothing gets clicked.

Putting the important call-to-actions at the end of your videos works for a few reasons. If somebody watches your whole video, they more than likely like it, or it entertained them. This is going to increase the change that they are going to listen whenever you ask them for something. Putting your call-to-action at the end means it will be the last thing the viewer heard and will on their mind.

Possible call-to-actions that you should include at the end or during your videos could include:

- Subscribe to your channel
- Clicking to another video that will explain something that you mentioned in this video
- Have a link for them to click to sign up for your email list
- Provide them with an affiliate link
- Sharing thoughts in comments
- Support you by sharing or liking your video
- Follow you on your other platforms

Structuring Videos for Community and Engagement

Even after you have more than 200 videos uploaded to YouTube, you still need to have a checklist that you go through with each of your videos. You need to put any idea that is going to keep people engaged so they will continue to watch the video on your checklist. Don't think that you need to use all of these ideas in each video, but you need to add as many as you possibly can:

- Tease them by offering them new content if they watch all the way to the end of the video. This might be anything like a new idea or things that add to your topic. These things will make them watch all the way to the end even if your main content doesn't keep their attention.
- Ask your viewers to give you their opinion about certain questions in the comment section. Most viewers aren't interested in commenting and won't know what to say unless you prompt them with a question that is related to the topic.
- Use humor. Even bad jokes will work. This can be a bit tough if you are doing educational videos, especially if your theme is about personal finance. Remember that education won't be enough if people have lots of channels that are competing for their time. Put elements of surprise, amusement, or entertainment in every video to keep your viewers watching.
- If you have more than one video, and you should, you can send them to those videos. You have to keep your viewers glued to your videos sends good signals to YouTube, which can boost your video. If any of your videos get too technical, talk about it a little bit and add in a link or card into the video's description.
- You can use graphics that interrupt your video. These graphics could be pictures or texts. It can be anything that will break up seeing your face for countless minutes. You absolutely have to boost your views. You could include informational charts and graphics or funny videos. Try to have some sort of text or graphic interrupt every minute or so.
- Use your testimonial or personal story. People can learn things from educational videos, but they have more fun and are more engaged with stories. An how-to video on making a casserole has the potential draw in people who had a bad casserole experience.
- No summary near the end of the video. While summarizing things at the end of your video is a great idea, make sure you cloak it in a manner that makes it seem less like a summary. If you use words like "to wrap up" or "in summary" they tell your viewers that you video is nearly over and that they need to start looking for something else to watch. You need to provide them

with some entertainment, valuable information or repeat some ideas to get them to the call-to-action.

- “Talk up” the things that you are covering or getting ready to cover every minute. A person’s attention span on YouTube is extremely low if you want to keep your viewers interested by going over something that is important or tease them with what you will cover in the next video
- Building your brand. Your brand is what helps you to stand out from everybody else on YouTube, and it is likely why people have subscribed to your page. There is no need to add everything about your brand into your video, but you need to consider some different ways to include it.

This can seem like a lot of things you need to go over when creating a video, but you don’t have to add every single item. Try to hit as many of the points as you can to improve your watch-time, get you more subscribers, and improve your engagement. You might not fit into every element unless you are a superhero, but try to go through this list each time you make a video.

This does sound like a big formula for creating your videos, which could make it very tempting to simply talk. If you can simply talk your way through your videos while also hitting each of the elements above, you are a truly exceptional person. For everyone else, you might need to outline your videos with a formal structure to help keep your videos as engaging and entertaining as you possibly can.

Chapter 8: Shooting and Editing

When it comes to recording your videos, you have a lot of options to choose from. You can hit record on your smartphone, or you can set up a full studio in your home. Creators almost have more options than they can handle. Some creators spend more time on YouTube watching videos about cinematography and photography than they do create the actual content.

There may be a lot of things that you can do with your camera, but you shouldn't let it keep you from creating your content. It helps if you stick with the basics of recording a video and spend the rest of your time creating your content and building a channel.

Let's go over some different ways you can make your videos. You must understand all of the options you have, and you may want to try out a few different ones every now and then. Providing your community with some variety in your video style is a great way to keep them interested. Here are your options:

- Webcam recording can be used if you are looking to create a more personal look at your content, but it can look less professional or edited. It is great for walk-through demonstrations and screen shares
- Video camera or DSLR, studio setup – this means that you will have professional lighting along with high-quality video and audio content, which will make your content look polished
- Vlog-style using a smartphone is the best way to create something personal, but you will want to make sure you are sacrificing video or audio quality in the process.

While we will talk more about the studio setup, I want to remind you that it is important you consider using all three methods. Using your webcam to make informal live streams and using a vlog-style every now and then to reach more people is something you should think about doing.

There is no need to be an expert in video or photography to make a decent video for YouTube. People aren't looking at YouTube videos to have the

same quality as what you would see on television. However, you should just turn on your camera and start filming. Let's go over some simple tips to improve your recordings.

1. Lighting

In a professional video, there are normally three light points. It is fairly easy to set up, and it helps to control shadows. One light is the backlight. It hits you from a back-side angle that helps to illuminate your shoulders and head. Then there is a key light, normally the brightest lights and positioned closer to the front of you. Then the last is the fill light. The fill light is slightly less bright than the key light and will be angled in front of you, at the corner between the back and key light. The backlight should be the weakest of the three.

This will help you to stand out from the background, which is something that isn't seen in a lot of informal YouTube videos. You can use a simple ring-light in front of you, but it also helps if you use a hair light in the back, even if you don't want to do the three light setup

You also need to check for reflective surfaces to make sure that people won't see a reflection of your lighting or equipment. You should adjust the lights or move the things in your background to get rid of the reflections.

2. Sound

Try to hide your mic under your shirt if using that type of mic. You can also use a boom mic. Some people keep their microphones in the frame, so if you feel that would work for you, feel free to make such a choice.

3. Batteries and Back Ups

Make sure that you have extra batteries and battery packs for all of your equipment. You should set up a recharging calendar for all of the batteries to get surprised when you are recording.

4. Marks

It helps to mark your spot on the floor so that you can return to it easily. This will make the editing process easier and make your video continuity better.

When it comes time to record, you will want to make sure you have twice the time available as your video's length. If you have a 3000-word script and you tend to read at a pace of 180 words a minute, then the finished video will likely be about 16 minutes long. You should make sure you have at least 32 minutes to record.

You are going to make mistakes, especially when you are starting out. Don't be surprised if you need three-times the video length. This is only a problem if you place ongoing a fairly mistake-free video where you stop and re-record clips when you make a mistake. If you are speaking impromptu from notes and you aren't worried about ums and other mistakes, you might be able to make it through the recording faster.

When you are getting ready to record, you need to make sure the air conditioning and fans are off and anything else that your microphone might pick up. Good audio is crucial to a video, possibly more so than the video quality. Right before recording, read through your script once more.

Once you have everything set up and ready to go, actually recording your video is the easy part. All you have to do is hit the record button and then start talking.

Editing Your Videos

Once you have recorded your video, you will need to edit it. This can be one of the most time-consuming parts of the process, but it provides you with a lot of opportunities. Not only is good editing going to make the most awkward, camera-shy person look good, but it also helps keep people watching, which, as you know, the algorithm likes.

It will take a bit of time to get proficient at editing your videos. Those first few dozen videos you make are going to take you longer to do, but don't give up. Once you get into the groove of things and get a routine down for the process, it is going to start feeling more natural and won't take as long.

While we can't teach you exactly how to edit your videos or use editing software, we will go over the basics. These basics will help you make your video look great and make it more likely that the algorithm will help get your content in front of more people

With what we will be going over, we'll be doing so from the point of view of using Camtasia. It is a very popular video editing product.

One note before we get into the editing process, there are free options out there like OpenShot and Blender, but they often fall short on the tutorials and features that you need. Most of them are going to try to upsell you into their premium features, so it is likely better to look for the best premium editing software, to begin with.

Editing Your Videos

The first thing you have to do is upload all of your video and audio files into the editor. There are some file types that certain software doesn't accept, so you may need to convert them to a different file type. You will also need to upload any backgrounds or graphics that you plan on using. This is where the pre-production process with the production notes will come in handy. It is a lot easier to figure out where you want text and graphics during scripting than trying to figure it out during editing.

Any backgrounds or graphics that you regularly use, like an end screen or subscribe graphic, can be saved in your editing software library. This will end up saving you a bunch of time. Your editing software should have tutorials for how you can use their software. That's why I want to go into some tricks that are going to help make your videos stand out.

An important editing method you need to learn how to do is to splice clips together to have a continuous feel to the video. Very few creators can get through the complete video or script without making some mistakes.



When you start and stop a clip, having a start point is helpful, but you can't line these spaces up perfectly. Splicing two clips together will cause a jump in the video where your body position may be different. To fix this, you will need to create a jump cut in the video. You can see this editing trick in almost any type of recording. You may notice that a person continues to talk through two clips, but the video zoom or camera angle changes. This may appear to be done for emphasis, but it's done to splice the clips together.

The easiest way to do this is to zoom in the second clip ten to 20 percent. You can cut the second clip right at the beginning of the first word. When the video jumps from one clip to the next, it will look more strategic than jumpy.

There are other features in editing software that allow you to make your videos look engaging and professional.

1. Lower Thirds – these are graphics that show up in the lower third of the screen and will show the names or titles of people in the video.
2. Text Annotations – this is a simple way to get a text on the screen to keep viewers focused on the video. This can be done as an

overlap on your video or cut to a flat background to use it for bullet points and definitions.

3. Circle and Arrows Animations – These are great ways to draw attention to one part of the screen and will make the video more dynamic.
4. Reveal Behaviors – this is an animation for a text that makes it look like it is being typed.
5. Animations to Pan Out or Zoom-In – this works on an image and is an easy way to use image b-roll but can make it look more dynamic.

After you have finished editing your video, ensure that you download it and watch it. You have put a lot into creating your video, don't publish it with bad editing errors caused by a lack of revision. Once you are happy with the way your video looks, you are going to have a few different options for uploading. Most editing software is going to have some type of integration that will allow you to upload it directly to YouTube. You can also download it as an MP4 to have as a backup.

Chapter 9: Hacking the Upload

You absolutely have to make sure that you catch every opportunity to boost your videos before you upload them. The actual process for uploading your YouTube videos is very simple, but if you upload your videos in the most basic way will mean that you miss out on some great ways to improve your channel's success.

Other than telling YouTube what is happening in your video, uploading is a great chance to get people hooked and get them doing what you want them to do. Uploading videos is the professional part of managing your channel. It is the part that people don't have clear rules to until they have put in the time and effort into understanding how this business actually works.

You need to take some time and do some research to know how to use this process the best way. This will give your videos an extra push so you can see your channel grow a lot faster. If you have spent any time on YouTube watching funny videos, you know that uploading a video is just about too easy.

All you have to do is click on the plus icon at the upper right when you are ready to upload your video. You have options of uploading the video as scheduled, private, unlisted, or public.

- Scheduled videos will become public at the time and day you specified
- Private videos are only seen by people that you invite to watch. You only have 50 invites to give out
- Unlisted videos can only be seen by people who have the URL link
- Anybody can see a public video immediately

When you have chosen how you want to upload your video, you will be presented with the main upload page. There are four essential parts, along with scheduling.

YouTube will accept most video formats such as FLV, WMV, avi, mov, and mp4. While you are uploading, if an error message were to pop up, try to use some conversion software to change your file into an mp4. There are some free options out there, like Handbrake.

The longer the video, the longer it will take for them to upload. If you have a 15-minute video, it might take between 30 minutes and an hour to get it uploaded. You don't have to stay on YouTube while your video is uploading, so feel free to go and do whatever you need to during this process.

Closed Captioning

This is important for several reasons. Many people have problems hearing, so if you add captions, this helps you serve this community. Some people like using closed-captioning if they are watching their videos in a place where they can't turn up the sound.

Closed captioning is a great way to let YouTube know what is going on in your video. It will help it's rank. YouTube can create captions for you, but it doesn't trust those to use them for search items. If you script the videos you make, the captioning process just got way easier since all you have to do is copy and paste that text into the box for captions.

If you script your videos and you use a teleprompter, captioning just got super easy since you can just copy and paste your text into the captions box. To add closed captioning to your video, just do the following:

- Once on the information page for you video, just click on "subtitles/CC."
- Now you will click on "add new subtitles" and choose a language
- Now you need to pick "transcribe" and then "auto-sync."
- You can then paste or type the text into the box
- This will take around an hour for YouTube to sync everything together
- Once it is done, you will want to go back approve the captions

There is the option to pay somebody to transcribe your videos for you. Rev.com will charge you \$1 per minute. This can add up quickly if you have long videos.

Adding Cards

This will only take you a couple of minutes to do and helps keep people on your page. Cards are little notifications that pop-up in your video that prompt your viewers to watch a different video or to do other things. There are various kinds of cards that you could add:

- Promote other channels: this is helpful if you do collaborations with other creators
- Link an approved website: this might include your websites, a funding platform, or a site that sells merchandise
- Poll invitations: I don't see this one used much, but it does seem like a good way to get more information about your viewers or to increase engagement
- Feature non-profit organizations to get donations
- Promote a playlist or other videos: prompting playlists rather than single videos is better since it leads them to more things to watch

You could add as many cards as you want but too many, and you might lose their interest. Two cards would be the max I would do. The first one should be added at the halfway mark and then the other one at the end. This will keep your viewers watching without any distractions for as long as you can. This will give viewers something to click on if they notice that their attention is starting to wane.

Adding End Screens

This will help to keep people on your page, and coming back. The end screen is the last few seconds of your video that will prompt people to watch something or it will have your call-to-action that will get them to subscribe. This is very easy on YouTube.

The easiest way to do this is to use the template that YouTube gives you by just clicking on “use template.” You will be given several formats to choose from that has shows a video box or has a prompt for them to subscribe and various places on your screen.

If you already know the template you want to use, you can edit your videos to include a call-out to point to a specific element. You will also get the choice to asking your viewers to watch the last video that your uploaded, a certain playlist you have created, a video, or allow YouTube to add a video that will fit in with the viewer’s history.

It is important to give content and talk all the way to the end of your videos. End your video with some information that will tell the viewer that there isn’t anything left for them to see. They can be easily distracted by your other content or suggested video. You can ensure that they stay focused on the video you are doing while also prompting them to do something else. The end screen timing can be adjusted up to 20 seconds.

- Metadata

Even though some of the uploading processes are easy, like tags and descriptions, how important they really are, they aren’t as obvious. Just uploading your videos the normal way causes you to miss a large chance to promote your videos any further.

This chance centers around this little thing called metadata. This is information that will describe all of the other data in the video. Basically, metadata describes your video. This is important since YouTube isn’t human. YouTube can’t watch a video and know that it is about paying off all your debts so place it in with other videos that are talking about debt. Although, Google and YouTube do a great job understanding what you post, they will sometimes need help. It is never too early to start pushing you things in the direction that you would like it to go.

Some research has suggested that metadata is essential to the video during its first week. During this time, YouTube won’t have much in terms of data about how viewers are going to react to the things you post, so metadata is used to help it rank.

- Choosing Video Tags

Any blogger can remember when you just put a keyword into an article, and it would rank on Google. Bloggers could even add keywords into their post and get their article ranked.

That's how things started out with YouTube, too. You used to be able to stuff your keywords into a description to rank. Unfortunately, that isn't the case anymore. Your video's tag field isn't that important now, but you will need to do some research to find the best tags.

New channels will find it very hard to rank for keywords. You can add in all of the keywords and tags that you would like, but it's very unlikely that you will appear in the top 20. Your keyword research needs to begin with the main topic or a popular idea that is a high-traffic keyword.

You need to have between ten and 15 keywords that are related to your videos. You will want to make sure that these are added to your description and the tags. The most relevant ones should be used as the top keywords that are added to the title of the video.

- Writing Your Video Description

Most creators don't work a lot on their description. Some larger channels don't put a whole lot into their description other than a bunch of links. A video description is the best way to get you noticed. Your description helps YouTube know where and how to rank a video, but it also helps you to make money, keep people interested in what you are making, and get people to subscribe to your page.

You are allowed to use 5000 characters which are about 800 words. You aren't going to need to use all of these but try to use around 300 words when you are making your description and then add in a template that has your links and other things that take up about 150 words.

- Video Thumbnail

Titles and thumbnails can be frustrating. The flip side to this is that if you make great thumbnails, they can end up bringing in more videos that you

would have ever thought. Some creators will spend hours on a thumbnail and title for every video. This seems a bit much for me, but the time you spend learning the best ways to make your thumbnails is going to be time well spent.

A crucial part of your thumbnail is making sure that there is an image of your face. Any new video you post will show up to your subscribers first. It is the interactions they have with your videos that let YouTube know if they should show your video to other people. Because your subscribers know you, they will click on a thumbnail that shows your face.

It is easy to create a profile pic for your thumbnails later, but they need to include emotions such as happiness, shock, and surprise. This pic needs to be large and takes up about a third of the thumbnail. Many people will see it on a small screen. You can add a couple of words on your thumbnail, but some creators don't do that. The main idea is to get people interested or to give them a question. The thumbnail needs to tell a story that complements your title.

If you do add text to your thumbnails, don't use more than five words. It is recommended that you make your thumbnail 1280 X 720 pixels.

Remember, that most of the time people are going to be seeing your videos on their cell phone. While you are creating a thumbnail, decrease its size to 100 X 56 pixels to see how it will look.

When designing thumbnails, you need to keep the same font and colors so people will be able to recognize your videos when they scroll through. You also need to decide if you want to use a background with an image or a flat color. There isn't a tried and true way to do this. Just play around and see what you like the looks of best.

Chapter 10: YouTube Analytics for Growth

Using analytics can help to improve your channel, and it is what separates professionals from amateurs. It's through analytics that you can make a commitment to data-driven improvement. This will give you the chance to grow beyond the millions of hobby channels. Fortunately, you don't have to be a math genius to understand the analytics for your videos. YouTube makes it extremely easy to get detailed information concerning your videos. We're going to go over some basic ideas for using analytics.

How To Use Analytics

In the next little bit, you are going to see some numbers and percentages, but you don't have to understand what they mean perfectly. With some basic understanding, you can extract helpful information. Remember, numbers don't lie.

The information that YouTube provides you about your videos is unbiased and straight-forward. Don't hate the numbers that you see, and don't try to find a reason not to believe what they are saying. Trust their information, and use that to help improve your videos.

A big problem for creators is getting hung up on comparing their channels to other platforms. You can see their growth or happen to find out what their click-through-rate is, and it starts driving you crazy. Pretty soon, all you are doing is thinking about why your growth is so slow in comparison or what you have been doing wrong. You could even think that YouTube is unfair and favor other channels to yours.

It can be extremely frustrating, and it ends up leading to one thing, creators quit. You have to quit comparing your channel to others. It can seem impossible to do, and sometimes you will make comparisons, but don't get hung up on that.

Instead, you should compare your channel against your channel. It would be best if you compared a video's metrics to what you were doing 90 days ago

or last year. It forces you to look for improvements when you do this, making each video just a bit better than the previous one. This is how creators find long-term success with their videos.

One way to do this is by creating comparison groups in the YouTube Studio analytics. This helps you better compare how you can improve rather than just comparing one video to another. Also, you can't rely on a change in one video to prove it's a better way to do something.

For example, I may want to improve my thumbnails to better your CTR, and I decide to use a black background and not an image background. If I only made this change to one of my thumbnails and got a bigger jump in the CTR, does this tell me that I need to change the background to black on all of my videos?

No. It could have been the title was interesting or something else that caused the jump in the CTR. The best way to figure out if it was that one change that created the improvement is to compare several videos with the change against a group of videos without the change.

To do this test means that you need to create two video or playlist groups in your analytics. One of the groups will have the change, and the other group won't. Then you can compare the metrics like CTR, retention, and other analytics between the groups.

Following Retention

Improving retention is one of the best places to start when looking at your analytics. Along with how many views you get, how long they stay watching is a big factor in the total watch-time. It's also something the algorithm looks at as well. This makes CTR and retention the two most important measures that you need to watch. To find your retention, go to Audience Retention in your analytics and click on a video.

The graph you get for the video will show you where people love your content and where they don't. This will give you some good ideas as to where you can make your video better. Initially, there is always going to be

a steep drop due to casual YouTube surfers and maybe audiences that didn't mean to click on the video. If the initial drop-off lasts over half a minute or is extreme, ensure that your video content matches what your thumbnail and title promised them.

Try to spot the spikes in retention, where people reengage with the video and may even be re-watching the section. These areas tend to happen where screen shares or graphics are posted. You also need to compare the overall retention across videos of similar lengths. Longer videos will have lower retention because people won't have the patience to watch them.

If you notice that a video has a bad drop-off in the last 30 seconds or so, make sure that you aren't making "summary" language that signals that the video will be over soon. Take a look through videos that have higher- and lower-than-normal retention to get ideas of what works and what isn't working for you.

Increasing Your CTR

Your click-through-rate is the other half of your watch time, but it tends to be extremely frustrating to figure out. CTR is the percentage of people who see your video on their feed, in suggested videos, or in search that clicks on it. Having a higher CTR sends a powerful signal to the algorithm that your video should be pushed out to more people and will result in longer watch time for YouTube. You can find the CTR for your videos in the individual video analytics or by looking at the Top Videos in the Studio. All of this data can also be downloaded into a spreadsheet.

YouTube has officially said that 80% of creators have an average CTR of two to ten percent. That's a good benchmark to have, but I've found that most creators don't get above a seven percent CTR. They are happy when the average around five percent.

Like all of the other metrics, active comparisons are the best way to improve your CTR. You need to be checking your high constantly- and low-CTR videos to see if you can spot any differences. Test out some ideas over a group of videos to help fine-tune your click-through strategy.

You may consider changing the thumbnail for a couple of weeks on videos that have a low CTR. This won't change your metadata so that it won't reset the momentum, but it could boost your views and CTR.

Your Audience

Your demographic information about viewers can help you improve and reach new audiences and help you gain sponsors. You can locate the location, age groups, and gender of those who watch your videos by going to your analytics and then Build and Audience.

Demographics let you know exactly who your target audience is. These are the people with whom you're resonating through your content. This is great information to have so that you can understand their particular dreams and needs to give them videos they want.

It can also help you spot opportunities to reach out to new people. Marketers and sponsors love to know this demographic data. Whether it be females, males, or people in a specific age range, you will find brands trying to reach that group of people and are ready to pay you to do it.

The traffic sources that lead to your videos can also help you to improve your content and channel. Click over to the Reach Viewers tab in the analytics page, and then click to see more on Traffic Source Types. These sources are going to change as your channel matures and grows. Browse features are typically the most prominent source for newer channels, but the Search and Suggested will start to grow as the algorithm gets to know your channel.

You can click on the sources to get a little more information. Without Suggested Videos are those within your channel that is being promoted as related. You should ask yourself if other channels are regularly related to yours? When YouTube sees two channels as highly related and making similar content might help yours suggest a breakout in views.

Within Search, there are phrases and keywords that bring you traffic. Find themes and topics across several keywords that could help you. The algorithm is telling you that it sees your channel as an authority on these topics. If you were to make videos on that theme or topic, it could do very well.

Where's The Growth Coming From?

The most popular videos are the ones that account for most of your subscriber growth, but that's not the best information you get here. When you click on Subscribers in your analytics and then click on the YouTube Watch Page data, you can see how many subscribers you got from each video.

More than just the popular videos, this is important because you get a better sense of the subscribers per view for the topics you cover. Finding a theme or topic that results in massive subscriber growth, even if it doesn't get as many views as others, is great for your content strategy. This is the area where you are really connecting with people.

Using analytics to help grow your YouTube channel doesn't have to be like sitting through a statistics class. This gives you a great opportunity to understand your videos and viewers to help grow your following faster. None of these analytics is all that hard to understand. Dig into this information and know that every minute that you spend on it will be rewarded.

Chapter 11: Promotion

Using social media and blogs to help promote your YouTube channels gives you the power of several platforms to help your business grow faster. This isn't all about promoting your channel but about getting your message on several platforms and building a community that will follow you wherever you go.

Why You Need A Blog

When you use your blog and YouTube together, you are creating a continuous collaboration that helps each other grow. The first thing you can do is to embed your videos into your blog posts. The way I understand this is if somebody watches about half of your embedded video off of YouTube, it will count as watch time and a view. This could change, and it is the smallest benefit of having a blog.

The main benefit is that you are creating a community on both platforms. Your blog will attract people from various sources like other blogs and Google searches. When you use YouTube and your blog together, you are going to grow your community for each one a lot faster.

Having a blog will open you up to more ways to make money. Even though many advertisers and sponsors are moving their money to videos, they still spend money on normal content. If you can offer sponsors a video along with a blog post, you are doubling their exposure with no more work on your part.

The most important factor is that you own your blog. Many people built their whole business around their Facebook pages. This was a very easy solution for many years, with very little cost and lots of traffic. Then Facebook decided to change to a "pay-to-play" model that limited the number of people who were able to access their page unless the owner was able to run hundreds of ads. There wasn't anything that anybody could do, and most people began over from scratch.

How To Use Your YouTube Channel With Your Blog

There are some strategies when using your blog and YouTube channel together. While you are reading this section, try to come up with other ideas about ways you can use the resources to benefit each other. It isn't about just using one site just to make the other larger but using the blog to grow your YouTube channel.

- Add YouTube Subscribe Button To Your Blog

Sidebar items don't always result in huge clicks, but they will show up on every page and get you some new subscribers. You could also use the subscribe button on other websites, and it is an easy way to let others know you are on YouTube.

- Add a Link to Your Blog on Your About Page on YouTube

You should know by now how to add links to your YouTube channel. These links will show up at the bottom of your about page. You can also choose to have them show up on your channel banner too.

If you are just beginning, you may want to limit how many links you have showing on your banner. Even though the idea is to get people to go to your blog and grow your community, YouTube will penalize any channel that sends too much traffic off their site. It won't be a problem if you have a fairly large following since you have the momentum to keep growing, but small channels have to be strict with how many outbound links they use.

With that being said, there isn't anything wrong with posting some links on your about page. You can also link to your blog's home page along with other important lead magnets. Suppose somebody is interested in visiting your about section on YouTube. In that case, they are probably close to being part of your community, so you need to give them as many options as possible.

- Video Transcriptions as Blog Posts

If you script all of your videos, this is a very easy way to create your blog posts. It is a bit more work than just recording from a few notes if you can

do that. If you don't script, you could create a blog post as a summary of your video, or you could hire somebody to transcribe your videos for you.

When you transcribe your videos, it is giving your sponsors another touch-point to your audience. This is a wonderful selling point that you can pitch to potential sponsors that aren't sure about your videos or don't have a huge budget. They are getting twice the work from their dollars.

The best part about creating blogs for every video is that you get to embed the video on your blog, promoting your YouTube channel. You are getting twice the exposure from every video without any more effort. It is fairly easy to do:

- Write out a brief introduction to your post before you embed it in your video. Make it something that will warm people up and let them know what they are going to learn
- You could embed your video right after the introduction. Videos aren't something that most blogs offer, so that it will be a nice addition. You could embed your video toward the end of your blog, but many readers may not see it
- Right below your video embed, write a couple of sentences telling people what you talk about on your YouTube channel and why they need to subscribe. They add your subscribe code so people will automatically click if they would like to subscribe
- You might need to edit a few parts of your transcript, especially the callouts where you reference the link to your video description
- You need to promote your blog just like you would anything else

The largest benefit of putting your videos on your blogs is the extra first-day boost it gives to your videos. You can upload your transcribed post before your video goes live and schedule your blog to publish it a few hours later. This will give you time to get the embed code for the video and get your blog updated.

- Reference Your Blog Posts In Videos

After you have developed your YouTube channel, visitors from this site are going to be the top traffic source to your blog posts. They might stay longer and click through more pages than other traffic sources.

You are going to need to reference other videos to keep people coming back, but this makes it more likely that they will subscribe to your YouTube channel to help trigger the algorithm on YouTube that will show more people your videos. If you have a relevant blog post and you don't have any videos that you can reference, you can mention the post and give them a link in the description.

You should see an average of five percent click-through on your links provided in the video description. This means you will get 50 visitors coming to your blog for every 1000 that watched your video. If you can get a video to go viral, that gets more than a hundred thousand views, and you will get 1000 visitors on your blog.

- Adding Links To Lead Magnets

Putting a link to a lead magnet could bring you thousands of email subscribers, course purchases, and affiliate sales. If you are unsure of what a lead magnet is, it is just a brief one to five-page detailing of your topic. This will be something that they can print up and keep. You give this as a gift to anyone who subscribes to your email on your blog to get more people into your community.

Don't ever change your video's description once it has been published. This is going to reset the metadata, and the number of views might suffer. You just add these links to any new video that you post.

Promoting Your YouTube Channel on Social Media

Even though social media could be a huge source of visitors for your YouTube channel but managing multiple sites and doing everything you have to do to engage with your subscribers could get a bit overwhelming. You don't have to feel like you have to be on EVERY website for anyone

doing this. You might be wasting your time if you try to be on too many of them.

The biggest mistake that YouTube creators and bloggers make is the “shotgun approach” to social media. They will link their new videos to a post, put them on six different social media sites, and then wonder why they don’t get any traffic.

The biggest problem is that they aren’t SOCIAL! Social media is all about being social, engaging with your followers, and building a relationship with people so they can care about what you are saying. Just spamming groups and pages with your links are going to lead to nothing since you are doing nothing but creating a bad reputation.

The likes, comments, and clicks per how many people actually see your post is extremely low on social media. Engagement on an average post on Facebook is only .17 percent. That is the highest among all the platforms. It averages about one person out of 600 who see your post will engage with it and either comment, clicks, or like it. With Twitter, it is .05 percent, and it isn't good on LinkedIn and Pinterest.

It would be best to choose a few platforms where you can build a community. We will touch on some strategies and ways to do it for each platform, but the main idea is going to be the same for all of them:

- Begin a conversation with others
- Become a resource by answering their questions
- Bring them to your videos or blog
- Do this regularly

Create a relationship with your social media followers, and you might see your engagement rate go up to two percent. This might not seem like too much, but it does mean you will have people engaging with your posts for every 50 people that see it as compared to 600 people.

Facebook

Facebook is a powerhouse within the social media community. It is almost needed for anybody who has an online business. It has over two billion users worldwide, and you can find your audience on this social media site.

I use the almost here since you could create a huge community on any social media sites. Snapchat has more than 250 million users, and it is the smallest social media site. The main idea here is to use the platform you like the best to feel like you can reach more people.

For many people, Facebook is their mainstay. Many people already have an account, so using Facebook will be faster than figuring out how the other sites work. You need to understand that Facebook absolutely hates sending people off of their website. Every social media platform want to keep their users on their platform. Facebook is the most ruthless with the way they guard their traffic.

In the past few years, Facebook has limited the number of posts that include links to other sites. They have turned their platform into a “pay-to-play” model for people who are trying to create an audience.

You used to be able to work around this by putting the link to your YouTube channel in the first comment under your post. This worked for a little while, but Facebook now limits the number of posts that have links in the comments.

This just means that you have to find a good strategy that will promote your YouTube channel with the flexibility to change as Facebook changes.

Twitter

Twitter doesn't reach that Facebook does, but it only has 355 million users, but it is an easy platform to promote your YouTube channel. Know that a tweet's lifespan is a lot shorter than a Facebook post, which will guide your strategy.

Your followers on Facebook might see your post for several days after it has been published. You can find pins on Pinterest for years. It is said that a tweet will get buried in your feed just eight minutes after you have posted it.

This means that you will need to post frequently to be sure people have the chance to see your updates. Even posting it up to ten times each day doesn't guarantee that your followers will see your tweet.

If you don't want to annoy your users by tweeting the same thing repeatedly, you will need to change it up a bit for every tweet. You could use some quotes from your video, graphics, or interesting data, along with list ideas. It would be best if you tweeted anything that will draw attention to your tweet in various ways.

You will have the same problem with links on Twitter that you have on Facebook, so think about uploading the thumbnail first and then add the link to get redirected to YouTube rather than watching it on Twitter.

Instagram

Instagram is becoming another powerhouse in the social media world. They have over 100 million uses. Because Facebook owns it, you will probably have the same problems of putting links in your posts here, too. Instagram doesn't allow links in individual posts until you have over 10,000 followers, so you have to build a community that will follow you.

Instagram is more of a visual platform than Facebook. It is more similar to Pinterest, and this means you will need to take more time when creating the images you will be posting on Instagram if you want to get followers and clicks. The images that work best are in the square format to show up without having to crop and don't need text.

As with any social media post that you make, having a call-to-action is very important so you can tell people the things you want them to do. We are so used to just mindlessly scrolling through social media feeds that many people don't even think about clicking to watch a video or to get information. The last sentence in your post needs to be a request for your readers to do something.

Because Instagram is about creating a community, your shares need to be diverse. Make a schedule for posting funny pictures, lists, quotes, and other ideas other than just bringing attention to new videos.

Taking your channel off YouTube is the best way to go beyond being a normal creator. This will grow your channel faster. Most creators will spend about one hour each week spamming their video links on various sites and not building a community. Social media sites and blogging is going to help you create larger communities on these platforms, but it is going to diversify your income sources to grow your business faster.

Chapter 12: Monetizing your Channel

It is possible to make a lot of money with YouTube. But like with all other types of business, you are going to have to have a good understanding of what your possible income sources are. Learning how to work with the algorithm is only half of the battle. Waiting around for Google's ad revenue to make you a bunch of money is going to take awhile.

When you take the time to build a multi-stream approach to bringing in money through YouTube, you will have a better chance at making more money. It also helps you to smooth things out so that you can earn money each month. There are six different income sources you can use as a YouTube creator.

1. Patreon
2. SuperChat
3. YouTube Ads
4. Own Products
5. Affiliates
6. Sponsorships

If you watch any video on YouTube entitled "How Much Did I Make on YouTube," and they are going to talk about how much they were able to make with ads. This creates the misconception that you can only make money using ads. Since the income you can make with ads is so low, it also makes people believe that people couldn't possibly make all that much money on YouTube.

Google ads pay very little. You can get about \$14 per thousand impressions, and some can make around \$24 per thousand impressions. This will require you to have tens of thousands of views on your page to make money. If you get 150,000 views each month, that will make you about \$1,500 that month. That's not a lot if you're looking to make a living through YouTube and other online ventures. You are going to need a strategy to make money through multiple sources.

The first three, and probably the most common, that we will go over are having your own products, sponsorships, and affiliates. When you have your own products, it will normally make you the most money if you can create a marketing funnel for them, but your own products will often take you the most time. Affiliates are probably the easiest thing to do. Sponsorships are a good idea once you have gathered a following, but they have the potential of making you some good money.

Sponsorships

Celebrities act as sponsors all the time, but sponsorships aren't just for famous people. Anybody who has a handful of followers on social media can get a sponsor. When it comes to being a creator on YouTube, one of the best income sources you can have is sponsorships from companies. There are typically three types of sponsorships:

1. A payment for making a single video or a video series
2. A base payment as well as a commission on all of the sales or clicks you get on the video(s)
3. Something free from the business

Free products are often great compensation, especially for smaller channels that can't get a direct fee, but I'm focusing on earning actual money. Earning money to create a video is the biggest form of validation for a YouTuber. How do you get to that point?

You can start by looking at other blogs and channels in your niche and see what they are doing and then reach out to people they are promoting, or similar business. You can also go to conferences to locate potential sponsors. If a company is willing to pay to use a booth at a conference, then they likely have the budget to have a sponsor like you.

It helps if you've got some hard data to pitch your channel's value, so I would start out by doing some videos that promote affiliates first. Use a link tracking tool that will let you know what your CTR is. This is great information to have when you approach a sponsor.

There are two types of videos that sponsors like. This first type of video would be a general interest video. Within the video, you will make sure you mention the sponsor a few times. General interest videos can appeal to a larger audience and won't seem as much like a commercial. You will still provide them with a lot of information. The audience is going to appreciate what you are giving them and will understand the pitch on a more subconscious plain.

The second video is doing a review of the service or the product. This is actually a very popular video type of YouTube called an "unboxing" or reviewing the service or website for a company. Review videos tend to rank better on YouTube and provide a high conversion rate and CTR. This is likely because anybody who clicks on a video with the title "Company XYZ Review" is likely going to be interested in that company.

The best thing that you can do is create a mix of this. For example, you approach a sponsor by pitching them on a video series that will include a review video and two general interest videos. You would start out with the general interest videos to help bring in the viewers and get them used to the idea of this company. Then the third video will be a direct review.

This is going to help improve your conversion for the sponsors and is a great way to get way to sell your sponsorship idea. The majority of people out there that you will be pitching to are going to be from old-school methods of marketing who rely on TV commercials. They want to hear how you are going to warm up the audience and offer them multiple touchpoints.

Each video should include a link to the company you are talking about. You can also transcribe your videos and post them as a blog post as well. This will help to trigger the YouTube algorithm, so you should probably be doing this anyway. How much you charge the sponsor is going to depend on your niche and your conversion rate. Follow these steps to help you figure out how much you will charge:

- See how much affiliates are offering per conversion or lead
- Over the past few months, figure out what your median view count is

- If you have information about your CTR and conversions with affiliates, use that to help you. Otherwise, you could go by having a CTR of around five to ten percent and a similar conversion rate.
- Look to see the amount advertisers are paying Adwords per click on specific keywords

This is a basic way to get some figures. Some creators charge an average of \$0.05 to \$.15 per view you typically get on the video. Typically, sponsors will like it better when you can prove your estimated value.

Some sponsors will want to have you take a commission on sales using an affiliate program. If they include an affiliate program, you can drop your fee a little because you can often make more money with commissions. Explain to them that you believe in your videos and that they will convert, but the production costs of making a video is higher than coming up a blog post, and that you need a base fee to cover that.

According to the terms of YouTube and by law, you have to let people know when you have received compensation for a sponsored ad. This needs to be done verbally in your video and with YouTube's "Sponsor Declaration" that you choose in the Advanced Settings.

Affiliates

Affiliate commissions will often account for most of the money you make each month, especially if you have a blog. Your approach to promoting an affiliate can be made similar to how you would promote a sponsor. You can mention an affiliate product in a general interest video, and you can directly review the company.

Even though the algorithm may not like that you have an outbound link in the description, you need to include at least one related affiliate in the majority of your videos. At any point, you could have a video blow up, and you don't want to end up having to go back in and change your description. You could end up kicking yourself later on if an affiliate link could have been included in one of your videos that end up going viral.

Your Own Products

When it comes to selling your own products on YouTube, it makes a lot of sense. First, nobody is taking part in your profits. When it comes to affiliate sales, not only will part of your profits be taken, but so will the affiliate network. When it comes to sponsorships, you are selling somebody else's items for a small part of what a customer pays

Some people sell courses for \$1000. That is a lot more money than a \$50 payout that you can get with an affiliate sale. Your channel is going to trust you more when you are selling your own item. They have been paying attention to your videos and know the information you have been providing, and they trust that you are going to make that a part of your products.

This means that you could end up making a bunch of money for different products, like:

- Books and video courses
- One-on-one consulting
- Mastermind groups
- Merchandise such as coffee cups or shirts that have your quotes or logo on them

There are a few different drawbacks when it comes to creating and selling your own products. You can't simply come up with an amazing product, but you also have to market that product and get it in front of others. That means you have to come up with a great marketing funnel that will help to sell your items. If you are selling t-shirts, that might not be necessary. However, if you plan on selling a \$100 course, you are going to have people warmed up to your idea. A basic market funnel works like this:

1. You use your videos to bring potential customers in and provide them something for free, like a webinar
2. You will send them some pre-webinar emails to get them used to the idea of the solution that you are going to provide them

3. During the actual webinar, you provide them as much value as you can to help build up trust and then pitch them on purchasing your full course
4. After the webinar, you will want to send out more emails to help drive home this idea of signing up for the full product

Ads on YouTube and Facebook can help you funnel sales. The typical conversion rate is around 20 to 30 percent of the people who signed up for the webinar, and then of those, about five to ten percent will end up making the purchase.

The second issue when it comes to selling your own products is all of the time and effort you have to put into the process. You have to take into consideration all of the time it takes to come up with products and managing them as part of your cost. If you plan on selling a course, you have to develop the course and marketing. It means you will also need to manage the courses and the sales process.

However, I don't want you to get discouraged by this and think it's a bad idea to sell your own products. You have to understand that it isn't going to make you rich in a blink of an eye. Also, you have to ensure your videos don't take on too much of sales tone.

YouTube Ads

Despite the fact you won't make much money this way, YouTube has an amazing system set up with their ads platform. Once you have gotten approved for their partner program, they will start adding ads to your videos. To get approved for this program, you are required to have over 1000 and 4000 hours of total watch time during a 12 month period. After you have made it to those requirements, it may take you a few months to get approved, but once that approval comes in the ads will show up automatically.

This probably the best aspect of YouTube ads. A couple of minutes to apple and get things set up, and then everything else will be done for you Click to the Creator Studio, to Channel Settings, and then Monetization. From there,

you will click on “Apply to the Partner Program,” which only takes one click. It will let you know about your watch-hours and if you qualify.

You also have to have an AdSense account to sign up for YouTube ads. This is how you will be paid. You will also tell YouTube the types of ads that you are willing to have on your video. The following are a few different types of ads that you can choose from:

- Overlay ads will show up in transparent boxes that cover the bottom part of the video
- Skippable ads are those that are shown before the video begins, and people can skip them after about five seconds
- Video ads that can’t be skipped
- Sponsored cards show up in the upper-right
- Automatic mid-rolls will interrupt a video much like TV commercial
- Display ads are found at the right of the sidebar and are required

Most of the revenue you will make through ads will come from skippable ads, and then followed closely by display and bumper ads. Non-skippable ads will normally pay higher rates. It’s not a bad idea to think about turning off the mid-roll ads because people hate commercials on TV, so why would they want to watch them on YouTube. You also have the option to turn monetization off on certain videos.

On average, you will make about 55% of your revenue from what advertisers pay. How much money you make from ads will also depend on the niche you are in. Education, investing, and finance will often have higher rates.

Additional Money Making Methods

There are two more ways that you can make money on YouTube. First is SuperChat. This is something that works during live streams. It works like a donation system where your viewers will tip you. They will “buy” a superchat, usually five dollars or more, and a notification will pop up in the comment section telling you about the donation.

30% of that will be taken by YouTube, and then the rest of it will be sent to your AdSense account.

The other monetization method is Patreon. This is a very popular method for creators to make money. It is based on the idea of patronage. People like to support the artist by providing them a monthly fee in exchange for something special. Patreon also allows you to set tiers so that you can attract more people. The special items that you can give people are early access to videos, exclusives, behind-the-scenes, or really anything else. Patrons will choose which tier they can afford.

There you have it. The different ways you can earn money through YouTube. There isn't a rule as to the number of videos that can be directly monetized. It's best to keep it under half of all of your videos. This is mainly to make sure people don't feel like all you are trying to do is get their money. They want to know that you are making videos for its fun and not just for the money.

Chapter 13: How to Grow Subscribers

Getting more subscribers to your YouTube channel is about building a community around your brand. You might be doing everything right, like having great videos, and you have set up your channel perfectly, but you still aren't getting any new subscribers. Well, have you asked them to subscribe?

This seems like it isn't needed, and I know many creators who don't want to sound like they are pushy by requesting their watchers to become a subscriber, but the fact is that is exactly what you have to do if you want to build a community of followers on YouTube. You have to tell your watchers to subscribe to your channel.

There are three ways to grow your YouTube channel and to turn every user into a cheerleader. These ideas work, and they are the reason why your viewers will turn into subscribers.

Ask Viewers to Subscribe

The easiest and best way to get subscribers is to simply ask them to subscribe. I know you don't want to sound pushy, or you might think that your videos are so awesome that people shouldn't have to be asked to subscribe. But the truth is, even the most professional-looking channels on YouTube have to remind their watchers that they have an option to subscribe.

The main problem with YouTube is that people who watch videos on this platform still view it as a "how-to" platform, or they get there just to watch funny videos casually. They don't think of it as being an alternative to television. They might not even understand that it is free to subscribe or that it can help them find videos that might help them.

People haven't ever had to "subscribe" to their favorite television channel before. They have a guide to tell them what is on and might even know when their favorite shows come on.

Until this becomes that way on YouTube, you have to ask people to subscribe and tell them why they need to. This means that you have to put several call-to-actions on your videos. You can do this through graphics, texts, or verbally. Other than just asking people to click on the subscribe button, you could tell them why they need to and all the things they can get out of it. If you are making quality videos, this will be more of a reminder, something that will make your watchers sit up and say: “Oh, year. I didn’t even think about subscribing, but it is a good idea.”

Here are some suggestions as to how to use call-to-actions in your videos:

- Place a verbal welcome and thank everyone in your community in their first minute of every video. Follow this with: “If you aren’t a member of my community yet, just click on the subscribe button. It is free, and you won’t ever miss an episode.”
- Place a graphic subscribe button that will show up during your welcome message
- Have a small subscribe watermark that will remain in the lower righthand corner throughout the video
- Reference any upcoming video topics if relevant and ask them to subscribe so they won’t miss them when the video goes live
- Your end screen call-to-action needs to be a subscribe button and a text to call out located at the left side of the screen. You could use a verbal call-to-action by saying: “If you have any questions about money, just subscribe to my channel and ask them in the comments below...”

This should give you three or four requests for subscribers in every video. If somebody is even thinking about subscribing to your channel, it will get in their head.

Making It More Than Just A YouTube Channel

Asking your viewers to subscribe is just one way to grow your channel, but you have to give them a reason to subscribe. The best way is to make an amazing video that people won’t be able to resist. This might be a bit easier said than done.

Making your channel, a community will make it even more powerful. This needs to be a community where people can share their opinions and engage with one another. If you can do this, you are going to build a lot more than just a channel, and you are creating a movement.

Many branding ideas are going to come into play here. If you can connect with those who have shared their beliefs, you will find people who feel a connection with your channel. You need to respond to comments and use the community tab. This will help cement your relationship.

You are still going to need to ask people to subscribe to your channel, but you will be building a sense of community, making joining your channel a “no-brainer” for many people. It might take several videos before they click the subscribe button but talk about how great your community is, and they will click the button so they won’t get left out.

Creating a community around your channel and will go farther than growing your subscribers. You are going to get cheerleaders that are going to share your videos with their friends. You are going to have a constant base of comments on the new videos and followers that are going to defend you against trolls that might try to speak ill of your channel.

Using Social Media

We’ve talked about using social media to grow your YouTube channel so it can finally begin paying off. Platforms like Twitter and Facebook might have created the social media revolution, but people are still trying to find that face-to-face connection. They want to feel like they are included in a community, and they have actual friends that are more than just “likes.”

This means that sharing your videos on other platforms won’t be about getting views but about bringing followers from other sites to your YouTube channel. You can do things like:

- Posting conversations regularly on various platforms that go something like: “This is what we are talking about on YouTube.”

- Talk about the growth that your YouTube channel has seen, post some images of your milestones. Anyone who sees that 50,000 people have joined your channel isn't wondering if it is right for them.
- Promote videos and events that can only be seen on YouTube.

Getting more subscribers on YouTube doesn't have to be complicated like most people make it out to be. You have given them a reason to subscribe to your quality videos and your channel that looks like it was professionally made. Many creators just need a little push to send their subscriber growth into overdrive. If you want to do that, all you have to do is ask your viewers to become a part of your community.

Chapter 14: YouTube Conclusion

It is actually quite easy to make videos for YouTube, but making them professional-looking and getting them ranked is entirely different. You can do everything on your phone, upload it, and be done with it, or you can put in a bit more work and make your channel a success that can earn you money.

The truth is, though, it doesn't take that much more effort to make your channel a success. If you really love what your niche is in and the subject matter you will be covering, you will find it easy and enjoyable to put in the work to grow your YouTube following.

There are even some ways to make your job easier, by outsourcing some of the work. There are sites like Upwork and Fiverr that you can use to get help with the editing process. Upwork is filled with freelancers that you can hire to be a part of your YouTube team that can do various things for you so that you don't have to do everything yourself. Fiverr is a cheaper option than Upwork, but that site is better when it comes to testing out different ideas or designs. It is also a great way place to get cover image designs.

Honestly, there is probably not a more fun way to make money than with YouTube. Once you get the hand of working with its algorithm, it is a great way to make a passive income stream. Sure, they may be tight-lipped with what their algorithm involves, but if you turn to the most successful YouTubers, you can get a good idea of what works well and what doesn't.

Do your own research and figure out what will work well for you and your brand. There are two main things you need to remember. One is to make sure that the content you create is engaging and will keep the viewer's attention throughout the entire video. The second is that it needs to be of decent quality.

While you don't need to go out and buy the most expensive equipment right away or have a special room in your home that you turn into a recording studio, you do need to make sure you have a decent camera and good sound.

If you give people a good quality video and good quality content, they will stick around. The more people you get to stick around, the more the algorithm is going to like you.

Whether you are looking to create videos to help you become financially independent, entertain people, or help them, you can do it all with YouTube.

Chapter 15: Introduction to Facebook

If you had to think about how long the average person spends on social networking sites, how long do you think it would be? Would you believe me if I said one hour and 25 minutes? Well, that is the correct answer. Social network usage accounts for about 28% of the time people spend on the internet, which is an important thing to now because more and more of our lives are happening online.

After all, we do respond to emails, arrange meals, watch movies, and handle our banking online. Social media marketing is a powerful marketing tool that everybody should be using. It can be endlessly rewarding, and nearly every company understands the significance of investing in social media marketing. But many still struggle to know the best place to start.

People can make social media advertising seem shallow, but it's actually the opposite. With credibility and transparency, good websites can help you achieve the following:

- Relationship and community building, fueled by creating conversation
- Brand discovery and consciousness
- Announce new products and business improvements for your audience
- Boost events and presence
- Increase website traffic
- Creating revenue
- Giving your audience value

Social networks, unlike other types of advertising platforms, are based on transparency. This is meant to help people achieve their goals. People aren't interested in seeing typical advertising copy. They want to feel like they are getting to know you and your business since that is social media's goal.

Why do you want to start with Facebook? You may be asking.

There are many social media networks out there, all of which can help you publicize your business. There are so many that you need to have a clear idea to help you establish the best social media marketing strategy. Facebook, after dethroning Myspace, became the top social media network. It has, pretty much, kept the crown since.

Facebook pages help people learn a lot about businesses, like company hours, locations, and gives them a place to leave a review. It also provides businesses with a great way to create a “call-to-action” to help you accomplish your goals.

Facebook is often the center of social media marketing. This is where people will concentrate most of their energy. This is a great strategy to have, even though the algorithm messing with people’s views by not showing their posts to their followers. To fight this, make sure you post a lot and vary the things you post, like videos. You also want to make sure you up the engagement you have with them. As we will learn, engagement is a big part of Facebook’s algorithm.

If you want to reach more people or boost your posts, you can also use Facebook’s advertising system. That’s just the start of the amazing world of Facebook.

We are getting ready to go over to help you with whatever you need to accomplish with Facebook marketing. We will go over the information that will help you tap into the algorithm, monetize your page, and use Facebook ad manager.

Chapter 16: The Importance of Facebook

Facebook is the hottest social media site that we know as being a social media site. The thing that sets it apart from its opponents is its commonness. Facebook has more than 2.23 billion users.

Facebook lets anyone who registers for a free account to associate with work colleagues, friends, or strangers online. It helps you share content, music, videos, and photos, plus adding their comments and ideas with others.

Users can send a “friend request” to people they know. After the friend request is accepted, the profiles are linked, and they can see whatever the other person posts. Facebook users can post anything to their news feed, like a photo of what is happening in their circle at any given time. You could also have a personal chat with other people online.

Your profile is where you can put information about yourself that you want people to know. You can put where you work, your age, or any other detail you want others to know. Many people find out lots of information that they wouldn't have know otherwise. Users also have the choice of following any page that might interest them. Facebook pages are a lot different than a Facebook profile.

Difference Between a Profile and Page

The easiest answer is a Facebook Profile is what the user wants others to know about them. It is what Facebook asks you to do when you create a personal account. Facebook page is what gets created when an organization or business wants to have a presence on Facebook.

If you have a profile, other users have to request to be your friend before they can see any content from you in their news feed. Facebook profiles will have features such as gaming and chat that aren't available to pages.

If you want to make a Facebook profile, head over to the Facebook site and select “sign in.” You will put in your email address and create a password

along with the personal information that Facebook asks for. Once that is done, you can search for friends or acquaintances and send them a friend request.

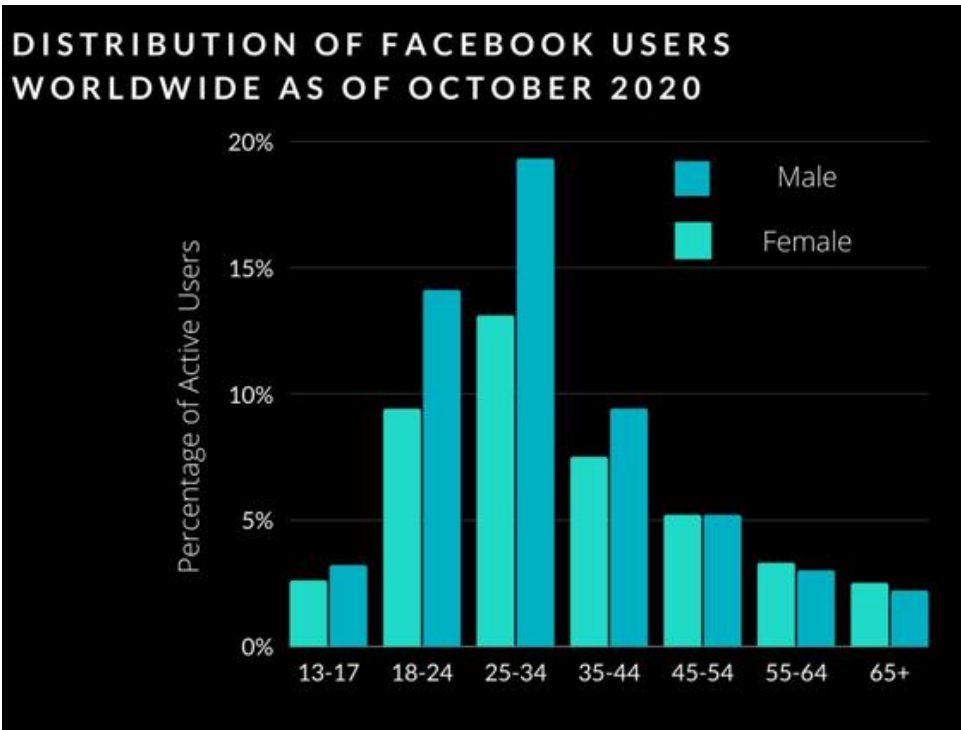
If you want to create a page, you need to have a Facebook account already. On the Facebook home screen, go to the “plus” button beside your name located in the top taskbar on the right-hand side. Click the plus button, and a drop-down menu will show up. Within this drop-down menu, you will have several options to choose from find the “page” option and click on it. Once you have clicked on the page button, just fill in all the information Facebook asks for, and you will be up and running. You have to option of adding other people as administration.

Advantages of Using Facebook

Facebook is free and very user-friendly to everyone. Even someone who isn't all that technology can sign up and begin using Facebook. Facebook available in 37 languages and connects people all over the world. Although it started out as a way to stay in touch or even reconnect with friends, it quickly became a tool for companies. They could target their audience and send ads to people who might need their product or service. Facebook offers the following features:

- Pages that allow users to promote and create a page created for a certain topic
- Events allow users to create an occasion, invite guests, and see who is planning on attending
- Groups allow users who have followed to interact and share things within that group
- Marketplace allows users to post things for sale. You can send the user a message and get more information about the item for sale
- Live Videos allows users to post videos and pictures so anyone who uses Facebook can see them

With Facebook, you can easily share your opinion, videos, photos, send messages, and update your status. It is probably the most used social media site on a daily basis. Facebook does not allow any adult content, and if anyone tries to post anything with adult content, they will be banned.



With Facebook, you have the option of customizing your privacy controls so you can control who sees your profile, who can post on your wall. If somebody shares something to your wall or tags you in a post, you can choose whether or not to allow it to show up on your timeline.

Facebook does have some great features:

- Lets you build a friends list
- You can upload photos and create albums that you can share with your friends
- It lets you talk with your family and friends through messenger, or you can post things to their wall
- Allows you to create company pages, fan pages, etc. where you can use Facebook as a tool to advertise your goods and services on their platform
- You can stream live videos

Facebook is one of the top social media platforms that quickly took in all MySpace users. It is a great way to advertise your products so you can make money. As more people research how to make money with social media websites, Facebook is becoming more and more popular.

There are two ways that businesses can advertise on Facebook. The first way is through groups, and the next is by creating a business page. Groups are better at bringing people together in one group who share common interests. Pages are used to sell services and products to other Facebook users.

There are some advantages of using Facebook to advertise your brand:

- Customer Interaction

Facebook gives you a way to talk to clients or prospective clients to build a better relationship with their targeted audience.

- Managing Reputation

Facebook allows businesses to better comprehend how the market is viewed online through feedback and by tracking what users say about the brand.

- Getting New Clients

Each time a Facebook user starts following a page, they will begin seeing everything that particular page shares in their news feed. This creates a chance for that page to get new followers and to go viral.

- Feedback

Facebook works great for any industry that uses feedback to better its business. Facebook allows people to leave feedback on a company's page so they can learn how to make their business a lot better.

- Branding

You can use Facebook as a way to improve your brand's reputation. You can also use it along with other sites to get more exposure to your brand, services, or products.

- Drive Traffic

Because you can create a fan base on Facebook, you can bring more traffic to your website.

Creating a Facebook Business Page

If you want to create a page for your business, the first thing you have to do is create a Facebook account. You also have the choice of having more than one page for your business.

You will need to choose a category for your page. Will it serve a public figure, band, artist, product, or brand? If you choose to create a page for a brand, product, or company, you are going to be able to enter more information about your business. Once you have created your page, you will need to enter information about the business. You can upload a logo or picture of your business that you can use as a profile picture.

Any page on Facebook gets handled by the manager of the page. This person is the one who allows other people to access the page. You can find the page manager at the bottom of the Facebook home screen.

How To Boost Your Facebook Page

The main reason for creating a Facebook page would be to create a community through talking to the general public. You can do this by:

- Creating a fan base

You can start sending invites to the people on your friend's list to bring awareness to your page. Anytime a person you invited to like your page becomes a follower, their friends will see that they have followed the page, giving them a chance to follow your page.

- Create dialogue

You can create compelling content and interactions on your page is the best way to bring in potential customers. Your goal needs to be more personal interactions rather than just stale advertisements.

- Offer promotions

Another good way to bring in followers is to offer special promotions that only people who follow your page can get. You can send a message to all the people who follow your page, giving them a promo code to get something free. You could also create a special "party," so to speak, and ask your followers to invite others to your page. The one who brings in the most people gets the prize. You will then post the winner on your page so everyone can see it.

Once your page has created a following, it is crucial to constantly post updates with information and events to help create a larger fan base for your page. This will also keep your followers interested and engaged.

The business pages that do the best promote feedback and respond to the opinions, whether they are positive or negative. If someone gets too negative or begins harassing, don't hesitate to report them to Facebook and block them. Facebook does not condone bullying and will ban these people. Never be scared to connect to the community and try to socialize as much as possible with your followers. Listen to what they are telling you and try your best to get better.

Facebook Revenue

Most people don't realize that you can make money on Facebook. Since there are over 2.2 billion people who use Facebook, you can reach that many people. There are a few things that you need to know about how to make money with Facebook.

Facebook won't sell your data. It doesn't matter what you might have heard on other websites or through gossip. Facebook will never sell your personal information. Facebook isn't interested in selling their users' data because they want to keep their users.

You can't share a company's information without their consent. Businesses can't access your personal information unless you give them permission, like when you allow a company like Lyft or Uber to access your information when you register for their services.

What can you do if you want to know the information that Facebook has about you? You can check on the private information that Facebook has by going to the "settings" page, and you will see "your Facebook information" on the left sidebar. You can click on that and go through what you want. You have several options you can choose from here.

You can also go to "settings" and scroll down to "ads" and select it. You will then be brought to a page where you will see "advertisers," "ad topics," and "ad settings" on the left sidebar. When you click on "advertisers," this will show you the "advertisers that you have seen recently," "advertisers you have hidden," and "advertisers whose ads you have clicked" from here, you can click on see more and then decide what you want to do with the information they have.

Chapter 17: Its History

Facebook was established on February 4, 2004. Mark Zuckerberg created it with some friends from Harvard University. These friends are Eduardo Saverin, Chris Hughes, Andrew McCollum, and Dustin Maskovitz.

Membership into this site used to be confined to the creators and students who went to Harvard. Still, it enlarged its reach to other schools within the Boston region and then slowly to various other colleges within the US and Canada. In September 2006, they allowed anyone to join Facebook as long as they had a real email address and were over 13.

FaceMash

FaceMash was Facebook's predecessor. FaceMash was created in 2004 by Mark Zuckerberg. He wrote the software during his sophomore year of college. He created this site to be a "hot or not" game for the students at Harvard. The game compared two girls from Harvard, and other students would choose who was "hot" and who was "not."

While creating the program, Mark Zuckerberg wrote this blog entry:

At 9:48 pm – "I am a little drunk, I'm not going to lie. So what if it is not even 10 pm and it is actually Tuesday night? What? The Kirkland dormitory facebook is open on my desktop, and some of these people have pretty horrendous Facebook pics. I almost want to put some of these faces next to pictures of farm animals and have people vote on which is more attractive."

At 11:09 pm – "Yea, it is on. I am not exactly sure how the farm animals are going to fit into this whole thing (you can't really ever be sure with farm animals), but I like the idea of comparing two people together."

FaceMash used pictures that were gathered from the online Facebook of nine dorms. He placed two photographs together and requested people to decide who was "hot" and who was "not." FaceMash got 450 people to visit the site and had 22,000 photos viewed in the first hour it was online.

This website was forwarded to other campus groups but was closed down by Harvard faculty. Zuckerberg was almost expelled, and he was charged with a violation of privacy, violating copyright laws, and violating security. The charges were finally dropped.

Zuckerberg developed his first project during this semester by coming up with some study tools just before he took his art history test. He uploaded several pics of artwork to this site, and they were all showcased with a remarks section. These were shared on the website with other students from his class, and they began sharing comments and notes.

Rahul Jain, a banker, and entrepreneur, auctioned off the website to a person for around \$30.201 on October 25, 2010.

The Beginnings of Facebook

In 2003, there weren't any online "face books" at Harvard. All they had were the normal yearbooks that contained photos and information about the students that attended Harvard. Zuckerberg told *The Harvard Crimson*, which is Harvard's daily newspaper, that: "Everybody has been talking a lot about a universal face book at Harvard. I think it is silly that it would take the university a few years to do this. I can do it faster than them, and I will do it in just a week."

Zuckerberg started to code his site in January of 2004. He called it "TheFacebook." He used inspiration from an article in the *Crimson* about FaceMash to create this new website. He worked with Eduardo Saverin, and they agreed to put \$1000 into the website. This website was initially given the URL of thefacebook.com.

Zuckerberg said he wanted to make a universal site that could connect people on campus. His friend Dustin Moskovitz suggested that he put the website on the Kirkland House's online mailing list that had about 300 people on it. They observed the enrollment procedure, and within about 24 hours, they have between 1200 and 1500 people who had registered.

Within six days after he launched thefacebook.com, three seniors at Harvard accused him of misleading them into thinking he was going to help them create a social network that they would call "HarvardConnection.com," but he used this to create his project. This complaint was brought up to *Crimson*, and an investigation was underway. When Zuckerberg figured out that they had begun an investigation, and would use thefacebook.com to find people on the website who said they were reporters for the *Crimson*. He looked at some of the unsuccessful logins to figure out if they had just entered the wrong password or what had happened. In some instances where they just hadn't logged in, Zuckerberg would use this to figure out what their emails were. He successfully did what he set out to do. Three students filed a lawsuit against Zuckerberg, which he settled out of court.

They only allowed Harvard students to have an account on thefacebook.com. During just a month, more the half of the undergraduate

population was using the website. Zuckerberg got help in growing this website from Saverin, who ran the company's aspects, Moskovitz, who was a developer, McCollum who was a graphic designer; and Hughes. Facebook expanded to other Ivy League colleges in March of 2004. It slowly spread to include other colleges in the United States and Canada.

Facebook officially became an online entity during the summer of 2004. Sean Parker, an entrepreneur who had been Zuckerberg's adviser, was voted in as the president of Facebook. The main operation base for Facebook made the move to Palo Alto, CA, in June of the same year. They eventually dropped "the" from the website once they purchased the domain facebook.com in 2005 for \$200,000. As of December 2005, it had more than six million users.

At the close of 2007, Facebook had more than 100,000 business pages. This let companies tell the world about themselves so they could attract new customers. These started out as group pages, by then they came up with the idea of "company pages."

A headquarters for Facebook was set up in Dublin, Ireland, in October, 2008 for its international base.

Facebook started inviting some of its users to be part of a beta test after they answered a set of questions correctly and passed some engineering puzzles where they were asked to figure out some computational problems. After doing so, they were presented the chance to work for Facebook.

By February 2011, the site was considered to be one of the biggest photo hosts. They were expected to have more than 100 billion pictures online by the summer of 2011. By October 2011, more than 350 million were using the Facebook app, and this took into account about 33 percent of all their traffic.

Chapter 18: The Facebook Algorithm

Like every other social media network out there, the Facebook algorithm feels like a mystery. This is why many brands are concerned about their presence on the site. Even if the recent changes to the algorithm haven't affected you directly, you have likely heard horror stories of brands watching as their organic reach takes a nose-dive.

Changes to the Facebook algorithm shouldn't signal trouble for brands. According to the 2019 Sprout Social Index, Facebook is still the top platform for consumers and marketers. Recent stats have also found that the platform produces one of the best ROIs for marketers with their ads. Given that your consumer is likely already on Facebook, then you have every reason to make sure you are on there as well. The fact of the matter is, with the changes Facebook has made to its algorithm, you have to make some changes to your content strategy to boost your organic reach.

The algorithm is in control of the presentation and ordering of posts, so users will see what Facebook thinks is most relevant to them. Instead of publishing things in chronological order, ads and posts are shown based on relevancy. Every time there is a change to how Facebook does things, people start to panic.

One of the biggest changes to take place happened in 2018 when Facebook announced it would push back against branded content, which caused a lot of businesses to start sweating. Mark Zuckerberg himself shared a post laying down the gauntlet against brands and marketers at large. This change to the algorithm was designed to center the content on family and friends instead of prioritizing spam that came from brands. This placed those companies in a bind as they were forced to adapt to these new marketing strategies.

Changes and Milestones in 2019

If we jump forward a bit, we will see how the algorithm has evolved since that update. First, they now have "Why am I seeing this post?" In March

2019, Facebook provided its user's context as to why they see certain ads and posts. This is signaled to brands that they will have to hone in their target audience and encourage more interactions with their followers.

Facebook has also dove headfirst into fighting against misinformation. With “fake news” take a front row since 2016, along with other misleading content, Facebook decided to take control of this problem in April 2019. They elaborated on its manual efforts to fact-check the information shared. This shouldn’t affect honest brands directly but highlights the importance of building transparency and trust. Anything that is a bit seen as needlessly spammy or controversial and earns you a strike.

In May 2019, they started surveys. Relevant content and personalization have stayed Facebook’s top priority. They announced that they would start using surveys to help gather feedback from their users to ensure they saw what was most relevant to them. Facebook had this to say as to the potential impact that business pages could face:

“These changes aren’t meant to show more or less from Pages or friends. Rather, the Page links that are surfaced to people will be ones they find worth their time – and the friend posts will be from friends people want to hear from most.”

This means that “likes,” reactions, comments, and any other type of engagement are crucial for brands who look to be seen as relevant. A side note about reactions: reactions are an engagement pattern that can affect the algorithm in what a person may see on their newsfeed. For marketers, this simply means that reactions are just another way to get more customer engagement. These icons give businesses information about how their customers “feel” about something they post. Facebook provides companies with a clearer picture of what a customer loves and likes. Negative reactions can help brands protect their reputation and fix potential problems.

Strategies To Adapt

With all of the ongoing changes that happen with the Facebook algorithm, it will force you to know how to roll with the punches and adapt to things.

This can be quite daunting, but it shouldn't stop you from using Facebook. Since the algorithm's main goal is to drive more authentic interactions, brands should be promoting quality content that drives real shares and interactions. How can this happen, though? We're going to go through a few strategies that can help keep your brand in the algorithm's good graces. Keep in mind that the rest of the section on Facebook will help you work with the algorithm as well.

1. Time Your Posts

The algorithm will prioritize the posts that get the most engagement, which is why the timing of your posts is so important. To maximize your engagement, you have to stick to a content calendar that will tap into the best times to post on Facebook.

While this type of data may not be-all and end-all as to when you should post, it will shed a bit of light on when your audience is the most active. Anything that you can do to boost your chances of being seen by more people is a big plus.

2. Create Videos

It is now or never for people to start hopping on the video bandwagon. Don't believe me? Here's what Facebook thinks about videos. Facebook has noted that videos help drive content engagement and interactions more so than any other Facebook content. There was a video ranking update that Facebook did that helps to drive home the point of the importance of native videos.

All marketers can start using videos on Facebook to help start conversations keep their fans glued to their page. You also don't have to worry about creating big-budget commercial content. Sharpie will use its user-generated video content from Instagram and post it to its Facebook page as well.

The platform also wants its users to embrace Facebook Live's power to come up with compelling real-time content. Lives will ping your followers and fans, so it will get people over to your page to watch what you're doing. Whether you are doing a scripted how-to or an off-the-cuff vlog, live streams are a powerful tool.

As for none-live videos, you should think about looking at the video. You can post bite-sized pieces of information that only take seconds to make, but you can still gain a lot of engagement with it. This doesn't have to do with outsmarting the algorithm. Instead, you are simply giving the platform exactly what it wants. Facebook loves organic reach.

3. Drive Discussions Before Links

Something that has come along with a recent algorithm update, the platform is punishing the marketers that it thinks are trying to game the system. For example, Facebook is "hiding" posts that it deems as engagement bait. While posting things that asked your followers to like, tag, or comment on the post was once the norm; Facebook now sees these posts as spam.

While there are still a place and time for these types of posts, brands need to strive to get a conversation started with their customers without coming off as shameless. Facebook wants people to make content that will drive discussions, but it's up to us to come up with a creative way to do so.

A great way to do this is to add polls to posts. Tacking on questions to any post is a great way to encourage comments without begging people to comment. Brands should try to post things that will create a friendly debate when appropriate. Controversial content has a great way of doing that, but it is important to tread lightly as not to risk alienating or offending the audience.

A study done by Sprout Social discovered that if a person disagrees with your stance on certain issues, they will be less likely to purchase from you.

4. Encourage Advocates and Employees to Push Content

The key to overcoming the algorithm has been right under our nose, yet a lot of brands overlook this. If you have employees or other types of brand advocates, you should be using them. Employee advocacy has never been more relevant. Since Facebook likes to place importance on family and friend's content, this is a great time to get an employee advocacy program started.

Your page's reach is a bit limited. You only have the number of followers or fans that you reach with each post. When you add in algorithm changes, the number of people who actually see what you post gets reduced even more. Encourage your team to share things that are posted to the business page to help amplify your reach. This adds that the posts will be coming from family and friends and not the brand. This increases the likelihood of the post being seen by 16 percent.

5. Prioritize Tags and Photos

Conventional wisdom lets us know that Facebook likes brands to keep content on Facebook versus linking to things off-site all of the time. They actually deemphasize links and prefer native content, especially when it comes to videos.

You may not completely disappear from your follower's feeds by posting a link, but you need to keep things fresh by posting different content. Blasting external links isn't just a poor practice from a marketing standpoint, but it isn't going to help you out with the algorithm either.

For example, visual types of content match up with Facebook's best practices and will gain you 87% more engagement. That's why all of your posts need to be accompanied by some type of visual, whether that's a GIF, infographic, or any other eye-popping image.

You can also beef up your description by using hashtags or shouting out another page. This will help to expand your reach as well. Again, the main goal is to encourage more engagement with your back.

6. Make Unique Posts

Since it's expected that brands will consistently post to Facebook each day, it's common for a business to run out of their own stuff to promote. This will cause the brands to end up repeating themselves by posting the same thing all of the time, or they don't get enough mileage out of posting things once.

The best solution to this is to think about coming up with unique descriptions for your posts to help reintroduce things to your followers

without coming off as repetitive. Where you may have posted a quote the first time, you can use a tag or question the next time.

You can reintroduce older pieces without being repetitive by repurposing your content. There is a lot of tool on Facebook that help you transform your pieces into something new. A quote can be changed into a graphic with Canva. You can also repurpose a blog post into a video.

7. Get Conversations Going in Groups

The two percent drop in page reach in 2018 is probably the biggest blow that the algorithm has ever caused marketers. Does this mean you need to give up on using your page? No, but it does explain why a lot of people are starting to use Facebook Groups instead. Followers and fans will opt-in to a group and will commit to discussing things in that group. Those who join a group are the most likely to engage with the content.

8. Narrow Down the Audience

The best thing about Facebook is that you can zero in on your audience. If your audience is widespread, think about narrowing down your audience using geography or interests. Facebook provides you with options to set these restrictions and preferences per post. While this will, at first, narrow your reach, it will help to increase the engagement.

9. Invest in Paid Promotions

While brands need to work on improving their organic reach, you can't deny the power of Facebook ads. Data shows that these ads will produce a positive ROI of 93%. With the combination of creative options and laser-targeting, ads provide you with freedom, unlike other ad platforms.

Combining your organic efforts with ads can provide you with the best of both worlds. We'll go over the best ways to use Facebook ads in later chapters, so if you are new to Facebook ads, you'll learn how to use them.

Like it or not, this changing algorithm will require you to rethink how you have been doing things. This is likely going to be true for as long as Facebook is around. Adapting to such changes is the nature of social media, but you can do it.

Chapter 19: The Mindset of the Successful Facebooker

We've been told that the secret to job success is to find your fire. But what is that fire? How can we figure out what our fire is, and how can we stick with it? What would require you to be enthusiastic about your job, and what does it mean to experience fire?

Fire is what helps you stick with your goals despite the stress and knockback. All of this has to do with your mindset. To find success with your Facebook marketing, you have to develop a mindset that sees challenges as growth opportunities.

Success doesn't just happen but is something that you have to work towards. No matter what you want to achieve, the road to success begins by embracing a proper mindset. We are going to go through different ways to help establish the best mindset for a successful Facebooker.

Figure Out What Success Means to You

The first step in fostering a good mindset is to figure out what success means to you. Figuring out what your goals are will make things a lot easier for you when it comes to creating a strategy to reach your dreams. It is also what will inspire you to stick to your strategy.

It also gives you a way to measure your progress and to adapt your plan as needed. You will have to define your life and career objectives and figure out what you are going to have to have to reach them.

Succeeding will require you to give up what other people believe about success. You have to stop comparing yourself to other people. Some think success means fortune, money, and fame. The truth of the matter is, success can be defined in many ways, but it has to come from within so that you are motivated to find true success.

To figure out what success means to you, take a piece of paper and answer these questions:

1. Is your success defined by financial freedom, personal happiness, or professional achievements? You don't have to pick just one. It can include all of these.
2. How will you feel when achieving success? This could mean feeling fearless, more empowered, more confident, and so on.
3. After you have achieved success, how will your life be different from what it is right now?

Once you have a good idea of your definition of success and what you will need to achieve to reach success, you can come up with goals. Those goals should include long-term and short-term goals. Sometimes having weekly goals or at least monthly goals can make reaching those long-term goals easier.

Listen To Your Gut

There are people out there who try to schedule every single part of their life, thinking that is the only way to reach success. However, intuition is the key to success. Planning things and setting goals is important, but there are going to be moments when things don't work out as planned. You will hit a roadblock, and you will need to figure out the right action to take. That's when your intuition comes into play.

Let me ask you a question. When you are faced with a big question or an important decision, how do you decide what to do? Many of us will turn to outside things like books, Google, or friends and family. We tend to neglect to turn to one of the most important authorities, our intuition.

What is intuition? Has there ever been a time when you have been thinking about a person for no apparent reason, and then you end up bumping into them, or they call you? Have you felt as though somebody is watching you, and then you turn to see that somebody is looking at you? Those are moments where your intuition is at work.

Every successful person has two things in common. The first is that they are deliberate, and the second is that they are intuitive. While they understand the ins and outs of how the business world works if you ask a successful person what helped them become successful, they would say their instincts.

Successful people will rely on their intuition just as much as they do their business brains. They will trust their gut and hunches to help them if they should or shouldn't do something. Successful people know they need to rely on their intuition because they are aware of the fact that the market favors individuality, authenticity, and innovation.

Keep a Positive Attitude

Never underestimate the power of a positive attitude towards accomplishing your goals. No matter what your goals are, a positive attitude can be what keeps you from becoming discouraged by failures or setbacks.

What is a positive attitude? The following are some definitions that try to describe what it means to have a positive attitude.

1. A mental state that expects the best to occur
2. Constructive thinking, meaning you think about solutions and believe that you can accomplish them. It's all about actively working to solve problems instead of thinking it can't be done.
3. It requires positive thinking
4. Optimism
5. A positive frame of mind that helps you in several ways

Those are just a few ways of explaining what a positive attitude is. The best way, I feel, to understand what a positive attitude is, is to see if you have one. The following questions can help you tell if you have a positive attitude and will help you to understand what a positive attitude requires.

1. Do you believe your actions will bring you success?
2. Do you encourage and inspire yourself and others?
3. Do you refuse to give up even when you face a problem or obstacles?

4. Do you see failure as a blessing in disguise and a chance to learn?
5. Do you believe in your skills and abilities?
6. Do you feel you have enough confidence and esteem to handle your daily life?
7. Are you able to not let negative thoughts, comments, or people discouraging you?
8. Do you seek out solutions for your problems?
9. Are you open-minded, curious, and able to recognize opportunities and then explore them?

Whether you currently have a positive attitude or not, you can work to develop one. The best way to do this is to start looking at the bright-side of things. When you are faced with a problem, instead of getting discouraged, look to see what you can learn from it. This is going to help you attain success in the long run.

Take Action

The thing you need to do is to take action. You have to turn your ideas into action steps that will help you reach success. Besides having positive thoughts, you need to make sure you are actively doing things that will help you reach success.

Life is made up of daily choices. The choices you make each day are what will elevate your success or keep you average. You will have a better life when you ensure you are an action-oriented person. You can say you are going to do these amazing things, but talk is cheap. Nothing will happen without some kind of action.

One of the pitfalls people get trapped in is overthinking. They start mulling over everything that could possibly go wrong or what they have to do. This is caused by a fear of failure or the fear of the unknown. You have to stop overthinking.

To take action, you have to realize that there is no amount of planning that is going to prevent “bad” things from happening. Figure out the worst-case

scenario, plan for that, and then just go for it. Failure isn't a failure. It's a chance to learn and do better, but you can't do that without taking action.

Shifting Your Mindset

Now that you know what it takes to have the right mindset for success with Facebook let's look at how to shift your mindset. Some people have a hard time grasping the time needed to execute successful social media efforts. Many people try to do it, assuming that it is going to be easy or similar to other types of business jobs they have had previously. After a few months, they start getting frustrated and begin questioning why it's not working.

To make sure you stick with your journey and find success, we will go over several mindset changes that encapsulate everything you need to improve your success.

1. Scalability

You need to make sure you have a scalability mindset. This can be hard to do, especially for people who have been in business for a while already. Changing something that has worked for you so far isn't all that easy. However, the change is worth it.

The great thing about social media and digital marketing is that it is scalable. Your blog article or tweet could reach tens of thousands of people worldwide. It is an amazing thing. As a businessperson, you need to look at your brand and see how scalable it is. If you think it's not scalable, you're probably wrong. There are many ways this can happen.

If you are a chef, you can develop an online course that showcases the fundamentals of cooking and your favorite dishes. You can also narrow things down a bit more, such as your specialties.

For yoga instructors or other fitness people, you can do Facebook live yoga sessions to help build an online relationship. You don't have to do a full class, but it should show them what to expect if they came to your full class.

Dog-walkers or people who take care of animals can write a book on dog care. You can use Facebook ads to target pet providers.

The internet has opened us up to a whole different universe and client-base that you may not have been able to reach otherwise. That's why you need to learn to become scalable.

2. ROI

ROI, or return on investment, tends to be a bit controversial when it comes to social media marketing. It's hard to know what the exact efficacy of social networks is before you get into them. If you tried to figure out the exact ROI of a social media website before you started using them, you would probably go mad. In practice, you could reach your goals in a blink of an eye, or it could seem like it's taking forever.

That's why you need to make data-driven decisions so that if something isn't working for you, you can figure out how to fix it. To that end, you can't be focused on the data all of the time. You can't come off as robotic if you plan on seeing a good ROI. People want you to seem real, and you have to put in the time.

3. Social Media is a Requirement

To get rid of the social media entitlement act that some people have, we need to look at social media as a requirement. Social media was like the icing on the cake for companies at one point in time, but now it's something that businesses need to have, just like businesses need to have websites.

Once you have reached the mindset of, "I have to have social media, it's not a luxury," you will find yourself working harder at keeping it going.

4. Be Credible

Social media gives people a window into your life. It shows people that even when you aren't actively working on your business, you are still business-oriented. You are learning, and you are supporting your industry.

Utilize social media to show people who you are. Things aren't black-and-white, and most everybody realizes that. Make sure you look real and

credible on social media, and people will want to follow you.

5. Be Real

This taps into the last one. We've talked about how Facebook is attacking fake news, and for a good reason. People want to trust that what you are sharing is factual information. They don't want to have to be fact-checking everything you post. Don't bullshit them. Give them the truth and be real.

Chapter 20: Using Facebook for Business

Facebook is the number one social media platform. With more than two billion users each month, it's not hard to see why so many businesses, big and small, have started to use Facebook to help them interact with their clients. If you are still not sold on using Facebook, maybe you think it's too old-school since it is one of the oldest social media sites, then let's go over some of the benefits of Facebook.



1. Helps Build Long-Term Relationships

Facebook pages are a great way to help centralize data and engage with clients on one platform. Unlike platforms like Twitter or Instagram, Facebook gives you more room to produce a better interactive fan-base, which is something the algorithm likes.

2. Efficient Communication Channel

If your business has a lot of one-to-one involvement with clients, a great way to maintain that community experience is to pin articles to the top of your Page's timeline. If you have a lot of people coming to your page

looking for information on a certain topic, this pinned post can help them find what they are looking for more efficiently.

This can help cut back on some of the messages you are always getting because they won't have to ask you for the answer. It also helps to concentrate the channel for communications.

3. Market Research

Facebook pages can provide you with insights into what your followers like and don't like. Facebook will gather information on your followers and give you that information so that you can get a better feel for your demographic. This can help you decide if you are targeting the right people. When you learn about their demographics, it can help you understand more of what they are looking for. Their backgrounds and interests are vital for your business to succeed.

4. Save Money

Whether or not your company is just starting out or if you already have a decent following, Facebook pages are free to make. This gives you an affordable advertising strategy.

5. Centralize Your Audience

Facebook is also a great place where you can centralize your followers. While a website might be great at driving business functionality and notifying prospective and regular customers of what your company is doing, Facebook serves as space where those people can get together to discuss your business. It brings more interaction into your relationship with your audience.

6. Drives People to Your Website

There are lots of different ways that you can get more traffic to your website through Facebook. You can use advertisements or articles that guide them to your site. The important thing is to make sure it doesn't seem spammy.

7. Keeps Things Relevant

With Facebook, you can link blog posts and other relevant content for the day or week. It gives you the chance to keep conversations relevant to the topics you want to the discussion. It allows you and your followers to keep up with trends and other best practices.

8. Reach More People

This is a pretty straightforward benefit of Facebook, but it helps you reach countless consumers. You can reach millions of people globally in an instant. With such many people on Facebook, it gives you one of the best places to find people of all walks of life.

9. Humanizes Your Company

Social media gives people a chance to experience real communication with a business, which is something they don't normally get. Facebook provides you with a chance to share your face and name with people. While your Page is meant to represent your business, you can step up and be the face of the company.

Even if you do automate some components of this process, you can still take part in real communication with followers. This can give people the human connection that they are looking for.

10. SEO Optimization

Facebook gives you a great way to direct people over to your website. Your links and other activities on Facebook can improve your search engine optimization and increase its index on search engines.

Facebook Business: Best Practices

We know that Facebook is important to businesses of all shapes and sizes. We know about its huge user base. We know that it can us find more customers. But doing the marketing Facebook is a completely different beast. It would be nice if there was an explain all book to navigating Facebook. Well, we're going to try to do that for you by going over some of the dos and don'ts of Facebook for business. These tips are meant to help you utilize the algorithm's power so that you make it on your follower's newsfeed.

1. Do – Have a Recognizable Profile Picture

It is important to be recognizable on Facebook. It plays a big part in being found and getting liked. The profile picture is at the top of your page, and they use it as a thumbnail in all of the posts you make. This is why you have to make sure that it's something your followers are going to associate with your brand. It is best to go with your company logo.

2. Don't – Forget To Fill in The About Section

Facebook shows a preview of the about section under your picture and is one of the first areas where people will look when they scan through your page. You want to display relevant information here about the business, like the things you sell, your website, when you're open, and so on. This will help to answer people's questions right off the bat.

3. Do – Coordinate Your CTA, Pinned Post, and Cover Photo for Campaigns

All three of these things are immediately visible on your page when someone clicks on it. If you would like to maximize your engagement, try to match your copy and creativity on all of them. If you are currently trying to promote your ebook, you can make a cover photo that features your ebook, publish a post that contains links to your boo, and make you CTA a link to the book.

4. Don't – Use Dummy Accounts

You don't have a workaround for this. According to Facebook's terms and conditions, dummy accounts are not allowed. Dummy accounts are any

accounts where a person is pretending to be something they are not.

5. Do – Tailor Your Posts

Targeting doesn't just work for paid content. It can also be used on organic posts. Instead of blasting things out to all of your followers, think about different ways where you can use the targeting tool to segment your follower by education, gender, age, and so on. When you are more specific with this, you could end up generating more engagement.

6. Don't – Post A Lot

Studies found that companies with less than 10,000 followers receive 60% fewer interactions per post when they post more than 60 times during a single month. You have to ensure you aren't overwhelming your customers by posting more than just a couple of times each day. You need to spend your time creating high-quality posts and getting that out to your followers.

7. Do – Use Facebook Insights and Tracking URLs

There is no way to improve your page if you don't know what area needs to be improved. When you use tracking URLs with UTM codes, it can help you identify which posts are getting the most conversions and traffic to your website. Facebook Insights give you information specific to your page, so make sure you check that out as well. Once you know your information, it can help you tailor your content to post more of the things that work for you and less of the things you don't.

8. Don't – Forget to Go Multimedia

Visual content is one of the most important parts of success on social media. Research has found that visual content on Facebook campaigns can help generate 65% more engagement in a single month.

9. Do – Post At Specific Times

While the best time to post is going to vary depending on the page and content, there has been a bit of data released that found that posts published between one and four in the afternoon do the best when it comes to shares and clickthroughs. You can use this as a jumping-off point to figure out the best times of day for you.

10. Don't – Be Slow in Responding

Around 42% of people who complain on social media want a 60-minute response time. If your followers post something negative or positive, ignoring that post is only going to cause more issues. It can also end up leading to disappointment or anger in your followers. Take some time out of your day to monitor your page and respond to any issues that may show up.

11. Do – Use Paid Budget to Boost Organic Posts

You can get a better ROI on your ads when you promote content that you know works. When you put some budget behind organic content that is going well, it can improve your reach and bring more people to your page.

12. Don't – Assume Things

The last thing you should do is for your post to blend in with everything else that shows up on your follower's newsfeed. Just because one strategy may have worked for one industry doesn't mean that it is going to work well for you. You need to test your assumptions to see what is going to really work for you.

Chapter 21: Content Strategy

Facebook is the smartest entity these days. They are consistently making updates to their algorithm that make it harder to make sure your content gets to your target audience.

Keeping this in mind, you have to constantly audit your presence on Facebook and find a content strategy that will drive people to you. Developing engaging and wonderful content is only one aspect; you then have to make sure that this content gets seen by the right audience.

It isn't easy to create a buzz from Facebook, and it isn't going to magically happen, especially with the changes that Facebook made to its news feed in 2018. Facebook is putting more value on connections and meaningful interactions, which made public content and news, less important.

If you want to elevate your brand or you are just beginning, you have to have a solid foundation by doing all the necessary tweaks in your normal strategy and current process when you are on Facebook.

Creating Winning Content

Set goals

You aren't going to get anywhere in life if you don't set goals. Creating goals and following through will keep you focused on all the actions you take. Plus, you need to measure this process against goals you have previously set to show you your success or if you need to make any changes.

This might seem like a very simple step, but setting goals is usually overlooked when dealing with Facebook and any social media. Don't ever get fooled into thinking that just having an active page on Facebook will be enough. It won't be. It is easy to get sidetracked by metrics like getting more likes, but you need to remember that you can have an audience of ten million people, but only ten of these have subscribed to your content.

Figure out your audience

There are over two billion people who actively use Facebook. One billion of these use Facebook daily. This means that every third person in the entire world has a Facebook account. Look at that number for a few minutes.

Yeah, that is a lot. If you are a business, you have to get through all this clutter and connect to the people who might need your service or product.

Facebook gives you some value with “Facebook Audience Insights.” If you aren’t familiar with this feature, it will give you a deeper look into who your target audience should be and what they are doing on Facebook. You can get information about anyone by using Facebook. People who you have already connected to through your Facebook profile or a custom-built audience. Here are some things you can find from “audience insights:”

- Purchase Activity: shows a persons’ past purchase behaviors and how they purchase products or services
- Location: where these people live and the languages they speak
- A page like: shows the pages that people like the most in various categories
- Demographics: household size, job, relationship status, education, lifestyle, gender, and age

If you have a fashion page on Facebook and use audience insights to better look at people who have connected to your Facebook page, you might see that your audience is about 87 percent women and 13 percent men. Most of these people reside in the US, and they like shopping at Urban Outfitters. You can take this information and make an audience to target new customers that have similar interests with the ads they are creating on Facebook.

“Audience insights” isn’t the same as “Page insights” since it looks at trends about either your potential or current customers on Facebook. Page insights look at all the interactions that happen on your pages, such as shares, comments, and likes.

Think about who your ideal customer might be, look at insights and move on from there.

Using resources wisely

Resources are limited, from people to skills to time. Thus, it is very important to know how many resources you have and how you can use the best with any project. Being constant with your Facebook content strategy is your first priority after you have created your goals.

- People

Do you have a team of people that help you with your social media, or are you going at it along? This is a huge factor when figuring out what you can do on Facebook and how you set your goals.

Will your clients be a social presence? If your Facebook page sends you pictures of what is happening around the office each week and a new inventory collection, you will have more freedom to put more people on various tasks.

- Time

How much time can you spend on social media? If you only have one person who can spend four hours on one client, your Facebook strategy will look different from somebody who had an entire team working full time on social media.

There are many wonderful things that you can do with Facebook, like setting up events for webinars or a speech, or you could launch a contest. With the right kind of planning, these things could be great tools, but they will take a lot of time. There is always going to be something that you can be doing, and there won't ever be enough time. Try your best not to get overwhelmed; just know what resources are available to you and which projects will give you the best return.

- Software and Tools

Before you even begin creating, designing, or writing, it is vital to figure out which technologies you have access to and which ones you are already using and if you need any new resources. Are you going to need "Adobe Photoshop," or can you do what you need to do with "Canva?"

Having management tools is essential for keeping you on track and keep that hold on valuable time. Figure out which tools you absolutely need to make Facebook successful for you, and keep those tools on hand at all times. It would be best to re-evaluate the tools that you don't use to their full potential or those you don't use anymore and get rid of.

Branding

Branding is how your organization is perceived. It is a way to make your brand have a human side to ensure that it won't matter how many people you have talking on behalf of your company; the same message and voice shines through. Your brand needs to be exactly what your customers need you to be.

This is extremely important for content strategy since when you begin creating content, every post you put onto Facebook has to be in line with this message.

- Voice and Tone

Voice is the best way to unify your brand while connecting with your audience. If you have several people creating content, you will have several voices, but every voice needs to be in line with your brand's standards.

Think about your message and what you want to get across to your customers. What do you want people to think about your brand and ways you can achieve this by the tone that comes from your online communications and content.

Remember your brand's guidelines in each communication you put on Facebook, from chatting with a customer to creating your bio.

- Design

Your design elements will make your brand stand out above the rest. It will continue the story of what your mission is. Branding doesn't stop once you have created a logo. You don't even have to be a graphic designer to create a visual.

Keep shapes, fonts, and colors in mind when you are creating your content for Facebook to make sure you are setting yourself apart from what all the others are doing while keeping in line with what your brand is all about. Remember just to add text when you can't avoid it, especially when doing an ad for Facebook.

Create creative content

The elements mentioned above come together when you create your content. You have to educate your audience to solve their problems by giving them content that can be shared and useful. How can you do this with a short post?

- Visuals

Most marketers think that visual marketing is the most important type of content for their business. This is second only to blogging. Why? Because people like engaging with visual content when they are on social media sites, you have to get creative: share memes, charts, infographics, and images. Do you like telling jokes? Make a meme about it.

- Video

The algorithm on Facebook loves videos that are uploaded right to their site. You need to try to make videos and make them a priority anytime you can. You don't have to be professional photography or have a video team to make this work in your favor. There are tools such as GoAnimate and Animoto that help businesses create videos that are high quality easily.

Since we are talking about Facebook, you need to think about using Facebook Live. These videos get more priority than other types of videos. Live streams get watched three times more, and they get ten times the comments than videos that are recorded and edited.

- Writing

It might be blogging or writing copy for your social media posts, but nothing can beat good writing. This is what speaks to your audience about your brand. You get to contribute your unique perspective while creating value with every word you say.

You need to go for an “edutaining” position with Facebook. Try to educate and entertain your followers equally. Write copy and content that is clear, casual, and fresh. Ask your followers questions. Tell them your story. Give them a call to action.

Here are a few writing resources if you need some help:

1. Grammarly: this is your spell-check system that helps you make sure each piece you write is free of any mistakes
2. Hemingways: this is a virtual editor that will tweak your structure and suggest changes that you need to make
3. Ideaflip: this is a digital brainstorming board that will help you refine your ideas and give you inspiration

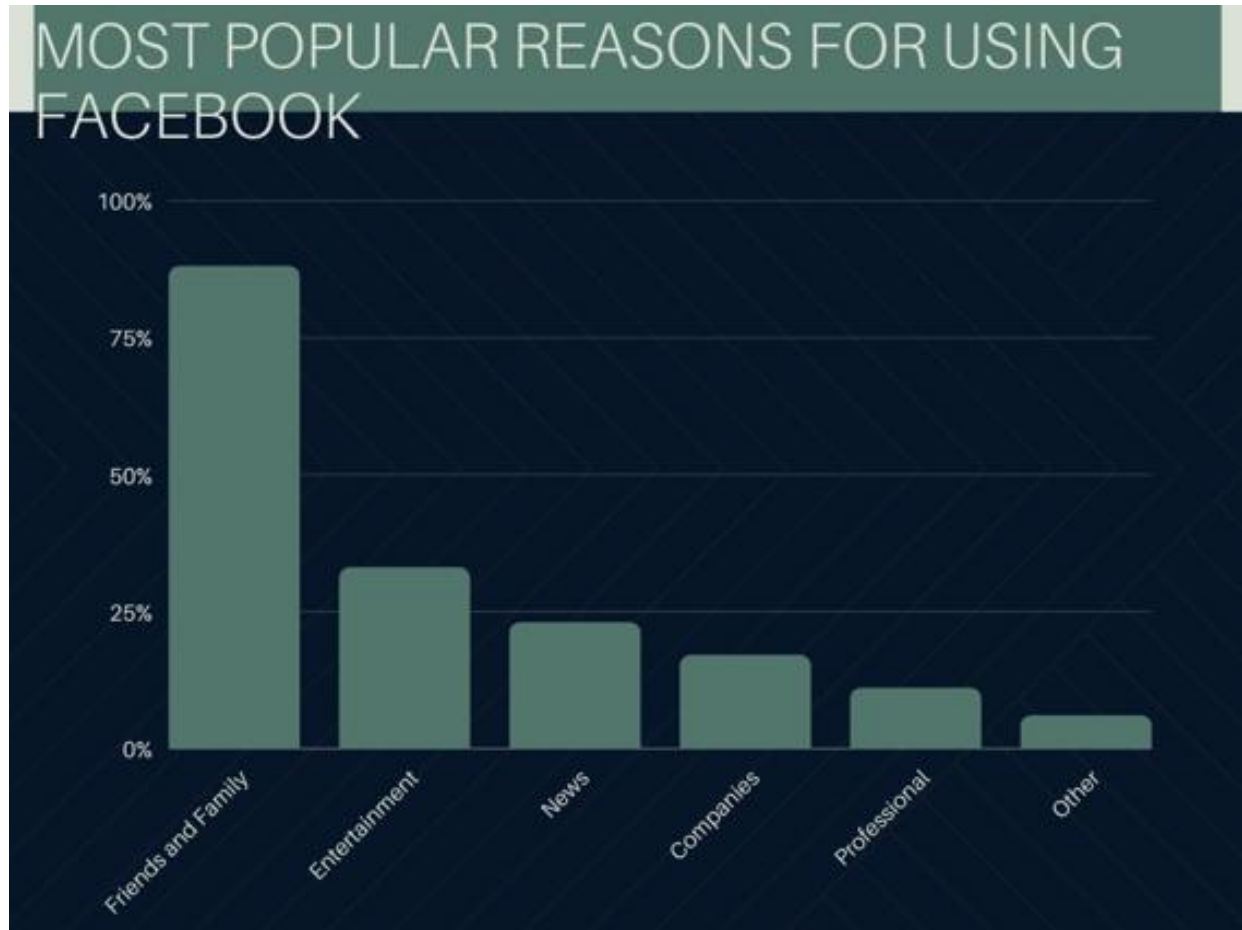
Make a schedule and engage

By now, you should know who your target audience will be, but when are they usually online, and when will they engage more with your content? You can use Facebook Page Insights to see which content is getting more engagement and at what times.

There isn’t a magic number for how many times you need to post on Facebook every week, but the less you post, the more people these posts will reach. With every post getting more reach, your engagement will likely go up if you use this strategy.

Since there isn’t a lot of business content shown on Facebook’s News Feed, you need to designate more time to engage with your audience so you can encourage them to follow you. You have to respond to comments, monitor your messages, and check the pulse of all the content you are putting out. You can increase your reach if you get in touch with other brands that are similar to yours. You can even do a collaborate with them or give them a “shout out.” Tune into Facebook Groups to circulate and share content and tag people and other brands any time you can.

Chapter 22: Automate Your Page



There is an automation application out there with artificial intelligence that allows you to boost your productivity and improve your business. They give you the ability to automate simple tasks so you can focus on the more important things. According to a 2019 survey, 75% of marketers claim they use automation resources. They can help support companies and help them market and manage. Let's take a look at some of the best automation tools that you can use.

1. Trello

Trello is an amazing online tool. It is based on the Kanban methodology and gives you the chance to manage all of your sites with the assistance of an easy-to-use user interface. You can also go in and make distinct dashboards for your projects to make them even easier to understand.

With its card-sharing capabilities, you can assign different tasks to people once you have added them to your business's Trello. Trello gives you the chance to share your dashboard with clients. This gives them the chance to monitor the progress of your work.

2. Slack

Team communication tends to be a big challenge that businesses face, especially when they are just starting out. To overcome this issue, Slack has come up with an interface that allows you to handle several people. You can also divide things into different sections, like Trello, and then add people into the different groups based on what they should be doing.

Each staff member can do whatever work gets assigned to them. It is easier to keep employees linked and working on the right things with Slack. Plus, everybody can talk to one another on the channel, which enables smooth communication between all of them. Conversations of Slack are taken care of on threads and are archived so you can revisit them.

3. Pinpointe

Pinpointe can help with email advertising. They include features like spam rating checkers, ebooks, and email templates. It can also segment contact lists based on their time zones, shares to social media, and other plugins, improving your email marketing.

4. Cortex

Cortex can help you enhance and streamline your entire content-promoting process. It helps you come up with articles by supplying you with important insights. You can also work out the best time to post content along with the correct frequency. Cortex will save your time by automating tasks like picture choice and reporting. This platform can help you prepare, produce, schedule, and optimize your content.

5. Adroll

Adroll can help with your ads by retargeting your clients on Facebook, Twitter, and other platforms. When you use Adroll, it helps improve your cross-platform capacities. The most important parts of Adroll are

comprehensive analytics, retargeting, conversion coverage, and professional optimization.

6. Salesforce

This is one of the best CRMs available on the market. Its analytical options give you the chance to learn insights for your business and help you forecast possible results. It also urges future actions to improve your workflow as a whole.

These are just a few choices of automation for Facebook, so make sure you check out what works well for you. Facebook has some automation built into it as well. You can schedule posts, which enables you to take one day a week or month and upload post ideas, and schedule when you would like them to be posted.

Automation is a powerful tool when it comes to running an effective Facebook page. It makes your life a lot easier, and if you do have employees, it can make their life a lot easier. It helps to streamline procedures and improve your productivity.

Chapter 23: Monetize

Facebook is one of the biggest social media networks, and as such, there are a number of ways to monetize your account. Whether you have a major company or you're just selling a couple of things, you can still start earning money with Facebook. While anybody can earn money with Facebook, you have to be consistent with your efforts and never give up if it doesn't work the first time you try.

Your profile's size will be the biggest player in your first impression for most of these methods. There are a lot of spammers on Facebook who make a lot of promises, but they never actually follow through. You don't want to fall into that group of people. If others think you are, your odds of earning money are slim to none.

You want to make sure the Facebook page you created makes you look like a genuine person. Make sure your profile picture is the logo of your business. If you have a physical store, ensure that you have the right city selected so that people can find you. Also, add as much contact information as you feel comfortable adding for your business. At the very least, you should have a website link and an email address for your company.

Depending on how you plan on making money with Facebook, you may want to keep your personal and business accounts as separate as possible. You can earn money through Facebook using only your personal account, but most of the time, it's better for your sanity to have a separate account.

Selling On Facebook

Nearly anything can be sold on Facebook. A lot of people will use Facebook Marketplace to sell their used cars, handmade items, secondhand items, e-books, and to advertise for garage sales. Once you have your page ready to go, you can start to earn money. Most of the time, you are going to be selling items or services that you already have. The following are some tips that can help you post items for sale on Facebook.



1. Create your post

If you only want to market your item to your current friends on Facebook, you can create a post. Head over to your status bar, and begin to type in your message about what you want to sell. You can also post an image of the item. These posts will most likely only be seen by your friends, but other people can see them if your friends share the post.

Some of your friends may have sold items on Facebook before. You can use their previous posts as a template for yours to make sure you share all of the information that people are looking for.

When somebody has shown an interest in your post by sending you a message or comment, make sure you keep the conversation going. If the conversation isn't already taking place in Messenger, move it there to keep things private. If they seem always to be interested in the things you have to

sell, send them a message to let them know when you have something new available. They could become a regular for you.

2. Post in groups

If you want to sell locally and not just to your friends, post your ads in Facebook groups along with Facebook Marketplace. This can help you market to people who live within the same area as you. Creating a post in a group or on Marketplace works in the same manner as posting a status update.

These posts normally provide you an option to post your item in multiple groups at once. That means you only need to write up one article and then post it to several places at one time. This gets it in front of more people.

Make sure you pay attention to the rules of the group. Each group will have various posting rules depending on what you are trying to sell. If you don't put all of the information in your post that they require, the administrators may delete your post.

3. Post in Facebook Marketplace

When it comes to selling things, the best place to post in is Marketplace. This is a place where you can post ads for trades, purchases, or sales for virtually anything. At one time, it was sorted by region, but now you have the option to ship things to people as well. Marketplace will get your item in front of more people than any other option. People can also share your ad with other people.

There are categories that you can pick from when it comes to posting your items. The important thing is to give as much information as possible when you make your listing. The last thing people want to do is to try and guess what you are selling. Try to answer as many questions as possible in your post, and be clear on what your price is.

4. Create bonuses

Word-of-mouth recommendations are one of the best ways to spread the word about your business and items. Companies have known this for a long time, and this is why they will often offer a bonus to people who refer their

friends. Once you have started to make regular sales, think about implementing this bonus system. Since you're using Facebook, you can make it as simple as 10% off to anybody who shares your listing with their friends. You can check to see who has shared through analytics of Facebook.

More companies have started implementing this type of referral incentives. While you may be giving some people a discount, you are going to be getting your product in front of more people, which will translate into more sales.

5. Become a social media manager

This is moving away from selling products and into selling a service. If you are particularly Facebook savvy, you could get paid to handle corporate social media accounts. When you become a social media manager, your duties could include:

- Posting articles
- Responding to comment and interact with followers
- Growing the pages likes
- Tracking ad metrics
- Creating images

When you are a social media manager, there is a good chance that you will have to handle accounts on other sites apart from Facebook. You may want to ensure you are up to dealing with sites like Twitter, Instagram, and YouTube as well. This is often an ideal chance to get to work from home.

6. Sell member subscriptions or online courses

In 2015, elearning marketing was worth \$107 billion, and by 2025, it's estimated to reach \$325 billion. This clearly shows that people are more likely to invest in learning. The COVID19 pandemic has added fuel to this. Whether you offer yoga lessons or some extremely niche classes, there is likely money for you to earn in this realm.

One way to monetize your Facebook is to add a private member community subscription or online course. This will also help to create a recurring

revenue model. Whereas selling a product is a done thing, most of the time. Disciple Media gives you the chance to build a subscription-based community platform without having any previous experience. This also helps to deal with the problems with Facebook's algorithms. When you steer them to an offsite community, people will see your posts more often than they would if you kept them on Facebook.

7. Affiliate marketing

Maybe you don't have products or services to sell so that you can sell somebody else's. The idea behind affiliate marketing is that you promote other's products, and you earn a commission if somebody buys a service or a product after clicking through your personalized link.

Using affiliate marketing on Facebook can be a bit tricky as Facebook likes to keep people on their site. However, if you have a blog, you can use the affiliate links on your posts and share those posts on your Facebook page.

Depending on what your niche is, your blog posts don't have to be that long. Most posts should be about 1000 words long, but they can be as short as 500 and still get the job done. This is especially true for more visual niches, like food or fashion.

Monetizing Your Page with Ads

Facebook does have a creator fund of sorts that people can use to monetize their Facebook page. Unfortunately, not all of the pages out there are eligible for this, so you have to make sure that your page qualifies. Even if your page doesn't qualify right now, it could later, and you still have the previous options that we have discussed. To check your eligibility, log into your Creator Studio. Locate the box labeled "Monetization." From there, you should see "Check Eligibility." There, it should tell you whether your page is eligible.

If you are eligible, you can sign up for Facebook to post in-stream ads on your page. You normally have to publish videos on your page, among other things, including:

- Live in a country that is eligible for in-stream ads
- Be over 18
- Reach one of the following milestones in the past two months: have 15,000 engagements, 30,000 one-minute views on three-minute videos, or 180,000 minutes viewed across all of your videos
- Your page, not profile, has at least 10,000 followers (they seem to be testing a 1000 fan minimum in some areas)
- Pass and stay compliant with Facebook's monetization policies

You can gain and lose eligibility at any time, so make sure you stay up-to-date on what you should or should not be doing. When checking your eligibility, they will show which areas you need to work on to gain eligibility for this, so you don't have to play a guessing game.

This ad breaks work similar to YouTube's ads. They will place short ads that are either mid-roll, pre-roll, or image ads at natural breaks in your videos. This is a fairly new feature for Facebook, and users have been slow to start using it. There are Facebook pages that are earning four to five figures from these ad breaks.

If you find that you are eligible, you can follow the setup process. This goes fairly quickly. During this, you can choose where the ad breaks will appear in your video content. You have two options.

1. Let Facebook automatically insert ads where you have a one to two-second pause.
2. Manually control where they place the ads. If you choose this option, it is best to check the box that lets Facebook adjust the ad break by ten seconds. This will optimize the viewing experience.

If you went with a page-level monetization, all of the videos that you publish would automatically be put through the content review process. This will begin as soon as you publish your video. You could earn a bit of revenue while it is still going through the review process.

Facebook will review the videos that perform best first. They determine performance through the number of views that the first few minutes get after it is published. If a video gets 25 views during the first ten minutes after it is posted, it is considered high velocity. This will get a higher priority during the review process. The review can take around 48 minutes, but normally it will happen faster.

Once reviewed, it will be labeled with monetized, limited/no monetization, or can't be monetized. If it is labeled with limited/no monetization, you can appeal it one time.

When you are a part of the ad monetization, make sure that you continue to make videos that comply with Facebook's monetization rules. They need to be engaging, but make sure they don't seem like clickbait.

Chapter 24: Facebook Ads

Facebook has almost two billion active users and more than 968 million people use this social media site each day. That is a huge number of potential customers who might be interested in what you are selling, you just have to find them.

People will follow a brand or retailers on their social media pages for different reasons but to stay current with what they are doing and to learn about their products or services.

To have an ad on Facebook, you have to pay to have it placed there. This normally depends on activity, impressions, or clicks. There is a huge amount of various advertising formats that Facebook provides and in this chapter, I will try to give you an overview of the options you have when advertising on Facebook.

You could create all types of ads yourself through Facebook's self-service portal or through an ads programmer if you want a better tool to handle your ads on Facebook. The ads are put on Facebook with only a few that is allowed to be on a person's newsfeed.

Ads on Facebook will be classified into either a sponsored story or an ad. Let's take a look at each one:

Advertising

Ads that are in this class gives you total control of what gets published. This means you control the ads' name, the visions, and any description that goes with it. Facebook has 11 types of ads that can be put into the category of being an ad:

- Offers
- Page video posts
- Page text

- Page photo
- Page hyperlink
- Page post
- Page likes
- Advertising on mobile apps
- Advertising an event
- Advertising your domain
- Advertising within an app

Where these ads get placed on Facebook depends on the type of ad it is.

Sponsored Stories

Sponsored stories are an ad that is usually 240 pixels wide but can have various heights. They get created automatically, beginning from any action that a person takes with your company, like a widget you have on your website, your Facebook page, a post on your website. You don't even have to make new descriptions, videos, or pictures for these ads, as they get created from the things you've already done.

Facebook tries to respect other people's privacy, so these types of ads might not show up with the things they like. Even so, sponsored stories help you reach the people who follow you, and their friends see the content, too. This gives them an easy way to like and follow your page. This allows them to be able to find your products and website.

You might say that a person's activities turn into a recommendation rather than an ad. From many people, getting a friend's recommendation is more reliable than getting a message from the company.

A sponsored story will always have the person's profile picture who created the story. These sponsored stories will track anyone who interacts with these posts. As with any Facebook post, there are actions that a person can take. One of the most common is to comment on the post.

With all the Facebook features, you could create an ad for Facebook that will give you a chance to show off your items or services. As people view your ads, they might begin leaving comments, bringing you more and more people.

Why You Need To Use Facebook Ads

- Your Clients Spend A Lot Of Time On Facebook

Let's look at some facts. Eighty percent of all internet users will use Facebook. Sixty-five percent of these people are over 65 years of age. Most of these people will look through their Facebook newsfeed many times each day. It doesn't matter if you don't know who these people are; they are using Facebook. The best advantage of using Facebook marketing is your potential customers will use it daily.

- Best Used Type of Advertisement

The best advantage of Facebook marketing is it is able to find the audience you are looking for. You have the ability to find customers through where they live, their behaviors, their interests, and their age. If you really know your customers, you can use Facebook ads to connect with them.

- Cheapest Kind of Promotion

Another advantage of using Facebook marketing is that it is the cheapest type of promotion. You might only have to pay \$5 to find 1000 customers. It just doesn't make any sense to put money into television commercials, billboards, or other types of media to find the same people.

- It Is Fast

You will be able to see immediate results when you advertise on Facebook. You can reach thousands of customers almost immediately. If you are looking for a quick way to get people talking and get traffic to your website, Facebook ads are your best bet.

- Increases Your Brand's Position

Facebook ads can build your brand. It is a great way to make people more conscious of the things you can offer them. If a person is comfortable using

social media, they will be more inclined to purchase what you are selling when the time is right.

- Increases Traffic to Your Website

Advertising on Facebook can get more traffic to your website. You can set up your ads on Facebook, where customers have to click through to your website. Although you are ready to improve your website's traffic through various resources, the cheapness and accuracy of advertising on Facebook make it a valuable resource. This can also bring you more prospects, sales, and money. Facebook ads aren't myths; they actually work.

- Facebook Ads Are Quantifiable

As stated above, Facebook ads aren't myths, your outcomes can be measured, and your numbers are going to speak for themselves. You will soon be able to see the number of conversions, leads, and clicks that you are getting. If you want to track your conversions, you will need to set up conversion pixels on your Facebook page to watch this action.

- Increases Your Customer's Confidence

Advertising on Facebook can raise your customer's confidence. This happens when your customers see that you are viable. The more they interact with your page, the more they will be tempted to purchase from you. Advertising on Facebook could help you raise the number of people who follow you, resulting in getting more conversions later.

- Decrease Your Costs

If you can use Facebook ads for your business, it could help you reduce the amount of money you spend to get customers. Because Facebook ads are so affordable, it might be possible for you to stop spending money on other types of ads that you have bought.

- Could Create Offline Earnings

Advertising on Facebook could bring in some offline revenue. Many companies all over the world are using Facebook advertising as a way to bring traffic to their website even when they aren't using Facebook. Many potential customers might see your ad on Facebook, remember it, and go to your website at a later time. They might even buy something from you.

- Increases Traffic to Your Website

A blog won't go anywhere without visitors. If you use Facebook ads, you can use them to show your website to numerous people while creating immediate traffic. By using ads on Facebook, you could have more credibility and confidence with your audience. Websites aren't the only way to create a better relationship with your customers. You could also use Facebook to bridge the link between your blog and traffic.

- Improves SEO Rankings

Search engines rely on numbers to help rank websites. Common things that help this are any interactions with your content on social media websites, and these actions include comments, likes, and shares on the things you post. Facebook ads could help you raise your recognition, and this, in turn, affects your SEO rankings.

- Your Website Can Boost Your Facebook Ads

Have you ever visited a website and then noticed their ads on Facebook after that? This is a strategy known as remarketing. This allows you to market to new traffic. This means that if a person visits your site but doesn't contact or purchase anything, you can solve them through Facebook ads. This is a huge advantage that could improve your conversions.

- Might Bring You Repeat Customers

Advertising on Facebook could bring you to repeat customers. With this type of relationship, it is possible to import your client emails for your Facebook ads. This allows you to market right to your audience that might buy things from you.

- Creates Participation

Advertising on Facebook might build more involvement with your customers. Engagement with your page gets calculated through shares, comments, and likes. Participation is needed because it suggests a better relationship with your audience. As people interact with your brand, a link gets created. The more engaged your brand is, the more relevant your relationship. The longer they connect with your brand, the more likely they will convert.

- Brings In Referrals

Because Facebook ads have a social facet, it makes it easier than other types of advertising around. Your ads on Facebook could go viral. If the right people see your ads, they might talk about you to their friends. Being able to get referrals through word-of-mouth can bring a huge advantage to your company, and you can capitalize on it by using Facebook ads.

- Build Up Your Email List

Advertising on Facebook might help your email marketing campaigns. You can use Facebook's "lead generation" to get email contacts through your ads on Facebook. You could even send visitors to another form that is on your website to help you build your email list.

- Ads On Facebook Are Real-Time

With this feature, it might be possible to see your efforts in real-time. If you aren't pleased with this outcome, it's possible to change your campaign immediately. This isn't feasible with other types of ads. If you put money into print ads, television ads, or radio ads, you can't change your ads immediately if you don't see any changes. You are just going to have to take a loss. Facebook ads could help you lessen your losses faster and make any changes you need to so you can get more conversions.

- Gets You Into New Markets

If you are advertising a new service or product, you could use Facebook ads to bring more exposure to it. Facebook ads let you look at the current market your own way, and you could take advantage of any loopholes that will help you increase your profit and sales.

- Your Competitors Use Facebook Ads

Your competitors use Facebook ads to help their businesses. You are just making it easier for them when you don't use Facebook ads to create an audience. If you don't use online marketing to build up your business, you won't have your company for long. If your customers spend most of their time on social media sites, you need to make sure you are using them to increase your business. You have to be better than they are to get their customers to come to you.

- Gives You An Edge Over Large Companies

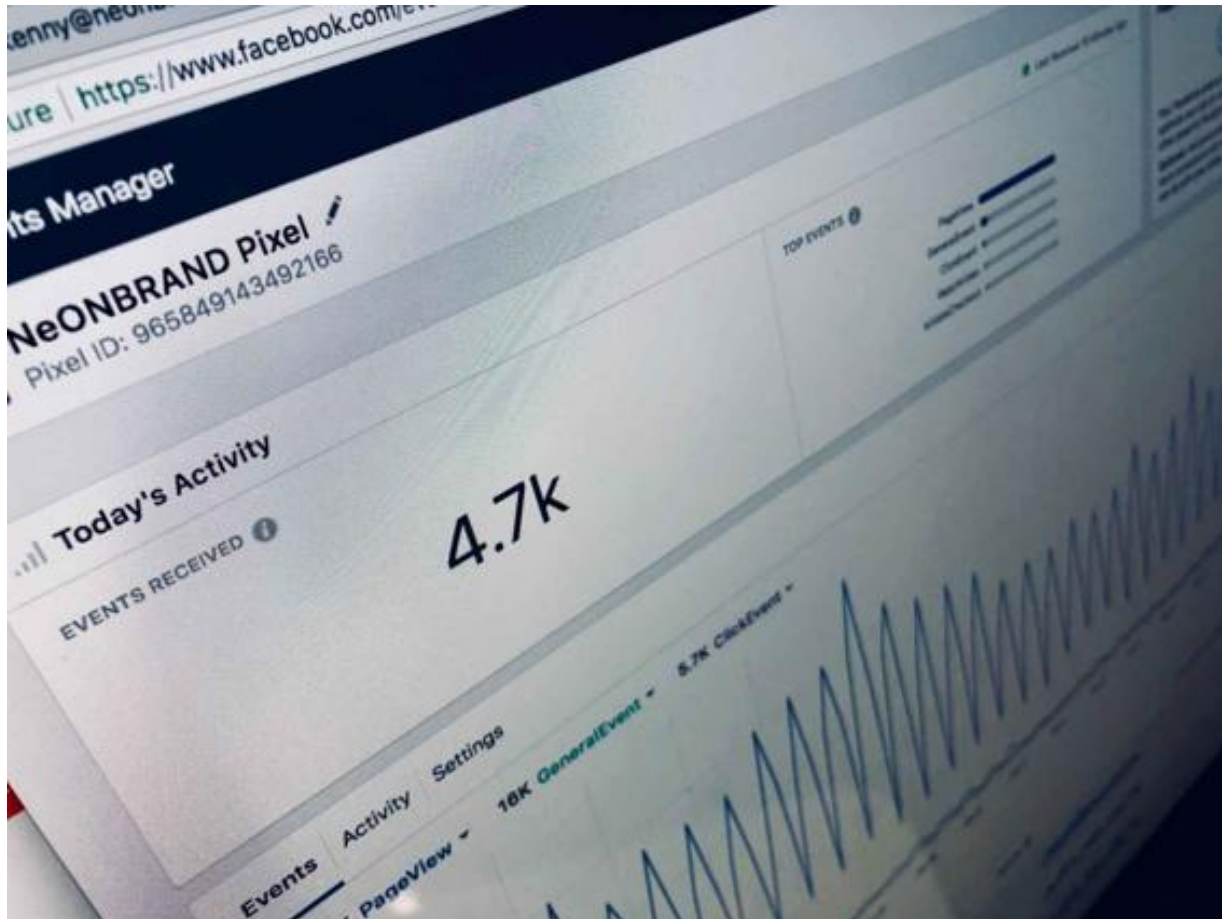
With Facebook ads, you don't have to worry about larger competitors driving up the advertising price because it is just you and your potential customers. As long as your ads are available to your online audience, you are going to do well through Facebook ads.

- It's Mobile

About 70 percent of all internet users don't have a mobile device, but over 84 percent of all Facebook users have a mobile device. Facebook is the most used mobile app that is available right now. If you follow modern marketing, Facebook ads won't neglect you. Your followers can find you on any device they use.

Chapter 25: Setting Up Business Manager

If you are interested in maintaining your Facebook account more securely, you will want to use their business manager. Whether you keep one or several pages on Facebook, a business manager will put everything in one location. We're going to go over how you can use business managers to help you manage your pages, advertising reports, administrators, and much more.



In the words of Facebook itself, “Business Manager serves as a one-stop-shop to manage business tools, business assets and employee access to these assets.”

Basically, it helps you manage all of your advertising and marketing activities for Facebook in one place. It also allows you to control multiple users' access to different resources like your product catalog and Instagram account. Some of the main functions of a Business Manager include:

- Coworkers won't have access to your personal Facebook info, and only your work email, name, ad accounts, and page
- Lets you give agencies, vendors, and partners access to your ads and pages without giving them ownership of the assets
- It gives you a central place to track Facebook ads, using detailed reports that let you know how your ads perform
- Keeps business and personal profiles separate, so you never have to worry about posting things in the wrong place

Historically, when ads just started, they didn't need a Business Manager since the average business had only a few ad accounts and pages and some employees who could manage them. The features on Facebook Pages were also more limited than what they are now. Analytics and the algorithm were nothing like we know them now. They also didn't have pixels, and dynamic ads weren't even a thing.

Over time, the business started to have more pages, and they worked with more people and took advantage of some amazing features. People need a central space to control all of their work and make their life just a bit easier.

We can go over how to set up and use a Business Manager account with that in mind.

Create a Business Manager Account

The first thing you will need to do is to make an account with the Business Manager. You have to have a personal profile to confirm your identity, but nobody within the business will have access to your personal information from that account.

Head over to business.facebook.com and click on the blue "Create Account" button. After that, you will need to fill in all of the information it asks for, like business email, your name, and business name. On the next page, it will ask for more information about your business, like its location. You will also need to choose if you are using this to promote your own business or if you are providing services as an agency to another business.

After you submit that, you should get an email after a while that has the subject of “Confirm your business email.” In the message, you will then click, “Confirm Now.” Now you have set up your Business Manager account.

Add Your Business Pages

During this step, you will have a few different choices. You have the option to add an existing page, or you can make a new one. If you plan to manage pages for other businesses or clients, you can request access to their page.

It’s important that if you are managing accounts for other businesses that you do not own, you need to use the “Request Access” option and not “Add Page.” If you add a client’s ad accounts and pages to your Business Manager, they are going to have limited access to their business. That would be a great way to create some tension in your relationship with them.

To explain Business Manager, we will be assuming that you are managing pages and businesses that you own. We won’t be going into the “Request Access” process, but just remember that is an option if you decide to become a social media manager.

We’ve already gone over the process of creating a Facebook page, so you should already have one to add to the Business Manager. To add your page, you will follow these steps:

1. On your Business Manager dashboard, click “Add Page.” In the pop-up, choose “Add Page.”
2. Start typing in the name of your page into the text box. You should see your business page name pop up and all you have to do is click on it. You will click “Add Page” once more. Assuming that you have admin access to this, your request should be automatically approved.
3. If you have multiple Facebook pages for your business, add the other pages following the same process.

Once you have added all of the Facebook pages you have, you can move onto the next step.

Add Your Ad Accounts

Once your ad account has been added to your Facebook Business Manager, it is there for life. This is why it is so important that you only add the accounts that you fully own. Once again, if you are working for a client, make sure you “Request Access” instead. That can be undone.

If you have already used Facebook ads before, you can simply link that account using this method:

1. On the dashboard of your Business Manager, click “Add Ad Account.” You will then need to click “Add Ad Account” once more and then type in your ID, which can be found in Ads Manager.

If you have never used Facebook ads before, you will need to follow these steps to set one up:

1. On the dashboard of your Business Manager, select “Add Ad Account.” This time, you will click on “Create Account.”
2. Enter all of the information that the next page asks for and click “Next.”
3. You will then tell them that you are using this for your own business, and then select “Create.”

Every business has the chance to make a single ad account from the get-go. Once you have started spending money in your first account, you can add more based on your spending. You can’t request more ad accounts.

Adding People

Keeping on top of all of the marketing you have to do can be a big task, and you might want to have some help. Business Manager gives you the ability

to add team members to have a group of people who work on your business page and ads. To add a team, do the following:

1. While on your Business Manager dashboard, select “Add People.”
2. In the box that pops up, enter the team member's email address that you would like to add. This could be a business partner, employee, or freelance contractor. When doing this, you should be adding individuals and not an agency or business.

Once you add them, you can choose if you want to give them limited access, which would be employee access, or complete access, which is admin access. The next stage of the process will allow you to get a bit more specific on what they can do.

3. At the left side of the page, click on “Pages.” Pick which of your pages you would like the team member to have access to. Customize their access with the toggle switches.
4. Under “Pages,” you can click on “Ad Accounts.” Here you can customize what the team member has access to using the toggle switches. Once you have finished doing this, you can click “Invite.”

You’ll also notice in the left menu that there are options to add people to apps and catalogs, but these can be skipped for now.

5. If you want to add more team members, you will need to click on “Add More People.” Once you are finished, select “Done.”
6. You will then need to wait for all of them to accept your invitation to be a part of your team.

All of them will get an email with all of the information about the type of access you have given them, along with a link for them to get started. It’s also a good idea to send them a personal note or speak with them directly to access and expect the email. The dashboard will show you all of your pending requests, and you can withdraw them at any point.

If somebody you have given access to leaves the company and moves into a different role, you can take back their permissions. This is how:

1. On the dashboard, click “Business Settings” at the top right.
2. On the left, click “People.”
3. Click on the correct person you need. To get rid of them, choose “Remove.”

Connect Ad Agencies or Business Partners

This won’t apply to everybody, especially if you are just starting out with Facebook advertising. However, you can do this at any point in time.

1. On the dashboard, choose “Business Settings” at the top right.
2. Over on the left side, choose “Partners.” Under that page, you will click on “Add” under “Partner to share assets with.”
3. The partner you are adding needs to have an existing Business Manager ID. You will need to ask them for this. The ID can be found under Business Settings and then Business Info. After you type in their ID, click “Add.”

The business that you add is in charge of managing permissions for the people on their teams from their Business Manager page. You won’t have to worry about managing and assigning permissions for all of the people who work on your account from a different agency. You are the only charge of the company as a whole.

Add Instagram

Now that you have your Facebook assets set up and ready to go, you can add your Instagram account to manage that from your Business Manager.

1. On the dashboard, click “Business Settings.”
2. On the left, choose “Instagram Accounts,” and then click “Add.” You will get a pop-up box where you need to enter your login information.

Now you have access to your Instagram account as well.

Increased Security

One of the best things about Facebook Business Manager is that it provides you will need extra security for your business assets. To find your security settings, you just need to toggle over to Business Settings and then choose Security Center.

From there, you can set up two-factor authentication. Setting this to “Required for Everyone” will provide you with the best security.

Creating Your First Ad Campaign

Once you have your account set up and you have added your pixels, you can launch your first ad. The following steps are what you need to do to get your ad up and running.

1. On the dashboard page, click “Business Manager.”
2. Then click on the “Advertise” tab and then “Ads Manager.” From there, choose “Create.”
3. From there, you can pick your campaign objects, budget, target audience, schedule, and the type of ad and placement you want.

You can also create new Facebook Ad Audiences. While on the Business Manager menu, locate “Audiences” and click on it. From there, you can pick from three new audiences:

1. Custom – This allows you to connect with those who have already expressed interest in your business by engaging with your page, going to your website, and more
2. Lookalike – This will help you reach out to “friends of fans” similar to those you have specified. This is perfect for increasing how many people you promote your brand to
3. Saved – These are the people you have found through a combination of demographic information along with interest exclusions and inclusions

To create a custom audience, you start by choosing “Create a Custom Audience,” and then follow these steps:

1. Pick the type of custom audience to make your Customer File, Engagement, App Activity, or Website Traffic
2. Customer File is made up of your current and existing customers. Your ads can be targeted to these people on Instagram and Facebook
3. Then provide all of the information that the setup process asks for, and now you have a custom audience group

For a lookalike audience, you are going to be replicating one of your existing saved audience groups. You need to have an existing audience group that Facebook can access to find a target good that looks similar to those on that list. You will start by choosing the audience group or page as the source for your audience.

The last way to create an audience group is to use a saved audience. This is where you can make an audience group from scratch by using interests, demographics, age range, and locations to target people. Detailed targeting gives you the chance to narrow down the demographics, behaviors, interests, and more.

Asset Groups

As your business manager's assets group, it can be hard to keep up with tracking everything. Asset groups can help you keep your ad accounts, team members, and pages clear and organized.

1. From your dashboard, click “Business Settings.”
2. At the left, under “Accounts,” choose “Business Asset Groups,” and then click on “Create Business Assets Group.”
3. You will then need to pick if you want to organize your assets based on agency, region, brand, or another category.
4. You then need to give your asset group a name.

5. You will then need to pick which assets you want to add to the group. You can add Instagram accounts, pixels, ad accounts, and pages, as well as custom conversions, apps, catalogs, and offline events. Once you have picked all of the relevant assets, select “Next.”
6. After that, you will need to pick the people that you want to add to the asset group. You will have control over their access to all assets in that group from a single screen. Once you are done with this, select “Create.”

There you have it. With just a bit of effort, you can have all of your Facebook business information in a single space. This is going to make your work a lot easier.

Chapter 26: Socializing with Ads

Social media has been changing for anyone who has a business; if you don't understand the right way to get through these changes, it could be very costly and frustrating. The bigger social media sites such as Instagram, LinkedIn, and Facebook are updating their algorithms constantly to let their users see the content that their family and friends have shared but don't show as much business content. Twitter has been slowly cleaning up its feed to get rid of fake accounts and bots. This sounds great for many, but having a large drop in followers overnight could hurt your profile.

Socializing Can Bring You More Growth

With all of these changes being constantly done, some people are ready to delete their accounts but don't do anything before you read this chapter. With some knowledge of all these constantly changing social media platforms and a good strategy, there isn't any need to get out of the social media game. You'd be crazy if you do. Here are some tips to help you stay in and win the game:

- Your Story

We all know it is hard to stand above the crowd these days with social media. With all the news feed your followers see daily, it is a big challenge to get them to engage and then keep their attention. This is why telling your story has to be one of your main components. How can you put your story on social media? Think about how an actual story is written, and you just need your beginning, middle, and end. Your brand has to take your readers on a journey with some short, true stories. Just keep in mind that your followers have to be the hero in your stories. You're their guide. If you can approach your content keeping this in mind, you will be taking the normal marketing language out of your posts. It will give your followers some fresh air in a market that is too saturated.

- Engagement

Most of the time, people won't purchase something from you or use your services if they don't know anything about your brand. There is a possibility that somebody might land on your website for the first time ever and love what you have to offer. Research has shown that your chances are extremely slim. This is why it is critical to focus on your engagement with your followers. How can you put this into your social strategy? Do a giveaway, ask your followers some questions so you can learn more about them and figure out their interests, use some hashtags, tag other influencers, and engage with influencer's profiles by commenting, liking, and sharing their posts. Stop trying to sell on social media sites and begin a conversation.

- Advertise on Social Media

Most of the social media platforms are making it hard to get your content seen if you don't put any money behind your posts. Don't let this idea of spending money intimidate you. You don't need a huge budget to play the social media game. You can spend just a bit to get your feet wet and see what ads will work best with your followers. One quick note here: Facebook will soon be limiting your control over your budget and they will only allow you to set a max or minimum budget. Changes like these do happen with social media, so you might need to think about having a marketing team that can let you know about these things so you can adjust your strategy if these changes do happen.

- Get Outside The Box

Everybody is familiar with Facebook but you might need to look outside the normal platform when you talk with your audience. Just using Facebook might be all you need. Studies say that certain demographics don't engage with the larger social media platforms but are moving toward private platforms or niches like online communities and forums. If you don't want to get into the small business or entrepreneurial community, think about joining a group like "Small Business Bonfire," or "Start Up Nation." This is wonderful news for any company who wants to increase their engagement

with their followers while staying away from the larger social media platforms.

- Be Patient

The most planned out strategies will take some time to show any fruits for your labor. It is going to take you some time to create a presence on Facebook. You have to stay consistent and don't give up. Facebook marketing is a very useful tool that can give you a large ROI if you do it right. Going viral doesn't have a formula but just observing and doing what works for you will get you closer to having some huge wins.

Strategies To Socialize Your Company

If you have a business, you also need to create a personalized social media marketing strategy. When you have a social media strategy, it is fine to get creative. Unlike normal marketing, where you have to get your expectations and your language to line up, social media marketing lets you talk to your customer face to face. By using social media, you have the ability to showcase your brand and you since you are the "person" behind it. This is the only marketing strategy that has been designed by your customers, for your customers, and their interests. You have to use this to find the right customers who share you.

After you have found the social media that works the best for you and your brand, you just need to conquer that online market. If you don't know where to begin, keep reading while I try to break it down.

It doesn't matter which platform you choose but Facebook is the biggest mover right now. You just have to make sure that you engage with your followers and tell them who you are.

Trying to keep up with all of Facebook's changes, it can be frustrating to know what all of them mean. This is why keeping up with all the latest statistics is important, especially when you are trying to plan your marketing strategy.

I've done the heavy lifting and have all the stats that you need to know to plan your marketing strategy and to achieve all the success you deserve. Let's take a look at some marketing statistics that you need as you move through this new year.

Facebook Usage Stats

Know who is using Facebook and how they use it can help you figure out which strategies you need to use.

There is over 1.8 billion active users on Facebook. These people use the platform every day. There are more than 2.7 billion people who use Facebook at least once a month. Facebook is seeing constant growth and this means that there is a big chance to connect with your target audience. Although many people have expressed some concerns about their transparency and privacy, there hasn't been a decrease in the number of users who use the app.

About 74 percent of all Facebook users use this site daily. This means that you have numerous opportunities to reach your users, especially because about half of these users open the site two times each day. Whether you are using paid ads or organic marketing, remember this... Facebook is still valuable.

Most people will spend about 38 minutes each day looking through Facebook. Since people are on this platform for this amount of time, this is more than just scrolling through each time they pop on. People are making connections, socializing, and engaging.

Facebook has over 500 million views on "Stories." This might seem like a small fraction of the total number of users, this is still a big percentage, especially when you think about the "Stories" feature is still growing. It would be smart to use "Stories," because it can help you reach more people and could increase your engagement so other people can see your content regularly.

In October of 2020, Facebook users created about five comments, one share, 12 likes on posts, and one like for a new page. They are engaged but just doing it quietly. This shows many users will like content or comment when it is relevant to them. Others will see content, process the content, and then choose not to engage.

Marketing Stats

You should know by now that there is a huge potential to connect with your audience so let's look at some stats that will showcase marketer behavior, buyer behavior, and a lot more.

Facebook has over 90 million pages for businesses. This unfortunately means that your competition is fierce and more businesses are using Facebook. With that being said, most small or medium businesses don't engage their audiences the right way. If you can, you are good to go.

The average reach for one Facebook post is about 5.2 percent of the page's likes. The main phrase to remember here is "average," since brands with lower-engaging content and less platform activity will have lower rates. It is still a good idea to have a number in mind as a guideline so that you know what you can expect.

More than 1.4 billion people have joined a Facebook group that they get value from. Facebook groups were the biggest thing that happened in 2018. Today more groups are still popping up and we are getting newer features. If your business can create a group that gives others a sense of community and value, you will have a great chance to show up in their feed plus build a relationship with them socially.

About 78 percent of consumers in America alone say they found new products on Facebook. This is huge; it shows us that people are willing to find services or products that are useful for them. They just have to see an ad that is relevant to them that will engage them. They may have to see an ad a few times before they decide to engage.

Businesses and pages know that adding media to their content is important. They know it could lead to more engagement and helps the algorithm boost their page. Most of your posts need to include at least one visual element to perform the best.

About 17 percent of all users said they followed a company or brand as the main reason they joined Facebook. 88 percent said they joined just to keep in touch with family and friends, the fact are that one in five users stated that connecting with brands did motivate them to use the platform. Users like engaging with brands, and it is up to the business to create valuable and interesting content to keep them around.

Facebook Ads Policy

Facebook's promotion policies give you advice on the types of ads that are permitted. Anytime an advertiser creates an ad, they are evaluated by these policies. Let's look at some procedures that are linked to your content that appears in your ads.

Headline and Body Text

- **Vulgar Speech:** Don't use insulting words, profanity, or obscenities. The text within your ads can't be offensive, bullying, or rude.
- **Personal Attributes:** Ads can show what you know about a person's character while showing you the value that is linked to the ad. These attributes might include their fiscal standings, mental health, physical health, sexual orientation, ethnic origins, race, name, and a whole lot more. You are only able to believe what you think is the truth.
- **Deceptive Asserts:** Your ads on Instagram and Facebook can't contain any deceptive, misleading, or false articles or claims. Any requests that you make have to be substantiated.

Below you will find some policies that you need to think about while figuring out if Facebook is the best choice for your business.

Reasons Your Ads Don't Get Approved

If you sell things on Facebook, you might have gotten a message like: "your ad doesn't follow Facebook's advertising policies." Now, your dreams of creating a great Facebook business are over.

You might be wondering why they won't accept your ads. There are five main reasons why your Facebook ads didn't get accepted. Here are the biggest reasons why your Facebook ads get refused.

- You Market Illegal Things

Facebook's policies are very straightforward about what you can't and can advertise. For instance you can't advertise rock and roll, drugs, or sex.

- Your Products or Services Are Limited

You aren't always going to have your ads rejected for trying to see a certain number of products or services. Some specific advertisers will be able to market these types of materials, in certain places, or to mature customers with written consent from Facebook.

- You Don't Stand For Community Standards

So you have decided to market something that hasn't been mentioned yet, but a review of this ad didn't get Facebook approval. What happened? You presented an ad to Facebook's community standards and Facebook has every right to review the ad and refuse it if they see fit.

- You Made An Error When Creating Your Ad

You observed all the community guidelines, you weren't trying to market anything limited, illegal, or controversial so why did your ad get denied? There are several rules you have to follow when you redesign your ad so that it complies with Facebook's policies. If you mess up on just one, it could be the reason why that ad wasn't approved.

- Error On Your Landing Page

This is just as critical as your landing page you are directing your visitor to. If your landing page violates some of Facebook's community standards, your ad won't be accepted. Facebook's review staff will look at several things that are unique to landing pages to make sure that yours will be approved.

Chapter 27: Data and Pixels

If you plan on using Facebook ads, you need to start using the Facebook pixel. It's like your own little view into how well you are working with the algorithm and if your ads are working for you.

The Facebook pixel is a piece of code that you add to your site. This code will collect data that track your ads' conversions, build a target audience, optimize ads, and remarket to those who have taken some type of action. It places and triggers cookies to track the users who are interacting with your ad and website.

Facebook describes Pixels as this code “is an analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website.” While pixels can help you understand what people are doing on your website, that definition is simplistic. It uses that data to group people into target groups that might end up engaging with your ads.

They used to have various types of pixels, such as the custom audience pixel and the conversion pixel. Back in 2017, Facebook got rid of the conversion pixel. If you currently of this pixel, you are going to have to switch over.

A Facebook pixel will provide you with important information you can use to make better ads and get them in front of people who will be more inclined to interact with them. The data will ensure that your ads are seen by those who are actually interested. This gives you the ability to improve your ad conversion rate.

Even if you haven't started to use Facebook ads, you need to go ahead and install the Facebook pixel. If you start to get data now, you won't need to start from scratch once you do make your first ad campaign.

Big-name companies like Nike even use these pieces of code to track what customers do, especially when it comes to abandoned shopping carts. It's hard to say what targeting rules Nike might use for people like us, though.

For example, would those ads have popped if we hadn't added those things to the shopping cart? Our location could also play a role. Would those ads have shown up in the same frequency if we were located in Germany and not the US?

The parameters people choose for the campaigns and pixels are completely unknown by outsiders. We still have a good idea of how Facebook pixels operate, even if we don't know why.

Ways To Use Pixel Data

There are a few different ways that you can use a Facebook pixel. The following are just a few ways that pixels can help you improve the results you see with your Facebook marketing.

1. Facebook conversion tracking

The pixel gives you the chance to see how people interact with your site once they have seen your ad. You even get the chance to track customers across the devices they use. This will tell you if they see the ad on their mobile device and then move to the desktop before purchasing. It could also be the other way around. This can help you to refine your ads and see how well they are working for you.

2. Facebook retargeting

The retargeting pixel data and the dynamic ads give you the chance to show targeted ads to those who have been to your website already. You have the chance to get granular when you do this. For example, you can make an ad for the product that they left in their cart or place it on their wishlist.

3. Make lookalike audiences

The targeting data on Facebook can be used to make a lookalike audience of those who have similar demographics, likes, and interests to those who have already been interacting with your things. This helps to improve your customer base.

4. Optimize ad conversions

The tracking data can be used to optimize your ads for specific conversion events on your site. If you don't use pixels, the only conversion you will have to optimize is linked clicks. When you do have pixels, you can optimize for various conversions that will align with your goals, such as sign-ups and purchases.

5. Optimize ads value

As Facebook gathers data on the people who make a purchase from your site and the amount they spend, it helps optimize the ad audience based on how much value they will give your business. They will automatically show ads to those who are more likely to make high-value purchases.

6. Gain access to ad metrics and tools

If you want to use dynamic ads, web conversion campaigns, or custom audiences, you will need to be using the Facebook pixel. The pixel also needs to track metrics like cost per conversion or cost per lead.

How To use The Pixel

When it comes to using the Facebook pixel data, you have two types of events. The first is the 17 standard predefined events Facebook has. The second is a custom event that you can create. An “event” is a certain action that a person will take on your site, such as buying something.

Facebook standard event

Facebook already has a list of 17 events that pixels can track, and all you have to do is copy and paste the event code. These standard events are:

- **Subscribe** – A person subscribes to a service or paid product
- **Purchase** – A person purchases on your site
- **Submit Application** – A person applies for a program, product, or service
- **Lead** – A person signs up for a trial or identifies themselves in some way as a lead on your site.
- **Start Trial** – A person signs up for a free trial

- Complete Registration – A person fills out the registration form on your site
- Schedule – A person books an appointment at your business
- Add Payment Info – A person adds the payment information when they make a purchase
- Find Location – A person searches for the location of your business
- Add To Cart – A person adds a product to their cart while on your site
- Donate – A person donates to your charity or cause
- Add To Wishlist – A person adds a product to their wishlist on your site
- Customize Product – A person chooses a certain version of a product
- Initiate Checkout – A person starts the checkout process
- Contact – A person contacts your business
- Search – A person uses the search function to find something on your site
- View Content – A person lands on a certain page on your site

You can also add extra details to these standard events using some extra code known as parameters. This gives you the chance to customize the standard events based on shopping cart contents, content type, currency, and the amount of the conversion event.

For example, you can use a pixel to record views of a specific category on your site instead of keeping track of every view. Maybe you would like to separate cat owners from dog owners based on your pet supply website areas they visit.

Custom Events

You also can use custom events instead of the standard events or use them to collect more data than the standard event could give you. These custom events use URL rules based on keywords.

Creating a Pixel

Now that you have a good understanding of what a Facebook pixel can do for you, it's time to start making your pixel and placing it on your site.

1. On your Business Manager dashboard, click on the more tools button. This is the one with three lines. You will then click on Events Manager.
2. From there, click on add a data source. They will ask you to pick a website or app if you don't already have something connect to your account. Then choose Pixels.
3. You will click on "Create a Pixel."
4. Then you will give your pixel a name, add the website URL, and then select "Create."

When you pick out a name for your pixel, remember that in Events Manager that you can only have one pixel for each ad account you have. That means you need to name it after your business and not the specific campaign. Within Facebook Business Manager, you can use more than one pixel per ad account.

Now that you have a pixel, the next thing you need to do is to add the code to your website. There are a couple of different ways in which you can do this, depending on your platform.

If you have an e-commerce platform, such as Google Tag Manager or Squarespace, you can install your pixel without directly editing your site's code. In this case, you will go to your Business Manager, and copy your Pixel ID and not the code, and then paste it into your store preferences.

If you have another person or developer edit your code, click on "Email Instructions to a Developer" to send the code and everything they need to install the pixel. If neither of those applies to you, you will have to insert the pixel code directly into your page.

1. Start by selecting "Manually Install the Code Yourself."
2. Copy the code for the pixel, and then paste it into the header code on your site. You will need to paste it between the <head> tag

and the `</head>` tag. It will have to be added to every page or template if it is what you are using.

3. You will then need to decide if you are going to use automatic advanced matching. This will match hashed customer data from the site to Facebook profiles. This allows you to keep track of the conversions and create custom audiences.
4. To check and see if you have installed your pixel correctly by typing in your URL and selecting “Send Test Traffic.”

Once it tells you that it can detect traffic, you are free to select continue. You will then pick the events that are going to be tracked. Choose one of the 17 standard events that you want to track by using the different toggle buttons. You will have to decide if you want them tracked on page load or on inline action for each of them.

When it is tracked on page load, it will track actions that involve them moving to a different page. When it is tracked on inline action, it will track actions that happen on the page, such as clicking “Add to Cart.”

On some of the events, you can set parameters for them. For example, you can track purchases that are over a certain dollar amount.

If you plan on using a custom event, on the Events Manager page, select “Custom Conversions” at the top left. Then you will select “Create Custom Conversion” and define your event with URL rules.

Now, you need to confirm that the pixel is working properly. You have already tested the installation by sending out test traffic. Before you can start relying on the data, you need to confirm that it is tracking things the way you want it to.

1. Get the Facebook Pixel Helper extension for the Chrome browser. This is only available to those who use the Google Chrome browser.
2. Go to the page where you have your pixel installed. If the extension is located in your pixel, you will see the `</>` extension icon turn blue, and then a popup will show you the number of

pixels it has found on the page. It will also let you know if it is working right. If it isn't, you will see an error with information to help you make changes.

Lastly, you need to make sure you comply with Facebook's terms and the law. This means you have to let your visitors know that you are collecting their data. That means you have to place a clear notice on your website that you are using Facebook pixels and that their information could be collected through cookies. You have to give them a choice to opt-out of this as well.

Once you get no error messages when using the helper, you are ready to start collecting real-time event conversion data. While this may have seemed like a lot of complicated work to get pixels up and running on your website, it really isn't all that hard. See, Facebook wants this process to be as easy as possible because it incentivizes people to advertise with Facebook and Instagram. When this happens, it makes Facebook happy.

It also makes Facebook happy when you use the Pixel because it helps them to build stronger profiles of the people who use their app. When it has its tracking pixels scattered about on the internet, it tells Facebook what its users do when they aren't on their platform.

Targeting People with Pixel

If we get technical, the code doesn't target people. Instead, it creates that foundation for you to start targeting people. You have to tell Facebook what you want to target. We've already gone over how to make a "Custom Audience" in Business Manager for your ads, and you can use this to help your pixel. You can set the Facebook pixel to let you know all of the users who looked through the sunglasses on your website and when.

You can target those who have already made purchases from you as well. For example, maybe you want to give previous buyers a discount code for the next purchase they make. This can be done by using a URL rule for a post-conversion page, such as a "Thank You" page.

You can also flip this information and target those who visited your site but never made it to that “Thank You” page.

One last way to target is to make a Custom Audience based on how much money they spend on your site. This group can contain those you want to target items to that are on the expensive side. The pixel will let you know exactly who those big spenders are.

When it comes to Facebook advertising, you have a lot of chances to engage and convert your visitors even once they have seen your front-end offer. The type of data you get with Facebook Pixels can help you to retarget ads to potential customers. The analytics you get with these give you insight into who your audience is, enhances your campaigns' efficiency, and shows ads to people interested in your business.

Chapter 28: Creating a Great Ad Campaign

Are you thinking about using Facebook ads? Do you know how to create a successful ad campaign? Knowing all the fundamentals behind Facebook ads could help you stay away from some common mistakes that will cost you money and time. In this chapter, you will find out ways to create a great ad campaign on Facebook.

Decide If Facebook Ads Fit Into Your Marketing Strategy

Before you spend one cent on advertising with Facebook, you have to create a plan of action. If you don't, you will be flying blind without any clear idea of where you would like to go.

If you want to see constant results, figure out where you can put Facebook ads within your sales funnel. Answer these questions to help you figure out your strategy:

- Are you able to create unique content about your company?
- Do you already have a good email list? If you do, is it active? How many people are on this list?
- Do you have constant traffic to your website?
- What is your objective for using Facebook ads? Are you looking to generate more leads, sales, or more subscribers to your blog?

Now let's look at some strategies that you can use based on the answers above.

Give your audience some free content. Content marketing is the best way to warm up cold audiences. It can also show that your business is different. Give them free content that they find valuable. Make sure it inspires, educates, or entertains them. You could use blog posts, lead magnets, or videos.

Engage with people who are on your email list. Sending people your message through your Facebook ads is more effective. People will see your message when they browse through Facebook or when they check their inbox.

Retarget visitors that have went to your websites. If you have installed Facebook pixels on your website, you will be able to target people who have visited your website.

This strategy could also be the second step to your content strategy. Create a custom audience of people who have engaged with your Facebook page or content, and then run some response campaigns to promote your services or products.

When you have figured out the strategy you want to use for your ads on Facebook, here is the way you can set it up for success.

Pick an Objective Based On Goals

The structure for an advertising campaign has three levels: your campaign, an ad set, and the ad. This first one is the basis for your ad.

When you are on the campaign level, you have to find your objective, this is the action that you want people to take when they actually see your ads. Facebook has three categories for this objective: conversions, consideration, and awareness.

The objective that you choose depends on your strategy. Let's say you have a content-first strategy. Since videos are the most effective kind of Facebook content, you could run campaigns that have the "video views" objective.

If you would like to run a retargeting campaign that would send people off of Facebook and onto your website you will have to choose an objective of either "conversions" or "traffic," this all depends on the action you would like the people to take.

The best way to figure out this objective is to work backwards from your goal. If your goal is generating sales, you could offer people ten percent off their first order to encourage them to buy something.

Rather than giving away the discount code in your ad, make people leave Facebook to go to your landing page where they will have the option to sign up for your emails before they get the discount code. Since you want people to take a certain action, conversions is the best campaign objective.

Build Your Custom Audience

The next stage is your ad set that specifies the way your ad will run. Targeting just might be the most important element of your campaign. It can either break or make you before your campaign goes live. Let's look at some ways you can define your audience.

- Interests and Target Demographics

The best way to target your audience is to use interest options and demographics. This way is normally used to find new people who haven't interacted with your business before. This is where you will choose your constraints like language, gender, age, and location.

Inside the "detailed targeting" section, you get to narrow your audience down further by picking from thousands of demographics, behaviors, interests, and lots more.

There isn't any rule for how big your target audience needs to be. Normally you will get the best results for basic targeting is by using a layered approach. You need to pick a mixture of behaviors and interests to help you find your ideal customer.

Now, you need to narrow your audience by using the "and" condition. Just click on the "narrow audience" and choose the life event about people who have engaged recently.

Last, you can think about layering a financial variable like affluence or income level and then a purchase behavior like premium brand buyers.

- Target People Who Are Familiar With Your Business

Custom audiences allow you to target people who have interacted with your business on Facebook or your website. These audiences can give you the best results for your retargeting campaigns since you will be targeting warm audiences who already trust, like, and know your business.

When you are creating a custom audience, you get to choose from four categories: engagement on Facebook, app activity, website traffic, and customer file.

With the “customer file,” you will either import or upload a list of data and Facebook will match people on your list to people on Facebook. This is a game changer if you already have a subscriber list since you get to target certain people.

Website traffic is based on a person’s activity when they are on your website. You can use the Facebook pixel to track visitors and their actions. This kind of custom audiences is the best when you want to retarget visitors who have been to your website. You can make various custom audiences that are based on the pages that people have visited, the amount of time they stayed, and the actions that they took.

The app activity lets you include people who have done a certain action in your website. It is similar to website audience, but this action happens in the app instead of the website.

Engagement audiences include people who have interacted in some way with your Facebook content. Right now, you can choose from four kinds of engagement: page, canvas, lead ad, and video.

Video engagement allows you to group people by how many videos they watched or the amount of the video they watched. This is the easiest way to create a retargeting audience. If you have a lead ad audience, you get to target people who interacted with your lead ads. This holds true for canvas ads, too.

Page engagement lets you find people who have recently interacted with your page on Facebook. You need to realize that each custom audience will have a different match rate. Video audiences will have 100 percent match rate since the content is contained in Facebook.

- Target An Audience That Is Similar to An Audience that Already Exists

This is known as a “lookalike” audience and they are the holy grail of targeting Facebook ads since they deliver the best results. To put it simply, these audiences are great because of the way Facebook’s algorithms work to make them. Facebook will take data points from a specific audience that you say to use and uses these to find people who are similar. It is like cloning your existing audience.

Once you have defined your audience, you can pick bid type, set a schedule, set a budget, and placements.

Create and Test Your Ad

The last thing you will do when creating your campaign is the ad level or ad creative. This is what your audience is going to see. This is where you will pick your ad create and format and this includes CTA buttons, display link text, URLs, new feed text, videos, and images.

How your Facebook add is going to look all depends on your ad format, campaign objective, and advertising strategy. Some objectives have some constraints on the ad formats that you can use. The “video views” lets you choose just video ads and the “local awareness” doesn’t allow canvas ads.

The other objectives allow you to pick from five ad formats: canvas, slideshow, single video, single image, and carousel.

The best practice of Facebook ad creative is to make multiple ads while you run your campaign. Never stop once you have created one image ad. When you create multiple ads, you can test variations in overall ad format, imagery, and copy. By doing this you could improve the performance of your campaign.

When the score of your current ads begin to decrease, introduce new ads. This often happens because of high ad frequency where people see the same add over and over. This is the best way to generate results from your campaign.

You could begin a retargeting campaign with a single image ad which is the most common format. Once the relevant score begins to decrease as the ad frequency increases, you have some options you can do:

- Split test the ad format: introduce a new ad that has a different format like a video ad, or carousel ad
- Split test the copy: you will duplicate the ad but change up the copy
- Split test the image: you will create another image ad using a different image

The biggest mistake that people make is to kill the campaign and begin a brand new one. If your ad is giving you some results, never stop it just introduce a new ad.

Before you create your Facebook ad campaign, take some time to define your campaign strategy and find in your sales funnel where you can use Facebook ads to make your business bigger.

Chapter 29: Ads Pro Tips

If you are new to advertising with Facebook, creating the first campaign might look overwhelming. There are various elements that you will need to get right. You have to make many decisions about placements of your ads, bidding, target market, the type of advertising, and a lot more. All of these elements could result in you achieving your pay per click campaign.

Which are the best tips and practices to do?

When I first started doing advertising on Facebook, I was so confused about all the choices. After reading some books and taking a few courses I started understanding how things worked. There are some approaches to advertising with Facebook that work magically all the time. I will cover some advertising tips that many famous brands have used that worked for them. If you can learn how to take these tips and make them work for you, you will soon see your conversions coming up.

- Create An Attractive Headline

Your headline is the most significant part of your Facebook ad. This is what people will read first when they see your ad. You have to be able to grab their attention from the first look. Studies have shown that about 70 percent of all Facebook users will just read a headline before they decide to share it.

To show you how important headlines are there are thousands of people on Facebook that will share a story from what the headline was about but later in the day, after other people have done some research, they find out that what they shared was completely false.

This isn't a joke. Your headline could make a huge gap in your click through rate along with the cost per click on your ads. To create a headline that people will see and will bring them to your brand, you need to:

1. Show your product or services advantages
2. Use verbs such as try and get
3. Be exact and transparent

- Make Them An Irresistible Offer

The best way to get people to register for a free trial of your merchandise is to give them a proposal that they can't refuse. Give them something that they want. Other than just offering them something for a limited time, tell them why they this is the offer for them. What are they going to get just for giving you their email address?

Your ads on Facebook need to answer three questions:

1. How is your product or service better than your competitors?
2. What advantages can you give someone who purchases your service or product?
3. Why do they need to click on your ad and take the deal?

- Show Them Why Your Brand Is Great

You aren't going to have someone stop you in the middle of the road to talk about your products. This is the same thing that people who haven't ever heard about your brand is going to feel when they see your ads on Facebook.

When you are trying to target a cold audience who hasn't ever been to your website before, there are some things that you can do to gain their confidence.

1. Give them some benefits of using your product or service
2. Add your brand's logo
3. Add testimonials from some of your best customers

Anytime a person can't make a decision about a service or product, they will believe what other people say. When you can show proof of why your products or services are the best, you will bring more people to your website.

- Learn How To Use FOMO

If you can learn how to use the fear of missing out with potential customers, you can get more people to notice you. If you have ever missed out on a Black Friday sale because you weren't first in line, you know what I'm talking about.

Learning how to use FOMO with your Facebook ads will make the reader think everyone else is already using your products or services and they are missing out on something wonderful. If you can word the advertisement to make others believe that they are missing out, the ad will get more clicks as compared to an ad that doesn't make you think you need their services.

Another way you can capture a person's attention and make them have a feeling of urgency would be to give them a limited time offer. Nobody likes to lose out on a great offer.

- High Tech Designs

In the world of Facebook ads, you have to keep your ads and writing to the highest quality and standards. It doesn't matter how great your advertising techniques are, having a low quality banner picture could ruin all of your ads. If you don't have any high quality designs, your efforts are going to fail.

Creating a design for your Facebook ad that looks great and reliable won't be too hard. You don't need a degree in Photoshop to create a well designed ad for Facebook. All you really need to do is to make sure your design is 1200 X 628 pixels and the colors are vibrant and clean.

- Your Ads Need To Be Vivid

There are numerous articles that you will see on your Facebook news feed that are all demanding your attention. To get your ads seen by others, you have to stand out above the crowd.

Having images that are high quality and bright against a very pale or white background will draw a person's eye. Anything in between is just going to

disappear in the middle of all the other Facebook ads and posts.

Other than just creating vivid ads, try to use color psychology to use the right colors. Colors have a way of portraying various types of feelings and this is extremely important when you are creating your ads for your brand. Here are some examples to help you:

1. Red: anger, love, or passion
2. Orange: vitality, happiness, energy
3. Yellow: deceit, hope, happiness
4. Green: nature, abundance, new beginnings
5. Blue: sadness, responsible, calm
6. Purple: wealth, royalty, creativity
7. Black: evil, elegance, mystery
8. Grey: formality, conservative, moody
9. White: virtue, cleanliness, purity
10. Brown: dependability, wholesomeness, nature
11. Beige or Tan: dull, piety, conservative
12. Ivory or Cream: purity, elegant, calm

- Test Your Images

What if you don't have any idea which colors or layout your audience would like? No need to worry, just do an A/B test. You can test many different advertising variants by using this Facebook feature.

Don't just test images. You can test anything from ad copy to the placement of your ads.

- Carousel Advertising

Carousel ads have a tendency to get more clicks as compared to sponsored posts when advertising on Facebook. These types of ads let you put ten images, videos, headlines, CTAs, or links in just one ad. People are able to see everything you want them to see at one time. This is a great way to tell your story, show your products, or sharing your blog posts.

The best way to create a carousel ad:

1. Show attractive images
 2. Put your best image in the number one spot so people will want to see the rest
 3. Add a CTA in the headline such as learn, watch, get
- Videos Are Sometimes Better Than Pictures

Many people overlook using videos in their Facebook ads. One study done about video ads showed that these kinds of ads have the cheapest cost per click that averages about .18 cost per click.

Creating video ads is just as easy as doing a normal ad. Instead of adding a picture, you are creating a video. The best way to do a video ad is to make a video showing how to use your service or product.

- Add Subtitles to Your Video Ads

Using the closed captioning on video ads will get you 12 percent more viewers than videos that didn't enable closed captioning. Most companies don't want their employees to have their phones out during a meeting as this can be very distracting. Let's say you are sitting at your desk and you decide to look through your Facebook feed for just a minute. All of a sudden a video ad begins playing and everyone turns to see what is happening. This might get you in a lot of trouble with your boss.

To keep these things from happening, all the video ads on Facebook will start playing without sound. Facebook found that on mobile devices, people preferred to be able to choose whether or not they wanted the sound on during the video. This was done because most mobile devices play the sound too loud when the user isn't expecting it. About 80 percent of the users responded negatively toward the advertiser.

If you choose not to use closed captioning with your video ads, people might not ever click on your ads because they won't know what your video is about.

Chapter 30: Retargeting

Retargeting is a type of online advertising that could help you keep your business in people's minds after they have left your website. For many websites they only have about two percent of their traffic convert on their first visit. Retargeting is a great tool that was designed to help businesses get the 98 percent of the visitors who didn't convert when they visited.

If you have used retargeting, don't worry, in this chapter, we will talk about how retargeting works, tell you how you can use it to support your marketing goals, and give you an example of a Facebook retargeting campaign.

How It Works

There are two kinds of retargeting: list-based and pixel-based. How each one works is a bit different and everyone will have its own advantages based on your goals.

- Pixel-Based

This is a way to display your materials again to any visitor on your website. This is the most common kind of retargeting. If somebody visits your website, a piece of JavaScript, called a cookie, is put onto their browser. When they leave your site to look at other things on the web, this cookie will notify the retargeting platform to play certain ads based on the pages that they visited.

The biggest advantage of this type of retargeting is that the people can be retargeted right after they leave your site, behavior based, and specific to an item or page on your website. There are some downsides to this method is that it can lower the volume of people within the campaign at any time because it is based on how quickly people come to your website, views specific pages, and then leaves. It can be time consuming or complicated to implement the JavaScript on several pages.

- List-Based

This type of retargeting works after you have a person's contact information. You can use the list of your contacts for specific kinds of retargeting ads. In order to do this, you need to upload a list of all the email addresses to the retargeting campaign. This platform (Facebook) will find the users on this site who have the same addresses and send ads just to them.

Even though it is a little less common than pixel-based, list-based lets you have very customizable criteria for ads since it is based on more than just their behaviors; you get to choose who gets put on the list.

On the other side, it is possible that somebody on your list gave you one email address but the used a different one for their Facebook account. If this is the case, they aren't going to see your ads. Remember that just because you are in charge of maintaining and uploading the list, this kind of retargeting isn't as automatic and timely as pixel-based.

If you have heard the phrase "retargeting," it was probably compared to remarketing. Even though these two have been mistaken for one another, they are a bit different. Let's find out when you might use them.

Remarketing Versus Retargeting

Retargeting will focus on finding new people or customer by putting ads on Facebook, sending emails, or other websites, remarketing usually focuses on marketing or sales emails being sent to get customers to come back to your site after they have made a purchase.

Although they share some similarities, retargeting lets you reach new customers while remarketing will focus on bringing interest back to your company through inactive customers.

Ads that use retargeting helps people who haven't heard of your business to know how your services or products will fit into their life or solve their problem. Retargeting can help you make this message a lot more personal.

Once you analyze your sales, you can figure out what is popular with your audiences that you want to reach. If you see that a certain type of product is performing very well with millennials, put images of them and place them in carousel ads and use this to retarget your customers. This type of personalization that creates a separate ad while promoting a collection that is aimed at a segment of your audience, is just an example of how retargeting could be successful.

If you want to re-engage with inactive or lost customers, you may want to use remarketing. This type of marketing tries to improve customer relations by using marketing tactics that will give your customers an incentive to buy from you again.

For people who are familiar with your brand and have shown a need for your service or product, you can create a personalized message to get them interested in your brand again. If your business offers memberships, remarket people whose memberships have expired or are getting ready to expire to remind them to renew.

These kinds of marketing emails don't just serve as a reminder to renew their subscription but as a way of telling them about the benefits of being a member. In the email, let them see how much money they saved by using your service, where their membership money goes, and offer them a special promotion to get them to renew.

Since they are already familiar with your brand, you can use the email to add some personal touches and give them a snapshot of what they can enjoy by being a member.

Just like retargeting, this works well when your message can inspire them to take action. The email needs to have a CTA such as "browse your options here!" This will tell them that they can look through their options by

clicking the hyperlink. You can use these remarketing efforts to remind your customers of the perks that come with shopping with you.

Goals You Need For Retargeting

Now that you know how retargeting works and all the various kinds of audiences you can target, you can begin focusing on your goals. The main kinds of retargeting campaigns you need to think about running are the ones that bring awareness and the ones for conversions.

- Awareness

These campaigns are useful when you would like to re-engage your visitors and tell them about some services or products that are relevant to them. These ads are usually created by pixel-based lists.

The main drawback of these campaigns is that you giving content that hasn't been viewed by a lot to people who haven't engaged a lot with your business. They aren't in your contacts list and they won't have as many click through rates than other kinds of campaigns.

Since the main goal is to make people aware of your brand, engagement and impression are good metrics to track. Most of the time awareness campaigns are precursors to a larger goal of conversions.

- Conversion

These are goals where you want people to click on your ad and move to the next step like filling out a form on your landing page. These campaigns are best to use to align a certain list with the next step. This could be measures with normal metrics such as website clicks, CPL or cost-per-lead, and form submissions.

The best thing about these campaigns is that you are able to use them for many different things. Pixel-based ads can generate leads and while

directing people to your landing page where they can give you their information.

Ads that use lists generate leads better. Ads will go to the people who have given you a little bit of information. It will take them to a longer form that has more fields for them to fill in.

Retargeting could be used to move these leads farther along the sales cycle. You could use retargeting to send your list of contacts that downloaded an ebook to sign up for a free trial of a product you have.

It really doesn't matter what your goals are, you have to align the creative, positioning, and next step into the conversion process by using your customer list. It might be an offer on your landing page, site page, or a request for more information. List-based retargeting could have lower match rates so you have to make sure you are giving your retargeting activities the right content.

Picking a Retargeting Tool and Platform

You have some options when you are ready to implement your retargeting campaign. There are lots of platforms to do your social and web retargeting like Bizo, Retargeter, AdRoll, and Perfect Audience. You could do retargeting through certain platforms such as LinkedIn, Twitter, and Facebook.

- Email Retargeting

This is one of the easiest types of retargeting. Email retargeting is when you use a person's information that you have gotten such as their name, location, etc to send them emails that are personalized.

Even though this can be very effective, it is important to know that most platforms can be beneficial. Even though every platform you use to place your ads on are going to be different, there are some disadvantages and

advantages for picking the ones that use social media ads or some other place on the web.

Social media retargeting usually works well because people are more likely to discuss, reply, and share your content on some of the more well known platforms. They could also see that the ads have been posted from real accounts as opposed to a small banner with just a small amount of text that might have been posted by anybody. Web retargeting will work well for impressions because the ads will follow your audience through the internet and not just on a few sites.

If you don't know how to set up a remarketing campaign, keep reading to find out how to set up a retargeting campaign and make sure it is working well.

- Facebook Retargeting

This isn't any different than any other kind of retargeting campaign that we've covered here. It can help you advertise to possible customers and any lost leads that you might have. Facebook's technology leverages data from various profiles to help you connect with your target audience. Data gets used to show your ads on the correct news feeds.

With Facebook, you will have a larger audience. If you couple that with the data that Facebook collects on its users, it is very likely that any lead you have lost will see your ads. Facebook will look at their search history and will pull ads that are relevant.

Each time I decide to shop for clothes and I leave a website without buying anything, any ad that I see on Facebook from that point on will be ads from that website. If I use the search bar on Facebook's website, you might see the same results.

If you want to run a retargeting campaign on Facebook, you will set an ad campaign and then pick your target audience. This is done just like a normal campaign. The difference is: When you are in Ad Manager, you will toggle a switch that will tell Facebook that the campaign will be a retargeting one.

By doing this, the software is going to know ways to filter the right market for your ads.

Retargeting With Facebook

- Create A Contact List

You will need to make a list of contacts or use an existing list. You could gather groups from your website or pixel. You have to know who you are retargeting. By using your marketing software of choice, create a list based on this criteria: interests that are based on their most recent download and lifecycle stage. If you have a rather large list, you can move down to the next step. If it isn't, you need to look at your segmentation properties or they kind of retargeting to use.

- Facebook's Audience Manager

After you have processed the list, you can export the file and import it to Facebook's Custom Audience manager so it can match the email addresses with profiles on Facebook. There are other platforms that can sync these lists so choose the options that work best for you.

Other than using Facebook to retarget, their Audience Manager lets you do standard targeting. This lets you set geographic, demographic, and other targets for your ads even without having a list.

After you have clicked on "Manage Your Ads" on Facebook's advertising home page, you will click on "Audiences." This lets you create a list by uploading your files. It also has options that help you sort this list by using emails, phone numbers, or names.

You need to give your list a good name so you can find it later. You also need to give it about three hours to get it populated. If you try to create it right away, the audience might not get completely loaded.

- Figure Out Your URL

If you want to create a new campaign with Facebook, click on the green “create ad” button. This will ask you to pick an objective for your campaign. It doesn’t matter what option you choose, you will need to include a UTM tracking code. This will help you track your success.

After you have entered the URL you want to promote, now you need to rename your campaign right beneath the URL text box. If you can keep the names similar for all your campaigns will make it easier to track if you have more than one campaign running.

- Segmenting Ads

Choose your target audience and set the geographic location that you would like to target. The locations are an “and” setting. This means if your list has leads from all over the world and you just click on the US, some people aren’t going to see your ads.

This all depends on your buyers personality, you could segment by age, behaviors, interests, and other settings that can help ads get more targeted. For a conversion campaign, you are going to be retargeting a certain list of contact that are already interested in your products, so if you include other categories won’t make sense.

- Create A Budget

Before you begin your campaign, you have to create a budget for paid tactics that gets broken down by channel. For Facebook campaigns, you will need to set a lifetime budget for how long you will run the campaign and then monitor it and adjust it accordingly. Beginners should probably leave the bidding to “optimize for website clicks.”

You could also name your ad at this stage. This can be helpful if you like having different lists, budgets, creatives, etc. for all the various ads within the same campaign.

- Create The Ad

Every ad can have up to six pictures with it; you can test to see which ones will do best. Be concise and clear with how you position them since the headline beneath the image can just be 25 characters long and the text you put over the image can only be 90 characters long. You could include CTAs like “download,” “learn more,” or “shop now.”

Here are some things you need to know about Facebook ads:

1. Images can contain 20 percent text
2. Image size can only be 1080 X 1080 pixels
3. Under the “advanced options” you can put a link description that is up to 200 characters long to explain your ad

Ads are automatically shown on mobile news feeds, on desktops they are located in the right hand column, and they partner with mobile apps. It all depends on where you want your customers to see your campaign. You might want to turn either one or all of these options off so it only shows up in the desktop news feed.

After you have everything set up, click on the “place order” button at the bottom right of your screen.

- Track Your Progress

Great, you have just created a conversion-based retargeting ad on your Facebook. You can now track clicks, total spend, CPC, CTR, and reach to see if they are matching up to your goals.

You can look to see how your campaigns are doing by going to the Facebook Advertising home page. If you want to have a deeper look into the metrics of the ads, you can go to the ad set where you can see information such as spending and clicks per day. It is very easy to edit your ads from this screen, too. You can extend your budget, creative assets, and schedule.

Most website hosts offer tools that will look at the performance of your destination URL to track submissions, clicks, and views.

Retargeting is a wonderful way to keep your prospects engaged while interacting with people who have shown some interest in your company. Even though it might sound like it is a simple concept, there are several aspects of a retargeting campaign that has to be figured out before you create your creative, copy, and ad. Make sure you give the system enough time to create your lists, set your goals, and kinds of campaigns, figure out the platform that you ads are going to run on, and tie the entire conversion together.

Chapter 31: Facebook Conclusion

Understanding the Facebook algorithm and the marketing system on Facebook can help you identify leads and help you earn money with Facebook. This can turn your Facebook page into a communications channel to help you stay in contact with existing customers and attract new customers. Facebook provides you with loads of information that enables businesses to improve what they do.

If there was only one constant about social media, it is that it is always changing. This is why you have to optimize and quantify your efforts constantly. Being present is not enough to ensure you're put in front of people interested in your business and what you do. The algorithm is tricky, like most, but it is possible to ensure that people see the things you post if you make it engaging.

Being able to hack how Facebook works can seem like a struggle. The easiest thing you can do is to get people to interact with what you post and share things. If you have family or friends who are willing to help you out, they are the best first step you can take. The more Facebook sees that you are providing value to people, the more they will show your posts to your followers. Remember, they have turned their focus towards family and friends and away from businesses.

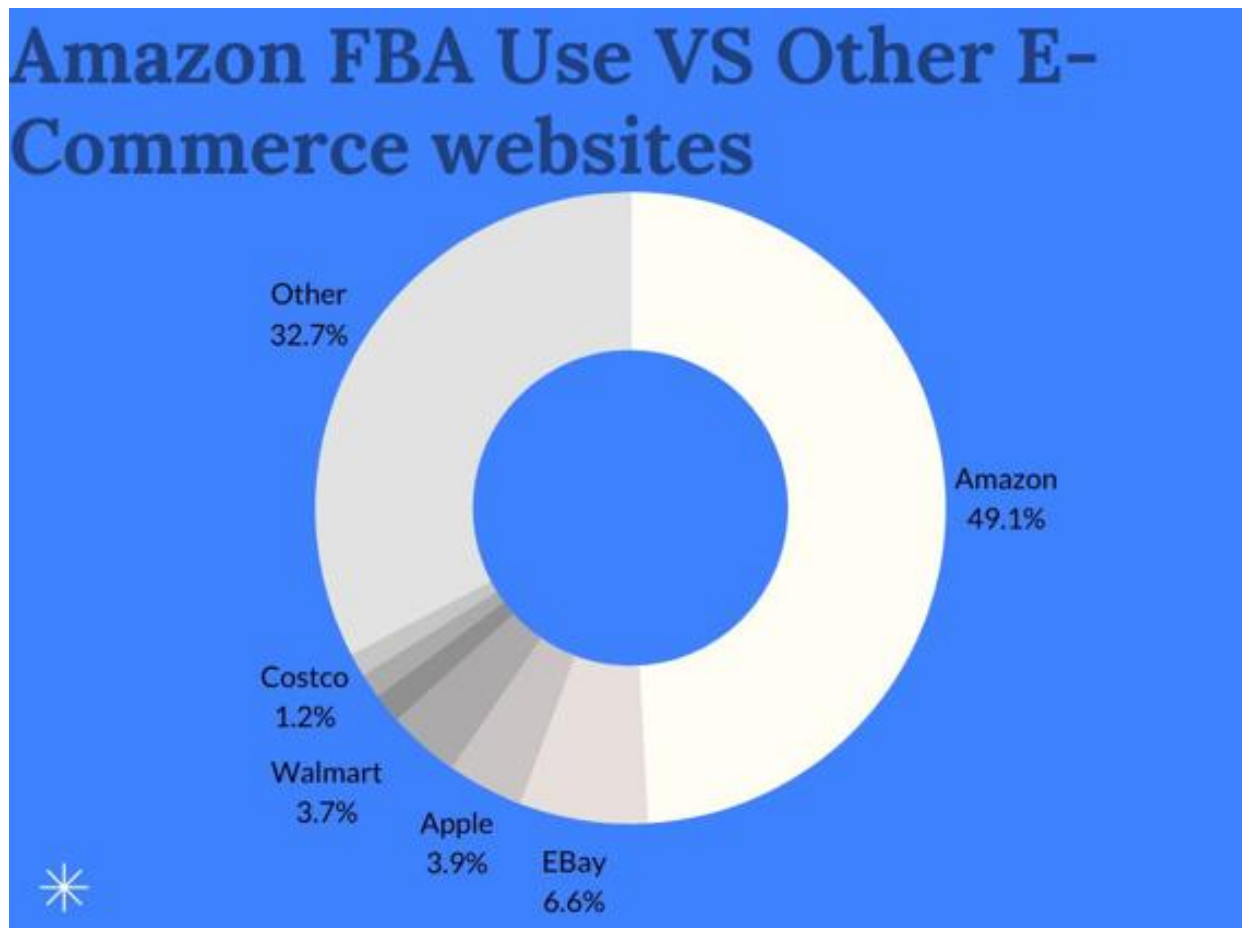
Despite this fact, they have Facebook ads, Business Manager, and pixels that can help businesses target the right audience. Not only will those tools make your life easier and help you reach your goals, but it gives you great insight into who is actually seeing your posts. It can help you find where you may be lacking in engagement to improve your work.

As annoying as it may seem to work with the Facebook algorithm, it can be done. You just need to have the know-how and the will to do so. Above all, if you stick with the information we have gone over, use it wisely, and don't give up, you can make Facebook a lucrative digital marketing tool.

Chapter 32: Introduction to Amazon FBA

Amazon FBA, which stands for fulfillment by Amazon, has a number of perks for anybody who learns how to use it. It is a gold mine that most people don't fully understand. Those familiar with Amazon FBA understand that you have to buy, ship, and get paid. If it is that easy, why does it seem so complicated?

Truth be told, there is a lot to FBA, and it isn't all that clear-cut. Even though Amazon is taking care of a large chunk of things, the bit that the sellers have to do isn't a walk in the park. However, you probably already know that, which is what has brought you here in the first place.



This section of the book will give an in-depth look at FBA and how you can reap all of its benefits. It will provide you with guidelines and instructions for how to manage an FBA business and how to gain an edge over your competitors. We will do this by learning about the Amazon FBA algorithm

because it has one and how to make sure everything you do works with it. The information we will go over is aimed to help you achieve success through Amazon. It also isn't all that hard to imagine making \$1000 in profits each month.

A Small Introduction to Amazon

When it comes to e-commerce, Amazon is a big player on campus. It is the world's largest online retailer and provides a number of other technical services, including cloud computing and more. Amazon's cloud service is known as AWS or Amazon Web Services.

Jeff Bezos founded Amazon on July 5, 1994. He incorporated the company Cadabra, Inc. in Washington state. The company would get its name changed to Amazon soon after, and it would turn into a huge success for Bezos. In its early inception, the online marketplace was focused on the online sales of books. Later on, the online marketplace was expanded and turned into a complete online store for toys, apparel, video games, jewelry, food, software, furniture, and electronics.

Amazon has proven to be great at building trust among its customers by offering them reliable services.

When you decide to become a seller on Amazon, it quickly becomes obvious about shopping and storage worries. Amazon figured out this was a problem for their third-party sellers, so they came up with seamless storage, package, and shipping process so that its sellers only had to focus on their business.

Through the Amazon FBA services, sell can flexibly sell anything they want without having to worry about all of the trivial details of storage and shipping. All you have to do is send your items to Amazon, who will then store your items in a warehouse.

Why You'll Love Selling with Amazon

It can be tough on sellers to have to take of their own inventory and shipping, especially if they aren't a big corporation with warehouses.

Through FBA, sellers can take advantage of a number of benefits that come along with this service. These benefits include:

1. Lower shipping fees – Amazon is connected to several shipping companies. When you're an FBA seller, you won't be paying as much for shipments as you might otherwise. Some items can have their shipping costs deducted entirely. Your customers are going to be happy that they don't have to pay higher shipping costs.
2. Amazon's name will be connected to your products – Amazon fulfilled products are sold more often than non-FBA products. Since customers trust Amazon, they will be more likely to make purchases that have the Amazon name.
3. Multiple-channel fulfillment – When you get an FBA account, you can sell your items on a number of channels other than Amazon.
4. Amazon standard shipping services – Whether you sell things through the Amazon marketplace or through other channels, Amazon will take care of the orders with consistency. A seller can sell their products through a personal website, and Amazon will still store, pack, and ship the products.

What are the significant differences between Amazon and having your own e-commerce store? When you are an online seller, you have two options. One, you can directly sell as an independent e-commerce seller. This means that you are selling your products on your own website. This is known as a direct model, and it is what most B2B business models or brands will use.

The second option is to sell through an online marketplace like Amazon. In this situation, different brands will share a common platform with their competitors. That's not the only difference between having an Amazon store and a private e-commerce store.

- Investment – the initial investments of these two methods can be similar. Still, due to inventory charges, a seller will have to invest a substantial amount of money when they first start an independent e-commerce business. However, with Amazon, you won't have that investment. Amazon takes care of a lot of things

that help reduce the overall investment costs, like shipping and storage.

- **Inventory** – When setting up an independent store, you have to maintain a lot of inventory on-site. Your sales success depends on your inventory, and the worst thing that can happen to you is to run out of something after it has been purchased. When Amazon, you don't have to worry about the story of your inventory, but you still have the option of removing any products that aren't generating enough sales.
- **Sales and Revenue** – with Amazon, the revenue is shared with the marketplace. As a result, the price margin is low. A person's desired income is achieved through a higher sales volume. However, when you sell products through a direct model, the price margin will be higher.
- **Easily Scalable** – an Amazon FBA store requires one of the lowest initial investments and inventory than any other storage option. Thus, sellers can scale their business easily on the marketplace.
- **Customer Experience** – with a direct e-commerce business, sellers have to maintain customer service on their own. With Amazon marketplace, they can ensure your customers are happy with their purchase and are taken care of. They ensure a positive customer experience each time. However, this can reduce brand awareness among customers since the small brand will not be recognized over the online marketplace.

What You Need to Know

You are going to need to understand a lot of things before you get started with Amazon FBA. First, let's talk about buy box. When a customer is visiting a product page, Amazon may show your product in the buy box. It's important that your product is priced fairly, has positive merchant history, reviews, and offers. This will help you get into the buy box and will get you a higher chance of making a sale. It will take two to six months for new sellers to get a buy box.

Amazon has a no duplicate listing rule. This means that you can only create one listing for a product on Amazon. If Amazon finds a duplicate listing, they will delete it.

It's also important that you understand why the seller's type tends to do the best on Amazon. We will talk a lot about this in a later chapter on the product, but those who sell hobby products, unique items, and refurbished items tend to be the most successful.

New sellers will have different shipping methods to choose from. There are limited sources for sellers to choose from, and new sellers have to purchase two-day shipping. Amazon will typically figure out how much the shipping costs are going to be.

Reviews are what will set the tone of your e-commerce store. It would be best to have something in place that will allow you to follow up with your customers after they have purchased with your store. Ensure that you offer them a consistent service and a better shopping experience so that they are more likely to give you a positive rating.

Before you set up your e-commerce store with Amazon, you want to work within the constraints of Amazon's policies. This means you need to read through the Amazon selling and shipping policies. You have to make sure that everything you do complies with Amazon's rules and restrictions.

Chapter 33: Basics of FBA

FBA is considered a subset of the dropshipping industry with some big differences. With traditional drop shipping, a third party is in control of the sourcing and fulfillment of the orders. With FBA, sellers send their items to Amazon, who will then store and ship the items in question in return for a part of the sale's profits. If you have an item you are making under a private label, but you don't have the space to store it or get the time to fulfill the orders, then FBA will help you out.

Besides the fact that it makes the physical transaction of an online sale a lot easier, those who take part in the FBA program will get preferential treatment within search results and how their items get shipped. The Amazon power users who have an Amazon Prime membership option will get free 2-day shipping on a number of Amazon products, but they also get that 2-day shipping on things sold through the FBA program.

That means that as soon as you sign up for FBA, you are placing your future products at a considerable advantage over similar products that you will be competing against. How much you charge for shipping will also affect your rating in a number of ways, and it goes without saying, but a lower shipping cost will go over better. This, coupled with the option of 2-day shipping, will go a long way towards creating a more positive view of your store, even if your products are a bit more expensive or are a new private label brand that people have never heard of.

How The Process Works

Amazon FBA works by letting sellers send their products to their closest Amazon fulfillment location, where their items will be stored until they are sold. You also have the choice to pay for more prep or labeling servicing as needed while paying them a monthly storage fee based on how much space your products take up. Then, once a customer comes across your items and buys something, Amazon will take care of all of the fulfillment tasks, including customer service and returns portion of the process, which other dropshippers usually don't take care of will leave up to you.

It is essential to understand the value of the fact that Amazon fulfills the orders, especially when it comes to new companies with private label products. The Amazon name is well known and carries a lot of weight for consumers, and having them involved in this transaction process will make consumers more likely to make the purchase. While we hope that they are going to become a loyal follower of your brand, being part of FBA will help you get your foot in the door. Studies have found that FBA sellers typically see a 30% boost in their sales when compared to traditional sellers.

In return for all of these perks, FBA members pay a monthly fee of \$40 and a percentage of the sale price for everything they sell. There are also fees related to the package's weight when it is shipped, pack or pick fees, storage fees based on the space your products take up, and handling fees. You will also have to pay fees related to labeling your products as you aren't going to want yours to comeingle with all of the other products because it will dilute your brand. If you don't know if the fee structure will fit into your private label products, you can check out your possible revenue using the FBA site's calculator.

When you are fleshing out your business plan, you need to factor in the benefits in terms of exposure that you will get and the possible costs. This will be even more important if you are making your own product lines as you will need to attract as many potential customers as you can get. If you conclude that your initial idea isn't going to work well with FBA, you might want to think about an alternative product as the solution to this issue.

A private label brand is any type of brand that a big organization or major company isn't own. Over the previous 20 years, private label brands have seen nearly double the growth of mainstream brands. The growth within niche markets where the item's importance to the customers is an ingredient is even higher.

This is mainly because of the greater amount of perceived control that accompanies these types of products, and this can easily be used to your advantage if things are appropriately marketed. What's more, once you

decide to come up with your own private label, you will have full control over the marketing and branding of the products in question, which will allow you to create something extraordinary that speaks to your audience. Additionally, you will get the advantage of perceived values since you won't have to deal with the added waste working in a major brand.

The Basics of Products

For many people, this is the most difficult part of the process. Knowing the types of things people are going to want to buy from you is like knowing the best shirt and tie combo to wear to a job interview. Have a great cover letter and rehearsed answers for the questions isn't going to be that effective if you aren't dressed well.

The items you decide to sell to others are going to tell them something about you. Regardless of whether you have a practical use for the product, your signature will be all over it. The quality of the material, the storage conditions, the packaging, and the handling will all reflect back on you. While a one-time customer might not notice these things, a regular customer will notice discrepancies and inferior quality.

If you didn't start this process out with a creative idea of what you want to sell already in mind, you would need to start looking for an opportunity. Any of these are a great way to start looking for some ideas:

- Opportunities in keywords
- Capitalize on trends
- Use your experience
- Look for opportunities gaps
- Find and cater to passions
- Find and solve a pain point
- Build an interesting brand

When it comes to using keywords, you can find these through search engines. Keywords are phrases and words that people type into a search engine. When you understand a bit about search engine optimization can

help you be more competitive in your business. A number of business owners are willing to pay savvy individuals to manage their ad campaigns.

The idea with keywords is to find those that have a high search volume and low competition. That means a lot of people want this thing, but they don't have too many things to choose from. This is the golden ticket. Giving people something they want means you can start out with a smaller ad campaign than if you were trying to jump into a competitive market.

Another strategy is to build an interesting brand and entering a competitive or saturated market as the "new kid" with less money, influence, and experience than the others. Trying to keep up with all of those well-established businesses is nearly futile. You have to have something unique. Something that you are going to make others pay attention to what you have to offer. This is where your brand comes in.

One company that has done a great job at making itself stand out amongst the competition is Apple. They have made their products more stylish to stand out against Microsoft's products.

You can choose to take the same route like Apple and make your products more visually appealing, or you can stand out by telling your story. Very few people think about the people behind brands like McDonald's or Wal-Mart. Instead, they look at how big they are and how rich their executives must be. When you highlight your status as a small business, you become relatable to the average person.

The next thing you can do is to figure out where people need help. We have some of the best and brightest people in the world who are working to make everybody's lives more comfortable. Once deadly disease can now be treated. Modern vehicles make traveling more comfortable. All of these things came about because of a pain point. But these pain points don't have to be that big. The book is being typeset because, at one time, people were pained by having smudged ink all over their parchment. Try to isolate some minor frustrations and think of what products can solve those issues.

Now, an easier opportunity to spot is to cater to passions. This is also easier to understand. All you have to do is identify something that a number of people are interested in and provide them with something that appeals to them. This is something that a lot of people will do with vlogs or blogs to start building a following.

Fan merchandise falls into this. However, you need to get permission to reproduce symbols and logos that belong to others, but fan art can be legally sold. If you're an artist, slap some of your designs onto bags, clothes, and mugs.

Not much of an artist? All of those artists will need somebody to supply them with those mugs, bags, and clothes. Creative types are about passion, and you can learn how to take advantage of that passion. A person can also do all of the above.

Still not sure what to sell, look for opportunity gaps. With the growing popularity of smartphones in the early 2010s, people found that they wanted to take photos of themselves with their phones. However, even with front-facing cameras, it was hard to get the right angle and light to get a good picture. You could ask a bystander for help, but that wasn't something you could always rely on. That's when some people created the Selfie Stick.

That is how you can take advantage of an opportunity gap. No matter how much we have, humans always want more. There is always going to be a demand for something new to make life easier. If you can provide something to achieve that goal, you are going to have plenty of business.

You may also be able to come up with something to sell because of your own experiences. Young entrepreneurs are ambitious and optimistic with nothing to lose a lot to gain. Older people will tend to go at things with more caution and lower expectations. However, one of the biggest assets you have, as you age, is your experience. You can't buy wisdom.

The more expertise and experience you have in a field, the bigger advantage you have over those who are just entering it. This experience can be shared with people through various means, like writing, hosting seminars, or

making videos. The main thing is to make sure people know that you are an authority within your field.

The last thing is capitalizing on trends. This can be on the tricky side. The idea is similar to keywords, but a trend needs to be identified early on and capitalized on immediately for the best results. Being the second person who catches on isn't going to be good enough, depending on consumer demand and how long the trend will last.

If you think you spotted a trend and jumped on it right away, but your sales are less than stellar, then you were either too late, or it wasn't a trend.



Look at Various Products

When you do get to the part of picking out your products, ensure that the first products you pick out will stand up to the delivery process as nothing will hurt your score more than having reviews about broken products.

While a lot of people are going to want to look towards big-ticket items to flip to make a major payout, the fact of the matter is, you will have more luck selling small items than one large item. The best thing you can do is start with everybody items that you know people will need.

The goal is to pick something that is going to be in demand, but not something that is so vital as to ensure most people are going to run out of them and repurchase it. While this might not sound exciting, if you give it a try, you are going to see that diapers or printer cartridges can end up being worth their weight in gold.

While some items are going to be worthwhile investments no matter what, others can bring in a lot of money if you get them for the right price. A good example of this is holiday decorations. You can easily get them for cheap right after the holiday has passed. Keep those things, and sell them next year. However, you can only expect to make money on them at certain times of the year.

Picking out the right items to sell means you will have to consider all facets of the items, including how easy they will be to ship. Failing to believe this can mean having to deal with many returns on a needlessly fragile item. Similarly, you have to think about the item's overall weight to ensure the shipping costs won't eat away at your profit, especially if it gets shipped internationally.

Setting Up Your Account

Now that you are ready to start selling, it's time to set up your seller account. You need to start out by setting up a free Individual Seller Plan. As you are setting this up, you will want to ensure that your account information is verified. Before we upgrade your account to FBA, you must understand the difference between the selling plans. This could end up swaying your thoughts about joining FBA.

Individual Selling Plan:

- It costs \$0.99 for each item you sell

- Only one listing at a time
- Includes online listings and management of orders
- Includes Seller Central tools

Professional Selling Plan:

- Costs \$39.99 a month
- Get multiple listings
- Includes fees and reports on your inventory and order management
- Includes access to API functions, Amazon Marketplace Web Service, and daily reports on the performance of your store

If you decide to use FBA, you can quickly change your selling plan. To start, click on the “Seller Account” tab. Then you will click on the settings button and choose “Account Info.” Under this tab, you can choose to click on “Modify Plan.” Once there, you can upgrade your seller's account plan, and then you will be ready to go. The program will process right away.

After you have done this, you will want to download the seller application that is available on Amazon. This helps you put in the details of your products and learn how much you could make off the item at a certain price minus all of the fees.

Chapter 34: The Algorithm

Amazon is one of the most competitive marketplaces out there and has the largest market share in the e-commerce industry in North America. With over two million sellers using Amazon, it's hard to thrive in that changing competition. Amazon is always looking to promote competition and to increase the presence of their new sellers. While advertising can help your stay afloat, staying updated about their algorithm is an important aspect as well.

When you first take a look at the Amazon algorithm, it looks similar to Yahoo or Google. However, it's important to understand that Amazon is buying platform, which makes it different and more diversified. The purpose of the algorithm is to help consumers find the products they need. The algorithm helps rank different companies and their products, which provides the consumer the most relevant results. This tells us the algorithm is the biggest determiner of what consumers get shown.

The majority of consumers aren't going to look beyond the second or third page of results. More than 65% of consumers will start their product research using Amazon instead of Google. That means, if your products don't rank well, all of your product and marketing optimization efforts are in vain.

With updates Amazon has made to its algorithm, there has been a significant drop in ranking for several products that use to have a higher rank. The number of things that the algorithm looks at when ranking a product has increased. These variables range from meta keywords used to product reviews. These efforts aren't altogether bad as they aim to erase Black Hat SEO practices. This can help to create a safer market with free forces of demand.

Some of these updates could make it harder for sellers to have their products listed. However, when you understand what's going on behind the scenes, it shouldn't be too hard for your to overcome this problem.

Look at the algorithm as a file filled with various information concerning your product. All of the data that the seller gives about the product will affect its ranking. Back-end search terms, FBA, order defect rates, reviews, feedback, seller metrics, content, keys, or search terms are put into the algorithm. Then, the algorithm will rank your product on Amazon.

The last officially announced algorithm for Amazon is known as Amazon A9. While they don't explicitly explain the algorithm factors, most sites don't want people to know that information, and the A9 algorithm seems to rank things based on the following:

- Availability of Stock – If you have run out of an item, its ranking is going to disappear, so make sure you always have stock
- Price – If you have an item priced much higher than your competitors, you may get ranked lower than them
- Text Match Relevancy – This starts at the product title and extends to the product copy and description
- Sales Performance History

Besides the obvious factors, some indirect variables can impact how things are ranked on Amazon. These include promotions, advertising, premium content, images, reviews, and fulfillment method.

The thing is, Amazon has made some updates to the A9 that is now being called Amazon A10. Amazon hasn't made an official statement about whether they have changed their algorithm, but there are speculations. The recent updates have significantly affected how the algorithm works. These updates have turned the algorithm's focus to consumer behavior. If your product is liked by people and makes a lot of sales, it will stand out. Your competitors will be ranked below you. The algorithm is placing more weight on relevancy and less on sales driven by "Sponsored Products."

There are nine factors that we know of that can affect keyword ranking with the unofficial A10 algorithm.

1. Seller Authority – This deals with the seller metrics that are under the control of Amazon, like buy boxes and listings. This

can be affected by things like the seller's performance metrics, seller feedback, how long they have been selling on Amazon, how many products they have, and more. If you have a vast catalog list, Amazon feels that you offer more products to a diverse customer group. This means that you handle products well and get good reviews, which will improve your seller authority.

2. Impressions – This is the number of times a product has been seen on Amazon, its affiliates, or partner websites. The higher the number of impressions, the higher its ranking will be. When you try to increase your impressions, ensure that you have your product listed under the right category. Focus on working with the right keywords and the best search terms to improve your impressions ethically.
3. Internal Sales – These are sales that are initiated from the Amazon website without having to be searched, such as purchasing “frequently bought together.”
4. PPC Sales – This used to be a big player in keyword ranking. It is still a factor, but it doesn't have as much weight as the other factors. PPC is an Amazon ad campaign. Since they don't have as much weight, you should try diversifying your ad budget and focus on off-site advertising to drive people to your Amazon listing.
5. Click-Through Rate – This is how often the product is clicked on when it appears in search results. This is why it is important to have a great title and photo.
6. Off-Site Sales – This is one of the main things that has driven the A9 algorithm, as driving off-site traffic to an Amazon listing is three times more effective than Amazon ads.
7. Conversion Rate – This is the ratio of the number of times your product is viewed versus how many times a person buys it. The higher this number is, the better your ranking will be.
8. Sales History – The history of your product and how well it sells is a big factor in the ranking system. Making sure that your products are in stock gives you a strong product ranking.
9. Organic Sales – This is when shoppers buy something of yours without any promotion or marketing that drove them there. If a

user searches for something, the product will show up, and a person buys it, then you have made an organic sale.

Optimizing Your Amazon Store

There are several different ways to optimize your Amazon store to improve your ranking with the algorithm.

1. Evaluate your competitors

Before you get started in selling products, visiting competing product pages can help you understand what consumers are looking for. When you have a good understanding of what competitors are doing and what is working well for them, it will help you spot opportunities and your brand's best practices. With seasonality, see if your competitors' have changed the content description, photos, and messaging. If they have, then they have an SEO strategy in place. You should follow their lead and try to do better. People use Amazon to research things before they ever make a purchase.

2. Price things correctly

Picking the best Amazon price is not always an easy task. Brands are looking to make money, but they don't want to scare people away with a high price tag. People expect to get a good deal on Amazon, but you don't want to get carried away with discounts. Trust plays a big part in conversion, and discount prices play into that. For example, if a product is typically sold for \$100, but you knock that price down to \$25, it's going to look odd to consumers. While that is a major deal, some may think it's too good to be true. They may be afraid that the product's quality isn't good and move to a different brand with a similar product. Even if that other product is going to cost more, the pricing structure won't sound off alarm bells to the buyer.

3. Encourage people to leave reviews

Reviews are the queen to the sales king. Star ratings and reviews play a big factor in a person's buying process. Reviews provide them with numerous benefits. 84% of buyers will trust online reviews as much as they trust their friend's recommendation. Customers believe that a positive review helps

them trust the business. Amazon is aware of this. Reviews help diminish fears about the product's quality, and it provides them with social proof.

Secondly, reviews play a part in the product ranking. A competing product that already has a lot of reviews is going to rank higher than newer products.

The best way to increase the number of reviews you get is to follow-up with recent buyers via email and ask them for a review. You may also want to incentivize positive reviews. However, there is a fine line when sending emails. You have to avoid aggressive and spam emails by making sure you don't send out more than one or two emails and provide your customers a way to share possible negative feedback to you instead of leaving a negative review on Amazon.

However, to try and increase how many reviews they have, some sellers resort to bad techniques.

For example, sellers can try to manipulate the Super URLs. These are what show up in a search for a certain keyword that relates to their product. Then they will post fake reviews. They believe that this is going to trick Amazon's algorithm into thinking that they are getting a lot of authentic reviews and that their items are in high demand. The thing is, Amazon keeps a log of everything that happens on its website. Amazon has a checksum function that validates products' ranking in case sellers try to lie about their numbers. Even if they alter their timestamp, the checksum will ensure that the algorithm isn't fooled. This will take things back to the seller of the product, and, in general, the fake reviews will be removed.

4. Optimize your product listings

From all of the images, discounts, several reviews, ratings, and titles that people can interact with before they click on something, shoppers can make a decision within seconds as to whether or not they want to engage with your page. Optimization that you put into your site will reflect in Amazon's listings because of its search capabilities. The following factors can help you to optimize your product listing.

- Optimize the title – The listing title is one of the most valuable things for your product listing. Per Amazon’s suggestion, your title needs to contain the size, color, product type, key feature, material, product line, and brand.

When it comes to optimizing your product titles, you can use the following steps:

- a. Use Magnet to look up some of the most popular two to three keywords for the product you are selling.
 - b. Use Keyword Inspector to do an “Extensive Reverse ASIN” search to find your competitor.
 - c. Pick a competitor from the top three spots that have the most reviews. This normally means that they have been selling for a while, which can provide you with more information
 - d. After you have gathered this data, combine them and get rid of any search terms that don’t relate to your product. Then, you will want to use a word and two-word phrase frequency counter, and you can use that information to help you create your title.
- Optimize product bullets – Whatever keywords you didn’t use in creating your title from your master list should be used as bullets. This is also where you should point out other products that your listing could work well with.
 - Make a description that tells a story – A lot like how the bullet points work, the product description doesn’t directly impact your ranking. However, it does get indexed and impacts your visibility. A well-written copy will create a strong call-to-action and is effective for conversion.
 - Use backend search terms – Backend search terms are a great area where you can add misspellings, words common for your niche, and terms in other languages. For example, if you sell dog supplies, you could use the top 50 to 100 breeds since a lot of people will search for “dog collar for Labrador.” As far as misspellings go, Amazon claims that they account for them, but

sellers' experience says otherwise, so it is better if you just include them.

5. Drive external traffic

Brands will often forget this tactic to build their ranking. The tactics you use to drive people to your site are also going to work to get people on your Amazon listings. Drive targeted traffic from AdWords, Facebook, and bloggers to your product pages.

Amazon's algorithm aims to increase the visibility of listings with authentic sales and reviews. It is trying to get rid of fake profiles and deal with the major problems of fake and counterfeit reviews. Amazon is an essential tool for most brands today, and learning the best way to optimize if your store can make or break you. The best thing you can do is put yourself in the customer's shoes. Plan things out as if you were the consumer so that you know it looks and reads in a way that's going to make people want to buy your product. The rest of this book is going to focus on just that. You will find out, pick the best products, and list them in ways that will get people buying from you in no time.

Chapter 35: Picking A Niche

When it comes to making sure you are able to market the products that you are going to sell the best you can, the most important this you need to think about is what niche you will be catering to. A niche is a special section of a larger market that naturally caters to a certain set of customer demographics along with interests and products. When talking about online dating which is a broad category that holds various niches including soul mates, sacred sexuality, green dating, polyamory, and more. These niches could be broken down further into things like homosexual sacred sexuality or polyamory over 35.

Picking a specialized niche is a good way to stand above the crowd. When you can do this, you will be making your FBA business a lot more profitable. This isn't as easy as it might sound since not all niches or sub-niches are going to be profitable for specific reasons. This is why it is important to do the right research before you start. Keep in mind, after you have your branded store within a certain niche, it can be very hard to change it later.

The easiest way to make lots of money is to make your niche something that you are passionate about to work on it each day. This will make you work on it so that you are consistently making something new. If you don't care about this niche, then people is going to notice it in your posts. You should expect some type of return, but they aren't going to be great. Just keep this in mind as you move forward.

You have begun thinking about having an FBA business so the first thing you have o do is to choose your niche. There are two ways you can do this.

The first one is the hardest: move away from your passions. If you can do this and if you can't find any for your niche, you will have to find creative ways to use products that the affiliate companies offer. This could pay off by you creating viral posts by using things in ways that they weren't meant to be used that people find very intriguing. This is the best way to bring a lot of people together.

To be able to do this, you will need to get extremely crafty and watch what is available. Most of your money will come through other ways that we will get to a bit later rather than affiliate marketing. It is an option that you need to think about since affiliate marketing can play a huge part in strategies like these.

The next one is super easy, but you are taking chances in two respects. This way is to just see what products are available to you through the affiliate marketing channels and then create your niche from these things. There might be some cases where this will combine with the first concept and you will find things that you are several products for and you are passionate about. This might not always happen.

If you do have problems finding things that you are somewhat passionate about, just try to find things that you are a little bit interested in or you want to learn more about something for yourself. This is going to make it easier for you to research and find topics that are related to the things you are interested in.

There might be time when you can't find anything that does interest you. If this is the case, you can go with things that you think you will do pretty well in. There might be times when your intuition could be an extremely important thing. If this happens, you need to just trust your intuition when you are trying to find a decent niche through the affiliate marketing channels.

The last and possibly the best way to find your niche is just use keywords to see which topics are the hottest right now. This can give you the best benefits, but you might find it hard to do this for a long time since trends will always be changing. You might find some success using this method but it will be hard to keep this same level of success for a long time.

If you decide to do it this way, you just need to find the most popular keywords and find what is trending. The easiest way you can do this is by taking advantage of "Google Trends." All you have to do is go into Google and type in "Google trends hot trends" and you should be able to find what

you are looking for fairly easily. This can tell you the most trending topics of the day, hour, etc. It is generally in the top 20.

This can be rather unnerving because it won't tell you exactly the information you want to write about. These are only the most trending searches in the past day, week or month. They are normally on certain events or people instead of topics that you can write about.

Narrowing Down Your Niche

- Pick the Right Target

When you are trying to find the best niche or sub-niche, the first thing you need to do is think about who your target audience will be. There are various options when choosing the right audience, beginning with picking the one that you are a part of. This gives you another bonus of making sure you don't have to do an excessive search to begin and it will make sure you have the interest that is needed to remain with it in the long run.

You could also choose a niche that is just beginning to become more popular, although you are risking losing interest in the topic and getting stuck with blogs that you are going to hate to update. If you can't figure out your right audience, but you have a niche in mind, then you can just begin with a niche and find an audience that is based on the characteristic of discretionary spending.

- Learn More About Them

When you have your target audience in mind, now you have to think about all the the desires, aspirations, pain points, challenges, and problems that your target audience deals with regularly and ways you can make this process easy for them in as many ways as you can. The best place to do research is to do a basic Google search where you put in problems that your target audience might be dealing with so you can find searches that show you how to solve that problem. If you don't have a problem to solve, your target audience might not buy as much as they might otherwise would.

- Figure Out Your Profit

Once you have found some problems that people have been trying to solve, now you have to figure out which ones would make you the most profits from an affiliate marketing view point. The best way to do this is by doing into Adwords.Google.com and look up the keyword planning tool. This tool can let you filter your search results to just the ones you are interested in before you search the global and local results.

- Find What Will Set You Apart

It all depends on what you find during your initial research but your next step will have to be finding out what will set your products above the rest. What this normally boils down to is the about of personality or value you can add to your sore to where it will make it preferable for customer to find you rather than just settling for something generic.

People will look for a niche options in spite of the fact that Amazon sells pretty much anything since they like to know they are connecting to other people and because they want to find more personality for their goods. If you don't have the money to throw in more incentives, then about specializing in some items that your competitors just won't be able to match. It doesn't matter who your competitors are, there is a way to get more specialized, think about your niche for other perspectives and you might just find your way to shine brighter than all the rest.

- Look At Magazines

Even though magazines make their money through subscriptions, another way they make money is by the products they advertize. If you have ever looked through a magazine, you might have thought that there was just too many ads. It would be sage to say that this magazine is making a lot of money from the ads that they are featuring. Even though this fact might mean you have too many pages to flip through to get to the article you want to read, it means this magazine might benefit you more than you originally

thought. Keep in mind that these advertisers wouldn't be buying ads in magazines if they don't think the ads would bring them sales.

Another good tip to looking at the ads in magazines is you get to look for ads that personally entice you. Yes, a business needs to be emotionless, but your drop shipping business needs to sell the products that you are passionate about. If you decide to sell tires online since your research suggested that they are going to sell fairly well, but you don't like cars, then this might not be the best thing for you to do. If you were to find a medium point between a profitable product and a product that you will enjoy selling, that would be great. If your goal is to make all the money you can, then this advice is going to be lost to you but it could be argued that enjoying what you are doing needs to be a part of every business endeavor that you try to do.

- Look At Your Competition

When you know what items you want to put into your niche, your next step is to figure out how much competition you will have with these items. The more online stores that sell the same products or variations of these products, the more competition you are going to have selling your products. You might find over two pages of search results selling the same items that you will be selling without doing an in-depth search, you might want to think about a different niche or try to target a sub-niche to get a more unique audience.

While you are checking out your competition, you need to do all the recon to make sure you have a great idea of what their selling rate is and how large their customer base is. While looking at your competition, it is important to look at them rationally without trying to crush them. It would be better if you just cut your losses and find a different niche before you begin putting effort and time into this specific one.

Plus, you need to think about how strong your competitor's social media campaigns are. To figure out how effective and popular these are, you just need to do some basic searches with words that are related to your niche. If

you see certain names that keep popping up every time, then you might need to think about looking for new products to sell.

- Keep Your Perspective

If the first niche you choose looks like it is too crowded, then it is important to get away from the idea since you don't have any investment in it right now. It would be better to figure out your first choice wasn't viable as you originally thought rather than when you have put a lot of money into making your store a reality. Keeping the right perspective and being willing to walk away up to the point that your website is up and running to receive your customers.

- Think About Quality

If you want to figure out how to set yourself apart from the crowd, the best way to do this is to offer your customers a product that is better quality for the same price. This will all depend on what you are selling, and whether or not you are known for quality, it would be more important than anything other than a huge difference in price.

If an average consumer is given the choice between quality and price, they are going to put quality first. This is why you have to make sure that whatever you sell, you do what you have to make sure every product you sell is the best quality possible. Even though it might be tempting to lessen your costs as much as possible early but in all reality, this will be less of an investment and more of a guarantee that your first customer might be the only customer. Having a reputation for quality is going to quickly spread and might do more for a struggling startup than any other marketing tool.

Chapter 36: The Products

After you have figured out which niche you want to be in, the next thing you have to do is figure out the products you would like to sell. This is very important because it has an influence on the kind of marketing you will need to use on down the line. It can help you figure out where you can find thing to sell. Basically, you are going to want items that are needed but not so much that there are thousands of stores already selling them. These products need to be broad enough to still be easily found in a Google search. Finding the right mix is a bit hard, but you are going to know it when you see it.



The perfect product might look something like this: it has consistent sales, makes you a profit, priced affordably, and rather compact in size. Award-winning products will have all these traits. This product also needs to have sales throughout the entire year.

What does this mean? You shouldn't choose a product that is only sold during one season. It might seem like a good idea to sell these products. Let's look at Christmas shirts. This product will have huge sales during the Christmas season but what are you going to sell when Christmas is over?

Not a thing. Another product that is seasonal are air conditioners. Who wants to purchase air conditioners all year?

You have to choose a product that will give you huge sales each week or day. This product might be anything but you look at your competition. What do they do? How can they sell the same product? Are there things you can do to increase your sales? These are the hard questions you have to ask.

If you notice that your competitors don't have any videos on the product's page, make some showing how to use the product. You have to stand out above the crowd so to speak and do things differently to bring in your customers. Make a YouTube channel to find new customers for your product.

Other ways you can find a great product is to research which product has a very high demand. Multivitamins is a good example of these products. This one product can bring you numerous sales. Remember the ideal product needs to be one that gets ordered by customers regularly. There might be times when a customer wants to stick with their normal seller and order the product on a regular basis. Find products that will make your customers need you.

You can also think about whether or not you have enough knowledge about your niche so you can educate your online community. Let's say you love to knit and you know that yarn from alpacas is the best. You think about selling it because it is a bit hard to find. Everybody is a part of your niche if you take the time to really think about it. Think about all the knitting products that wear out quickly or are hard to find. Now, write down these ideas so you won't have to work through this whole process each time.

After you have compiled your ideas, now you need to figure out the demand for each item. If the items you have written down are too hard to find, this process should be fairly easy. The best way to begin researching how popular each item is would be to type it into a Google search and see what shows up in the auto fill options. What you need to be looking for is a demand that isn't being met. Any questions about where they can find certain items are a great unmet product indicator.

Choosing the right product can be a bit hard but you don't have to worry about that anymore. I have figured out some of the best way to find your perfect product. Here's how:

- Search your item on Amazon and see if it is already being sold. This will give you a good idea about the products that sell the best within your niche.
- The auto-complete feature on Amazon can give you a lot of help. You can begin typing in the product you would like to sell in the search bar. You might be surprised by the results you get before you ever hit enter. You need to research these products well and be ready to sell them.
- Never forget to calculate your profit. Do I really need to talk about this? You are doing this to make a profit, right? You can calculate your profit on Jungle Scout.
- Don't ever take your competition for granted. It doesn't matter how well a product seems like it is selling, you can't take your competitors for granted. They have to be doing extra things to be making those high sales. You need to properly research your competitors, too. You have to know if you can compete with these businesses. Once you are certain, go for it.
- Product reviews are going to help you a lot here. Take a good look at their product's page. You will get a good idea of whether or not you can compete with their high volume of sales.
- Finding suppliers is another important thing you have to do to find out if there is enough supplies for your products. You don't want to run out of stock right in the middle of buying season.
- Research your customers. Why go through the hassle of finding the perfect product to sell if you are familiar with your product and your customers? You should have a general knowledge about your customers before you begin this process. Find their expectations and needs and then figure out what you would like to sell.
- How much is it going to cost to keep this product in stock? This just might be the most important step. If you are making the product then you might not have to worry about this as long as

you can make enough to keep up with demand. If you have to buy this product from someone else before you sell it, you are going to need to know your expenses. You need to know about both of these things and not just the product. You might have other expenses that may cost you a lot of money. You have to include every expense you are going to have and then take a close look to see if you can handle these expenses.

To Get A Paycheck, You Have To Solve A Problem

This is so much easier said than done. If you are able to solve a person's problems, you will be able to make some money. It is a lot easier to sell products with Amazon by using this psychology. If you have the ability to solve people's problems, you will be able to make a huge amount of money. Most companies were created with this mission in mind. These businesses are still making massive amounts of money to this day.

You need to have a goal in mind before you begin. It can be a small goal but most people are going to have to find a value in your product. They have to feel connected to you and your business when they buy anything from you. How will you be able to do this? You have to change your mindset from making money to solving problems or giving value.

Think about it like this: when you are asked to do an interview and your interviewer asks: "What can you do for our company?" or "What skill could you add to our purpose?" They will then decide whether or not to hire you and will agree to pay you a specific amount of money for your skills.

This is the same criteria you need when a person purchases a product from you. They will be spending their money for your product to improve their life. Your customers aren't going to be willing to throw their money away on a product that isn't worth it. Because of this, your product has to go beyond what they expect. All of this has to add value to their daily life. These products will have the highest sales on Amazon.

You should know what your niche is by now. You need to find the ones that can give the most value to your customers or possibly the ones you can do the best in. You have to be able to relate to your products and customers. This will bring you much more fulfillment if your goals match your business.

Where To Find Products

You have figured out the products you want to sell. Great! Now is when you need to figure out where to find these products. The ideal business will need a wholesaler that will give you stock that is reasonably priced. You can get in touch with these suppliers or think about a database of wholesalers from all over the world.

This is the biggest problem for Amazon sellers. They know the products they want to sell but they don't have enough resources to keep a good inventory. Because of this, your dream of selling online might seem a bit hard to get going. No need to worry. I know everything you are going through right now. I also know how to help you find the right supplier. Don't get me wrong, every wholesaler is not going to be the same. You have to know which wholesaler has the best reputation and has a lot of experience in this market.

You want to keep your customers and your business totally relies on suppliers or wholesalers. You have to realize just how important a wholesaler can be to you. It might take some time to find the best wholesaler for you but when you find it, your business is going to be booming. Let's look at some resources to help you find your products.

Best Sites

- Global Sources

You can order your products from them and they will import it into whatever country you live in. This website is mostly suppliers out of China. It is a hassle-free process so you can just focus on your business.

- ECVV

This website gives you different suppliers that deal with the global market. Global trading is easy when you use this website.

- TradeWheel

This website has a worldwide reach. Suppliers and buyers are connected with each other. This is a great website that specializes in ecommerce sourcing.

- AliExpress

This has to be the best source to order your products directly from a supplier. If you want to order your niche products, they have lots of wonderful deals. Each resource isn't going to be gold, so you will have to do some research to find the supplier that is right for you. Your products should not have another person's brand on them. There are so many duplicates out there, yours will just get lost in the shuffle. AliExpress should be able to get you're the products you want. Just make sure you look at each supplier, read their reviews, and find out if they are reliable. Only order from a supplier that is reliable.

Finding The Best Suppliers

You aren't going to find every supplier under the same roof. You need to find the best supplier and doing some trial and error off of various websites.

Here are some websites that can help you find suppliers:

- Big Lots

This website is normally for branded products. If you online store sells things related to a certain brand, you should be able to find your supplier from here.

- Italian Business Guide

If you are selling Italian products this website can help you find the best supplier. Check it out and see what you think.

- Trade Fairs

You can find lots of suppliers at your local trade fairs. Suppliers here will be willing to do business with newcomers and seasoned sellers. They should have some products that will interest you. If you still haven't figured out your product, this might be the place to find it.

- SaleHoo

This is the biggest director of suppliers to be found. This is a service you will have to pay for but it will be worth the price. There are many established suppliers available on this directory. Market data can also be found on this website, too.

- Trade B2B

This is a manufacturing trade site in Europe that has suppliers listed that specialize in European products.

- Social Media

Your ideal product might only be sold on social media platforms. You don't need to ignore new brands or suppliers that are on social media. Do some research and see if they are legit as some of these are scams just trying to get your money. When you see a product that you think will bring you a profit on Amazon, get in contact with that supplier.

- The Wholesaler UK

This is the oldest supplier out there. It has a good list of suppliers in the UK who are all legitimate. These suppliers have to go through a verification checklist before they are put onto this website. You will be in safe hands with them.

Making Deals With Suppliers

This just might be the most important part of selling online. Your business needs suppliers but there is a roadmap that can help you handle suppliers the right way. Let's find out what it is:

- Know What You Want

By now you should know what product you want to sell. Now you have to figure out if you need to find a wholesaler or a manufacturer. A manufacturer will be a company that makes its own products. Since you will be selling these products, you might have to order a whole lot of stock at one time. The manufacturer normally sells just to wholesalers so you are going to need to tell them that you are a wholesaler. If you will be selling an item that will be bought over and over again, you are going to need to get in touch with a wholesaler.

- Know A Supplier's Mentality

Any business is going to need two parties and these two parties have to work well with each other. A supplier wants to work consistently with you. They are looking for serious online sellers, a long relationship, good communication, and a partnership without any risks. Don't disrespect them by offering them low cost deals. They are looking to make a profit, too. Since you are a new seller, you can't show them that you don't have a lot of confidence or are nervous. Do some research and then approach them. How confident you are will set the foundation for your business. You have to approach them like a professional and ask the right questions.

- Be On The Lookout For Scams

There are so many scammers out there it isn't even funny anymore. If you are ordering products from China, you might be setting yourself up to lose money. Most fraudulent companies come from China. I don't know why but they do. Don't be scared there are always exceptions to every rule. Just do your research before you send any money. Read reviews. I mean read every

single review. Look at their social media pages if they have any. Get their phone number and address. Google them to look for past reviews. See if they offer any services after the sale such as returns for defective or broken products. NEVER accept an offer that sounds too good to be true. Go to SaleHoo and search for them.

Now that you have a supplier in mind, let's find out how to make a deal with the supplier. You need to try to keep the first contact very simple. You need to be direct but don't confuse them. Do the following steps and you should be fine:

1. Email

Send them an email. You might have several questions on your mind when you are contacting the supplier. You need to be specific about a few things: get information about their products, see if they keep these in stock at all times, and ask about pricing. You could also ask them if they have a catalog they could send you with all their products.

2. Follow-Up

Once the supplier emails you back and has answered your questions, you can then ask about shipping information, payment methods they accept, see if they have some sample products they can send you, see if they accept returns, see if they require a deposit, details about taxes, see if they give discounts for ordering in bulk, see if they offer warranties, etc.

3. Negotiate

This is the critical step that can save you some money. Your expenses might be a lot higher if you don't try to negotiate. You need to try your best to create a win-win situation for both of you. You could offer them a long-term relationship, or promise them high sales. Do what works for you. Another trick you could try is FOMO. You can tell them that you have gotten in contact with other suppliers who are working on deals, too.

4. Do The Math

Never make a final deal until you have calculated the total amount of the product that includes shipping, packaging, marketing, listing, and taxes.

5. Legal Stuff

Don't get yourself in trouble by not following your legal obligations. You need to know if you will be liable if you sell that product. Are you going to need to get an import license? Do you need to have a tax ID with your government?

6. Order Your Product

Here is the part you've been waiting for. You have done all the research. You have found your product. You have found your supplier. You have made a deal with your supplier. Now you just need to place your order with your supplier and you are on your way to selling your product online.

Chapter 37: Get Selling and Winning

The first thing you have to do to get selling is to set up your Amazon seller account. Seller central can be quite confusing and hard for beginners to figure out. It can also be a pain to navigate. We're going to take a moment and dive into this platform. There is no need for you to understand how the seller account operates fully. With this section, I hope to help save you some extra hours of research so that you can spend it on getting your business up and running.

The easiest way to find seller central is to head over to Google, or your preferred search engine, and type in "Sell on Amazon." Seller central should be one of the top results. You can also go to services.amazon.com. After choosing the country you are in, you can click on Amazon marketplace. The following steps will go over the process of setting up a seller account in the US.

Once you are on the Amazon seller central page, you should see a big button that reads "start selling." This is to set up a professional seller account. If you want to start with an individual account, as we talked about earlier, you will need to scroll down the page and look for "sign up as an individual."

You can use Amazon's fulfillment services in both accounts. However, there are different charges involved, and you don't get the analytics with an individual account that you do with a professional account. Professional accounts cost \$39.99 a month, and you get access to analysis reports to help you better manage your business. The individual account is free, but you will be charged a fee for the item sold, and you don't get the report. This is the main difference between the two. However, you will find more plus and minuses of both as we go on. It's up to you to use, but know, Amazon's fulfillment service works with both.

But, if you are looking for some guidance as to which you should sign up for, answer this question, do you plan on selling more than 40 items a month? If you answered yes, then you are going to want to go with the professional account. That's why I suggest starting with an individual

account until you have found the product(s) that are working for you. Once you start seeing your monthly sales creep up to that 40 marks, then you can make the switch over. It will help you save money, and it's always best to wait until you have found the product the works well.

You don't really need the professional platform until you have that product. Once you do, though, get the professional account and get your products together. You will have about four to six weeks before your products make it to Amazon. This means you may have a month where you don't have any actual products to sell, but it really is that much of an expense when you look at it over the long-term.

This will give you the time you need to get familiar with your platform. More importantly, this is a good time to set up your listing. With that in mind, let's move forward in creating your account.

Once you click on "start selling," you will be asked to sign in to your customer account. If you don't have a customer account, you will have to create one. If you have a personal shopping account on Amazon, sign in. There is no need to create an account separate account.

After you are signed in, they will ask for your legal name. You have two choices here. You can do this as an individual or as a legal entity. If you want to do this as a legal entity, you will have to undertake the trade research and register your business name to have a legal entity. That is an entirely different process, but if you want to have a business name and all that, then, by all means, do so. Most people will simply go into this as an individual, and all you have to do for that is type in your full legal name as it appears on your driver's license.

On the next page, you will be asked for your address. If you have a physical store, you will use that address. Otherwise, you can use your home address. Underneath that, you will add the store name. You can name your store whatever you would like, and you can go back and change it if you want. The store name doesn't have to be the same as your company name.

You don't have to start adding products just yet, but you do need to add your phone number to verify your account. The next step will confirm your membership type. Make sure that you check fulfillment by Amazon. Next, enter your billing information so that Amazon can get their subscription fee. After you make some sales, they will take the fee out of that.

Then you will need to fill in your banking information so that you can receive your payments once you start making sales. It's always a good idea to have a separate banking account for your business that is separate from your personal account. This will make taxes a lot easier. Then you can click start.



You will then be presented with some questions, which will mainly be the same things you've already answered. You are now set up with a seller's account. You have taken a big step towards creating your own Amazon business. The next thing you need to do is create your first listing.

Creating a Product Listing

This is a fairly straightforward process. The main thing you will want to be ready for is having all of the information you need concerning your product.

1. Once you are logged into your seller account, click on the inventory drop-down menu. From there, you will click on “Add a Product.” You also have the option of uploading a product into your account, but it’s best if you add the first listing on your own.
2. On the product page, you can add your products in four ways:
 - a. Add a product from an existing Amazon listing
 - b. Search for the product by an ID or product name
 - c. Create a new product listing – this adds something new that is not already on Amazon
 - d. Bulk upload, which allows you to add several products at once
3. If you click on “Create a new product listing,” the next thing you have to do is to select a category for the product.
4. There are many categories to choose from, so make sure that you pick the category that your product fits in with the best.
5. Once you choose the category, you will be on a page with seven tabs that allow you to add various bits of information for your products. These tabs include keywords, description, offer, variations, vital info, add images, and more details.
6. In the vital information tab, you will add in the main information about your product like the name, size, shape, color, material, package quantity, and so on.
7. You can add color or any other variations that your product offers that people can choose from in the variation tab.
8. You will add fulfillment channels, selling date, tax code, gift wrap information, warranty, and country in the offer tab.
9. In the images tab, you will add images of your product.
10. For “key product features,” you can add your product's main features in a bullet point list.
11. In the description tab, you can add the description of your product.
12. You can add in search terms, target audience, subject matter, platinum keywords, intended use, and other attributes in the keywords tab.
13. The more details tab allows you to add manufacturer along with other details about your product that you could add

elsewhere.

Getting Your VAT Number

VAT stands for value-added tax. Having a VAT registration is something that most verified e-commerce sellers will have. There are certain governments that require a VAT number, and these include Japan, New Zealand, China, Mexico, Australia, Europe, and the UK. Some countries refer to VAT as the GST registration, which stands for goods and services tax.

Each country will have its own VAT rates. No matter what country you live in, it is important to get tax on your sell items. Getting your VAT number is easy, but you will need to track the different rates.

So, do you need a VAT number? You can choose to register for VAT voluntarily just to be on the safe side. If you don't register, there is a threshold that you could cross that would force you to need a VAT number. This registration has a lot of benefits. Some countries will levy this based on the value of the item. In countries like Europe, VAT is based on location.

VAT is based on two factors, whether you have a B2C or a B2B functionality. Most of the time, when a sell buys products for their business, they will pay VAT to the supplier. Later, you will collect this tax through your customers. When you file your tax return, you will get a reduction in the tax. When you register with VAT, you will save money. This is known as a reverse charge mechanism.

To register for a VAT, head over to your trusted search engine and search for VAT registration in your country. Once you are on the appropriate website, add all of your company details. They will also ask for your banking information. You will then add your personal information and then the history of VAT in relation to your company.

You will then get a summary page to review all of the data that you just entered. Make sure all of the information is correct, and then submit the

form. The benefits of going ahead and registering for a VAT number include:

- You won't risk any financial penalties. What if your business ends up crossing the threshold? If you have already voluntarily registered for a VAT number, you won't have to face any penalties.
- It will help to enhance your company's business. Some suppliers don't want to deal with small businesses or a person who doesn't have VAT registration. Having a VAT registration will make you look more official.
- It will also get you a refund on the tax. When you are registered for VAT, then you can claim that money that was taken out. It can end up saving you a lot of money.

With that, you should have everything set up and ready to go for your Amazon store.

Chapter 38: Shipping

You have done your research, you have found the product you want to sell, and you have created a plan with a supplier to make a private label product. Sellers who want to be FBA or Fulfillment-By-Amazon sellers have an option to get their products shipped from the supplier to one of Amazon's warehouses or to have them shipped to a different location before they go to Amazon.

You might be wondering why sellers don't have their products sent from the seller straight to Amazon. Well, some people like to look at the products before they sell them to make sure they are a good quality product, they might just want to send a small quantity to Amazon to control their storage costs, or any other reason they have.

If sellers do choose to go this route, you will need to know how to get your products to Amazon's warehouses once they are ready. How can you set up FBA shipments to get your inventory into Amazon's warehouses?

If you are a new seller on Amazon, getting through the "Seller Central" and getting your first shipment ready can be a rather hard task, but not to worry, I will help you through each step so you can get your shipment ready to go the right way. I am also going to show you how to use the old and new way.

- The Old Way To Ship

Amazon recently introduced a new way to "send to Amazon" that is a three-step shipment workflow that gets you set up for FBA shipments. Right now, the "send to Amazon" beta will only let you create shipment for products that are packed in a case. If you would like to send just one product at a time through FBA, you are going to use the old method.

Let's talk about both ways to create a shipment. If you sell wholesale, private label, or retail arbitrage, you are going to need to know how to do this.

How To Send Inventory to Amazon



Getting your first shipment to Amazon is a bit confusing the first time you do it but after you have done it a few time, you are going to be a pro.

This section will cover the old way of creating a shipment:

- Step One

The first thing you need to do is to go to Amazon’s “Seller Central.” Once you are on this page you will click on “Inventory” at the top. A drop down menu will show up and you need to click on “manage inventory.” Once you have clicked this, you should be able to find your listing.

- Step Two

Now, look at the right hand side of your screen, you should see the word “edit.” Click on this and another drop down menu will show up. You need to choose “send/replenish inventory.”

- Step Three

This step is a bit long but the first thing you need to do is click “ship from address” and fill in all the information it asks for if you haven’t already done this. If the inventory is located at your business or house, you will need to put this address into the form.

Now you will have to choose between “individual product” or “case-packed products.”

If your shipment consists of multiple products that have different conditions like used or new or they have various SKUs, you will choose “individual products.”

You will choose this option if you are selling retail arbitrage and you need to ship ten products to Amazon at one time.

If your shipment is all the same product that only has one SKU, you will choose “case-packed products.” Now you can enter how many cases you are shipping and how many products are in every case for every SKU in your shipment. You will choose this option if you are shipping multiple units of your own label.

Now you will need to choose “continue to shipping plan.”

- Step Four

Here you will enter the number of products that are in one case and the number of cases you will be shipping. Let’s say you are shipping a total of 50 units. You can put 25 units in one case so you will need to choose the number two as the case number.

Underneath the “total units,” you will be able to see that you are shipping 50 total units.

After you have entered the number of units in each case and how many cases you are shipping, just click on “continue.”

- Step Five

Now, you are going to pick whether or not your products are going to need to be fixed before they get shipped to Amazon. This might mean that it will need to be bubble wrapped, labeled, or put into a poly bag.

You will choose the kind of product you are shipping from a drop down menu. Let's say you are shipping baby wipes so you will scroll until you find baby products.

Here, Amazon will tell you what kind of prep your product is going to need. If you can't find a category in the drop down menu that fits your product, you aren't going to need any prep.

If you don't have the materials or supplies that you need to get your products prepped, you can have Amazon prep them for a small price. This fee will range from \$1 up to \$2.30 per individual unit. It all depends on what kind of prep your product is going to need.

- Step Six

The next step you will be picking the way your products get labeled. If your products need an Amazon barcode also known as FNSKU, then you can decide to put them on yourself or have Amazon do it for you.

If you decide to label the products by yourself, you will enter how many labels you need to print and then click on "print labels for this page." You can print these out on sheets of address labels if you have them. This makes it a lot easier to get the barcodes onto your products.

There might be a circumstance where you will have to use the manufacturer's barcode. This might happen if you sell wholesale items or retail arbitrage that have a barcode on them already.

If your barcode starts with "XOO," you will have to put the Amazon barcode onto your products.

If your barcode starts with “BOO,” you will use the manufacturer’s barcode.

You will see your FNSKU underneath the “product name” within this section.

If you resell items through retail arbitrage, you might need to use the Amazon barcode rather than the manufacturer’s barcode. I think it is best to always use the FNSKU.

You have the ability to change the “FBA Product Barcode Preference” to either the manufacturer’s barcode or Amazon’s barcode. At the top right corner of “Seller Central” you will need to click on settings then “fulfillment by Amazon” and then “FBA Product Barcode Preference.”

If you will be selling products that are privately labeled and you get your supplier to print your barcode onto the products, you will pick “merchant” in this section.

If you don’t want to label your products by yourself, you could have Amazon label the product for \$.30 a unit.

- Step Seven

This is where you are going to find out the place Amazon wants you to send your products.

Amazon get to decide where your products get sent based on the demand across the country. By default, your shipment setting will be on “distributed inventory placement,” this means Amazon might split your shipment and send it to various fulfillment centers. This is a bit frustrating, especially if you have packed up your products and they are ready to be labeled and shipped.

Let’s say that Amazon wants you to send 30 units to a New Jersey warehouse, 15 go to a Texas warehouse, and the other five go to a

California warehouse.

What if you have already packed up everything into two boxes? You could change your FBA shipment settings to send all of your units to just one warehouse. You will do this back in “seller central.”

When you are in “seller central,” you can click on “inventory placement service,” this lets all the seller’s SKU to be assigned to one fulfillment center. Please be aware if you do choose this option, you are going to be charged a “per-unit fee.” If your product weighs under a pound, it will cost you 30 cents per unit. Items that are over one pound will cost your 40 cents per unit.

If you want to change these settings, just go into “settings,” “fulfillment by Amazon,” “inbound settings,” and then “edit.”

Let’s say you went through the entire process and Amazon told you that you will be sending all of your units to the New Jersey warehouse. This means that your shipment won’t get broken into other boxes. If this happens to you, you will just pick “approve and continue,” next you will click on “work on shipment.”

- Step Eight

For this step, you are going to pick your shipping service and the way your items will be packed. Once you have entered in the weight and dimensions of your packages, Amazon is going to give you a price and you will be ready to ship your packages. This price is normally very low.

If you are shipping a small package, you will choose “small parcel delivery” and then “Amazon partnered carrier.” If you will be shipping pallets full of inventory, you will pick “less than truckload or (LTL).”

Next you will enter how many units are in each box, how many total boxes you will be shipping, the weight, and dimensions.

Once you have entered all this information, you can choose “calculate” and Amazon will show you your shipping costs. You now have the ability to accept the charges and move on to printing your shipping labels.

Now, you need to pick your shipping date (this is the date that you will be shipping your boxes) and then print your labels. You are going to see two barcodes on your label. You need to be sure that both barcodes can be seen on the box. One barcode is for Amazon and the other is for UPS.

When you have finished all these steps, you are going to choose “complete shipment.”

That is all there is to it. You can now label your boxes and take them to your nearest UPS location. You could schedule UPS to pick up the boxes from your location if you can’t get them to a UPS center.

Creating A Shipment By Using “Send to Amazon”

Now that you know how to do the original way to create a shipment, let’s talk about the new system Amazon is introducing that is called “send to Amazon.”

- **Step One**

We will begin the same way as above but you are going to click on “continue to send to Amazon.” You could also just click on “send to Amazon.” As of now, Amazon is only allowing you to do case-packed shipments so if you need to ship multiple SKUs in each shipment; you will have to use the method above.

- **Step Two**

The first thing you will do once you have clicked on “send to Amazon” is create a new packing template. These allow you to save your information about the way you pack your SKUs, how they are prepped, and how they will be labeled. You have the ability to reuse these every time you get new

inventory and need to ship it to Amazon. This is going to save you so much time.

- Step Three

You will need to confirm your shipping and then accept the charges.

- Step Four

Print out your labels and ship your packages. After you have printed out your shipping labels, just make sure both of the barcodes can be seen on the box. Now, take those boxes and drop them off at your nearest UPS center or have them come pick up the boxes at your house.

That is all there is to it. You are now ready to get your first FBA shipment sent to Amazon.

Chapter 39: Common Mistakes

There are quite a few mistakes that people can make regarding selling things through Amazon FBA. While these mistakes may not seem like a big problem, they can end up being detrimental to your success.

Not Creating an Expandable Brand

First and foremost, people's biggest mistake is not coming up with a brand and product line that is expandable. If you plan on building a sustainable business brand, you will need a large umbrella of products to expand your business. You should pick primary products that a lot of complimentary purchases or that can be grouped together. This will allow you to continue adding new products to make a bigger product line. For example, if you choose to get into the electronic gadgets market, you have many accessories and replaceable parts that you can sell.

If you are looking to score big, go for multi-packs and bundled products. Any single items that sell well are unlikely to be competition-free. Nearly every product that sells pretty well on Amazon is going to have a bunch of merchants selling in the same category. Also, profits on a single item tend to be swallowed by all of the fees. Unless you can narrow in on that sweet spot between high-demand and high-priced products that have low competition, you might not be able to get good results with single items.

Also, you are going to have bigger problems if it is an item that Amazon sells. Unless you have a huge edge over them, it is going to be pretty hard competing with Amazon. Creating multi-packs and bundling products will require more money or time. You have to source a number of items that you can bundle together. However, in the long-run, it will be beneficial.

Underestimating the Power of the Holidays

As long as you're okay with keeping items for around ten months, the deals you can get on decorations during the days right after a holiday can guarantee a decent profit margin. What's more, when you wait ten months

before sending things off to Amazon, you will minimize your storage costs while taking advantage of people who like to plan for the holidays early.

On the other hand, you can wait until just a few weeks before the holiday to post your products and up the prices to get more customers who wait until the last minute to do their shopping. As a result, they don't care as much about the costs.

Not Thinking About Demand

While it is best to sell niche items, that doesn't mean everything is going to be an automatic winner. Once you have a good idea of the things that you are going to sell, the next thing you need to do is assess the demand for each of those items. As long as the products you plan on selling aren't obscure, this process should be pretty simple.

The best way to start researching a product's popularity is to search for it on Google and see what comes up in the autofill options. You are trying to see a demand that isn't being met, so questions about an item are a good sign that there is an unmet need.

Another great place to look for autocomplete results is searches on sites like Etsy or eBay, which are places where people will be looking for harder-to-find products. In fact, if you notice that the community for buying and selling similar products is huge, you might want to think about creating a store on one of those platforms.

Not Listing the Right Way

While we may be taught not to judge a book by its cover, we do the opposite when it comes to shopping. One of the biggest aspects of listing items on Amazon is the title. The title tells the potential consumer what the product is all about. This best title will have:

- The name of the product
- Brand name
- Keywords to the title to help improve the rank

- Distinguishing features
- Size
- Color
- Use

For example, if your product is a pacifier, a good title for the product could be “Deluxe Silicone Baby Pacifier – Easy for Parents – BPA Free – Set of 2 – Blue.”

The main goal of the product title on Amazon is that it should:

- Educate possible customers about the product, even before they have click on the item
- Add some keywords that help to showcase the use of the product

Not Using Images to their Full Advantage

Another big aspect of the product details on Amazon is the images. Images are what can make a shopper click on your listing simply because the image looks good. That’s why you need to make sure that you spend a decent amount of time getting images of your products that are great. For your images, you need to make sure they include:

- Information images, such as charts
- The product size by showing a human holding it
- They include features of the products and compare them to other similar items
- Shows your product being used
- The back label
- Different angles of the product

A great way to find the best images for Amazon listings that are also affordable is through AMZDream.com.

Not Utilizing Bullet Points

If possible, customers are drawn in by your choice of images and title, and bullet points are the next place to get a straightforward reaction. You get five spaces to add bullet points, but that doesn't mean you are limited to using only five words or sentences. You can use short paragraphs in those bullet point places to hone in on your product's benefits and features.

This is where you can address common objections or questions. The first three points should be used to showcase your product's most important feature, and then use the other bullet points to deal with customer objections or common inquiries.

Not Picking the Right Price

You need to go with selling private label products that are over \$10. Anything under \$10 on Amazon gets listed as "Add On Items," which means that buyers can't buy those items alone. They will have to make an additional purchase to buy that product. Plus, the profit margin for items under \$10 after deducting Amazon fees can be low when it comes to building a lucrative and long-term business.

You are going to have to have a higher sales volume to see decent returns. Ideally, you will want to go with items that sell between ten and 30 dollars to reach a higher profit margin.

There are very few things that can kill you, like low-cost products on Amazon, unless you can predict an unrealistically high sales volume. You may be of the belief that inexpensive items will have a lower risk or are more often bought by customers on impulse. However, selling items that are under five dollars isn't going to be profitable even if you have a high sales volume or a next to nothing sourcing price.

The cost you will have with shipping your items to the Amazon warehouse, and all of the fees are going to leave you with a couple of pennies in profit.

Not Treating it Like a Business

While using Amazon FBA isn't the same thing as having a traditional website or brick and mortar store, you still need to treat the time you spend on Amazon FBA like you would with any other business. Amazon FBA may allow you to move away from making a website, doesn't mean that you shouldn't see Amazon FBA as a serious business. You can lose money on this platform if you aren't accurate with your estimates or too sloppy with your profit margin calculations.

Not Doing Research

A lot of Amazon FBA users will miss something else because they don't do research on Amazon before they decide on the products they sell. Even if you like to go fishing, this doesn't mean that selling fishing poles on Amazon will lead to decent profits. Look at what is selling most often on Amazon, and take note of any of the markets that aren't as well represented.

Having Similar Products

Unlike having a niche website that we have been talking about, you don't have to constantly worry about keeping a similar product line when you use Amazon FBA. Since your seller profile doesn't define the type of business you run, you can choose whatever products you would like to sell.

This is great for anybody who likes to research products on Amazon. When you figure out the profit margin that can be made on certain products on the market, you should make better decisions for your business. Have an expansive product line so that you can attract all types of people.

Having Bad Resources

It is very easy to find services, gurus, or courses that handout or sell lists of the "best products to sell on Amazon." If you ever see anybody offering the latest list of the "hottest products on Amazon," you need to run away. There is a huge market of consulting services, courses, and gurus for Amazon sellers. It's not that hard to see why there is such a market. Amazon can be quite confusing, to say the very least, and some people would like to be told

have to be successful using their services. The issue with this is, when everybody is using the same advice, especially when it comes to the things that you should sell, it can cause an oversaturation of the market.

That means it is going to be hard to generate a lot of visibility and to make sales. It's great to know that there is a market for an item, but if you have a few hundred sellers with the same product for sale, the supply will overtake the demand. This means you are going to have a lot of competition and even more inventory that is going to be hard to get rid of.

Only Following Trend Markets

Much like how you ran from all of those gurus who promise to have the best product lists, you need to do the same with trendy markets. When you chase trends, it can be extremely risky, especially for the new seller. These trends will only be profitable for those who were able to hop into it really early on.

You don't have to look any further than the 2017 trend of the fidget spinner. In late 2017, these fidget spinners ended up making a few sellers a lot of money. Then more and more people started to hop on the fidget spinner bandwagon, and as such, the demand crashed, and people ended up losing a lot of money. Look at it this way; if you see that a product is trending on TV or social media, you are likely already too late. Even if you see that the market is amazing, with a lot of sellers moving thoughts of products, you likely won't have the time to capitalize on this trend. It will take about two months to get your products out there, and by that time, the hype will have died down.

If you end up hopping into a market that becomes saturated, a lot of sellers will find that they have entered a pricing war with competitors. This will limit your profit margins, which can lead you to start selling your items below cost.

Those who actually profit from a trending market are either really lucky with their timing, their products didn't cost them that much, or they had a

lot of capital to pour into the product to help drive and keep their rank. Everybody else after them is going to take a financial hit likely.

Using Patented Products

When it comes to sourcing private label products, you need to take a moment to consider patents. Sometimes manufacturers will sell things to sellers that are actually under a patent. The manufacturers will most likely not realize that they are patented and will likely sell them to anybody who is willing to buy it. That does not mean that it is legal, though. Imagine how bad it would be to invest a bunch of money into getting your inventory only to receive a cease and desist letter or a lawsuit from the patent holder.

Violating Terms of Service

Some companies out there will pitch various “black hat” strategies against the Terms of Service. A lot of these things are centered around getting more reviews for products. While these strategies can be extremely tempting since reviews look good to the algorithm, Amazon has strong review policies. If you end up getting caught paying for reviews or incentivizing people to leave reviews, you risk your selling privileges. This type of review manipulation is actually very common on Amazon, and a number of sellers will get away with it at first. But Amazon has started to double down on its efforts to crack down on review fraud, and this can be detrimental to your business.

Categorizing Your Products Wrong

Since you will be a private label seller, setting up the listing is to figure out what category the product is listed in. When you do this, it is important that you put all of your products into the right category. Some sellers will try to place their products in a category that doesn't have as much competition so that they can earn a “Best Seller Badge.” However, a number of searches will be filtered to a certain subcategory, so when you incorrectly categorize your product, it could get filtered out of important search results.

Sellers can look up products within seller central to figure out all of the categories they could be placed in. The important thing is to ensure that your product is relevant to what you choose. For example, if you are selling a first aid kit that isn't for tactical or survival purposes, you will want to avoid a lot of options when it comes to picking a category. The more likely category that you would want to choose is under Health and Personal Care.

While we have gone over a number of common mistakes that you should try to avoid, I can't offer you a magical secret that will prevent you from making other mistakes. You can be successful using Amazon FBA, but you are still probably going to find some things that don't work well for you. There are no magic shortcuts. The only way you can be successful is to work hard, leverage your data, and constantly research and educate yourself.

Chapter 40: How to Succeed

Marketing is an activity or process that attracts customers through some actions that include communicating and providing their customers value. Because of this, marketing is meant to serve and keep their customers. Once a company creates a strategy on ways to attract and serve their customers better, this is called marketing.

There are many different definitions of marketing but its main purpose is to serve the customer. Since we live in the era of digital businesses, it is vital to invest in some professional marketing. Most people get selling confused with marketing. Marketing is just thinking that has to flow through an organization to be a success.

We can begin by viewing marketing as an offshoot of organizations strategy. This will help you meet your organization's objectives by making sure their services or products are sold to the right market at a price that will bring a profit. If you want to do this in your business, you have to offer the right products to your customers. You need to make sure you sell it at a price that is good for them based on what they think value is. This cost has to give you a profit, too. This is called CVP or customer value proposition. It is the base of the marketing strategies in every industry.

Successful companies know that when they market their service or product, they have to offer their customer valuable things. This price needs to be equal to the value of the service or product that the customer thinks is valuable. Now that I have veered off topic, let's get back to the definition of marketing. Back in the day, a market was a store or building where people would meet to sell and buy products. These days, market refers to various buyers and sellers who make up the industry. The sellers will send a service or product as well as staying in communication with the buyer.

Some other examples include sales data, customer feedback, or information. The public views marketing as being a combination of advertising and selling. This is not a good definition. A better definition is the one that "Chartered Institute of Marketing" uses that describes marketing "as getting the right goods to the right people in the right place at the right time at the

right price with the right level of communication.” That is a really good definition but the best one for me is from Peter Drucker: “the aim of marketing is to make selling unnecessary.” This basically means that you know your customers so well that your service or product will sell itself instead of having to go back to your customers and begging them to purchase your service or product.

They hear about it and then just come to you. Just to be clear here marketing doesn’t mean selling. Selling focuses on making sales. It only focuses on the transition of exchanging money for a service or product. Marketing is about knowing your customers so well that you give them what they need. The best analogy is marketing is all the things you have to do to make your phone ring to get a customer to call you and place an order. Selling is all the things you do after you have answered the phone. Let’s clarify some terminology. Products are tangible items like a bag of rice, a shirt, a car, a hammer, basically anything that you can touch or see.

Services are a provision of things that are intangible like an air flight or financial advice. Watching a football game isn’t anything physical but we do experience it anyway. A brand is a name that is used for a certain service or product or it could be a range of services or products. It doesn’t matter if you offer a product, service, or both. Marketing is all about giving your customers what they want. There are four elements to this concept that are called the four Ps.

- Product
- Price: this is the cost of your service or product. This gets used by your customers to measure whether or not it will benefit them
- Place: this is how and where the product or service is available. This determines whether the item is sold online or at an actual store
- Promotion: this is the way you communicate the information to your customers

Tips For Success

- Look In Your House

You probably don't realize it but you probably have some inventory right in your home. If you look hard enough, you might find some items that you haven't ever used. You bought it because it was on sale, you brought it home, put it away and haven't thought about it until now. You might have used it once, and put it in the back corner of your pantry to never be used again. It doesn't matter what the case is, these items can be turned into cold, hard cash. You just need to ship them to Amazon to make it happen.

Go on a treasure hunt. Look through your book shelf. You don't love every book that is in your book shelf. Get rid of the ones you really don't care about to make room for that series you have been wanting to read. This can also get rid of some clutter.

Look through your kitchen cabinet, your children's room (get their permission first), and your room. Take out anything that you or they don't use anymore. Sometimes might surprise you and bring you a huge profit on Amazon.

Get your family and friends involved. They might even give you things to sell without asking for any money just to get the stuff out of their house.

- Put Padding In Your Shipments

Padding is the stuff that you put around your items that you are shipping to keep them from hitting each other during shipment. This can be pretty much anything and you might have some of these things already in your house.

You could use:

1. Newspaper
2. Various small boxes to protect glass items
3. If you order things online, save all those little air pillows that come in your shipment
4. Stuff newspapers into plastic grocery bags and tie them shut. These can protect the shipment from getting banged around.

- Find Free Boxes At Grocery Stores

When you are just starting your FBA business, you don't have to pay for delivery boxes since you might not have the extra cash for them. You could find some shipping boxes at grocery stores for free. If you have some new neighbors that have just moved in, you can ask them for their old boxes. You are getting free boxes plus you are helping the environment.

When you are grocery shopping, if you see employees putting out stock, you can ask them if you could get some of their empty boxes. They will probably let you come and get all you want so they don't have to deal with them.

- Remove Price Stickers By Using Lighter Fluid

When you are reselling things you have found around your house, you might come across some items that have a price sticker on them that you need to get rid of. Taking them off can be a bit hard and even if you get the sticker off, the residue might still hang around. Lighter fluid can help you get rid of this mess. You just need to be careful when using lighter fluid. This process is very simple and you are going to need a few things. A Scotty peeler will help get the label off of the item and you can use the lighter fluid to get rid of the residue. To make this happen you need to:

1. Pour a small amount of lighter fluid on the residue
2. Wait about five minutes
3. Use the Scotty peeler and gently pry the residue off

- Freecycle.org

Find a location that is close to you on the Freecycle Network. This lets you see what people are giving away for free or just getting rid of that you could use for your online store. You will be shocked by how many things you can find by using this network. How this works:

1. Find and claim an item on their website
2. The owner will put the item on the sidewalk or front porch
3. Go and get your item

That's all there is to it. This is very easy and straightforward. The website makes it easy for you to contact the owner to set a time where you will come by to get it.

- Shipment Boxes

Honestly, most people who buy items online will reuse their shipping boxes. Who out there hasn't ordered anything off of Amazon. Reuse those boxes. All you have to do is take off the old label and put a new one on.

Productivity Tools

There might be times when you just need to get away from your online business so you can stop worrying about how your store is doing or if the shipments are getting sent out on time or if you remembered to reply to a customer's question. Here are some tools that could help you save some time:

- Facebook News Eradicator

Since different sellers spend most of their time on this social media site looking through all the various FBA groups, it might take a lot of your time without you ever realizing it. In order to help you with this, the eradicator can cut down on this wasted time. It keeps you from spending a lot of time on the internet looking through all the sources that other are talking about.

- If This Then That or IFTTT

Normally this gets used by sellers on eBay or Amazon. This app will alert the seller when they have made a sale or if stock has been added to their inventory.

- Using Canned Responses

Typing the same response in over and over again can be exhausting and nobody wants to deal with that kind of stress. This app lets you create a

response that will automatically reply to a certain response from a customer. This app can also be used to respond to emails you get in your Amazon inbox. Because Amazon lets you use your own email to respond to your customers rather than creating another email address, you are able to use this app.

- Cleer Pro

This app is great for online arbitrage. It makes it easy for you to look for items, deals or doing some research on Amazon.

Hacks to Save You Time

If you want to save time when you are looking for new items for your online store, you can put \$0.00 into the search bar to help you find things that in that price range. The time that it will take you to type in how much money you want to spend isn't going to exist since you have already typed in \$0.00. It will show you everything that isn't going to cost you anything.

You can use a calculator to find the your profit price by subtracting the buying price from the profit price. This will help you decide if you want to buy the item.

There are going to be times when you don't have to do the math. All you have to do is look at the price to know if you will make a profit. If you are looking at head gear and the cheapest one you can find is \$12.99 and you want to make a profit of \$9.99, you won't buy the item.

Another way to reduce your time is by downloading the Amazon 1 Button. This is an extension on Chrome that will show you the price of an item you want and it will do all the searching for you. Let's say you are looking for board games. The app will tell you if the game has ever been sold on Amazon and how much it costs. This will save you the time and trouble of looking through Amazon.

Remember that every search engine won't give you the results you want and there might be times when the item can't be found or is no longer

available.

- Get a Business Checking Account and Credit Card

You need to have an account that you will use exclusively with your online business so you can buy the items you need. You have to keep track of all of your expenses and savings immediately.

You could use a tracking app that shows you every expense that has been charged on your credit card whether it is a personal or business one. If you want to use Amazon FBA, you are going to need a business checking account and credit card. These have to be different than your regular accounts.

You could also use Quickbooks to keep track of your accounts and credit cards. This app will let you:

1. Keep track of the amount of money you have spent
2. Know the amount you owe on your credit cards
3. The places you shop at

- Seller Rating

You need to care about your seller rating. Just because you let Amazon do your heavy lifting you can't allow your store run on autopilot. You have to be aware of your seller's rating. You have to do everything you can to keep it very high. If you were to sell an item that was defective, do whatever you have to keep your customers happy. If you got this merchandise from a supplier, you might need to get in contact with them to see if you can get your money back or trade it for other items. If you constantly sell defective items on Amazon, they could drop you from their services because you have damaged their reputation. This is something that you have to avoid no matter the cost.

- Think About Every Purchase

The best online products are the ones that are fairly cheap. If you find anything that has been marked down by 75 percent, you need to figure out a way to make a profit off of it. Another good choice would be to find items that you can buy in bulk fairly cheaply and sell at a profit.

Another thing to think about is buying things from dollar stores that are based on things that won't ever go out of style like anything Disney, Star Wars, or comic book heroes. Most of these products are just sold at dollar stores and this means that once their stock is gone, there is going to be many parents out there looking for these products for their child. Grouping things together is another good way to get people buying from you.

Let's say you found five Disney Princesses at a dollar store and bought them. You know you can get \$5 each by selling them on Amazon. You can group them together and sell all five of them for \$20. You have just made a \$15 profit.

- Social Media

The best social media platform for any brand or business is Facebook. Almost everyone in the world uses Facebook. You need to have an active Facebook page to succeed. Do what you can to build up your Facebook followers. Your posts might not always get a lot of attention but any attention is better than none. If you make some really great posts, you will have some traffic coming from it. This is the way things work on Facebook.

You might want to think about getting Instagram and Twitter but these aren't as popular as Facebook and they are geared more toward the 16 to 30 age group. If your niche targets older people, then you might not have as much success on these social media platforms. Having a decent following on any of these platforms could make a difference in how you are viewed as a brand if you can follow through and make several posts.

Chapter 41: Decide on Long-Term Success

Once you have made it through the essential parts of picking out your product, setting up your store, and shipping your items to Amazon, there are a few things that have to be considered. These are essential to ensuring that you will stay successful for many more years to come. The traction you get with your business is the progress your business makes as it grows. Is your traction slow or faster? Did the progress develop as expected?

It is often hard to get a business up and running and racking in the profits so that you can pay off debts and such. The resources you need to get your business going might not be readily available to you, or you happen to be a couple of coins short. Still, your reputation is often at stake if you don't manage to keep above your business's curve and the competition. Let's look at some ways that can help you to ensure long-term success.

Understand Your Audience

If you fully understand your product and you have a good understanding of who wants to buy it, then you are well on your way to understanding who your audience is. Sending out customer surveys is a good way to help get a basic look at your customers' demographics. Once you have gotten a general outline that represents your customer base, you will want to go deep and figure out who they look to on social media. These can be people from YouTube or any other social media site which are popular among these demographics.

Once you have started to understand who these people are, you are going to need to consume a decent amount of their content to get an idea of how they communicate with their fans. If you would like your potential customers to connect with your brand, you need to make them feel like you are one of them. After you have infiltrated this culture, the next thing you can do is send some of your products directly to those influencers, hoping that they will like them, and then talk about it at some point. While this could be a bit expensive at the start, it is simply a marketing expense, and its payoff could be quite lucrative.

It is very important to never forget about Instagram influencers because some recent studies have found that items they positively rate will often see a sales increase of 30%. What's more, almost all of those consumers were new to the site, which means this exposure is extremely beneficial. When it comes to generating buzz around your brand, this form of marketing gives you more grassroots feel. This will make it more likely that people will be drawn to your business and continue to buy from you. A good website to check out to find popular influencers is websta.com. They show you the most commonly searched usernames on Instagram and other sites. You also have the ability to search hashtags.

Ask for Feedback

FBA sellers tend to underestimate the importance of receiving feedback from their customers, but it is imperative to ensuring that your business will survive. Amazon has said that customers are allowed to leave feedback on orders that have been bought on Amazon. This is true for merchant-fulfilled orders as well.

Having FBA orders can improve the look of your business. It can help to improve sales and is a great way to increase your reputation as a new seller. When it comes to customer feedback, the following is a great way to end your customer's experience on a positive note:

- Communication with the seller
- The packaging of their product
- The shipping process
- Customer service
- Dispute resolution

Amazon will help the average seller to have the best packaging and shipping services that make you look professional. This is why participating in the FBA is so helpful. With FBA orders, just like any other order controlled by Amazon, if a customer doesn't happen with the product or with the ordering process, Amazon will take care of the problem. If

something does go wrong, there is a good chance the problem is with Amazon instead of you.

It's also in your best interest if you track your comments manually. Try to do this as often as possible, and the easiest way to do so is to bookmark the Amazon Feedback Manager on your Seller Central dashboard. Your ratings can change on a daily basis depending on how many orders to get. The more orders you get, the higher the number of ratings you will get. It could get so that you could be going through new feedback for hours if you don't keep on top of it.

There is also FeedbackFive. It is an automatic way to look through your feedback. It will let you know when you receive negative, neutral, or new feedback. They will send you the comment in an email or text. This will prove to be less stressful since you won't have to spend hours on end on your dashboard checking for feedback.

To take care of any disputes, you may have with a customer that is your fault, ensure you fix the problems as quickly as possible to remedy the situation. After you have taken care of the issue, then you can ask for that feedback to be removed. If you believe that Amazon causes the problem, then you can request that they remove the negative feedback.

Set Good Goals

You have a business now, so you need to have goals for your business. The SMART goal system is a great way to focus your time on goals that will improve your business. The important thing is to make sure that your goal, as a timeframe, is relevant, achievable, measurable, and specific. No matter what you are looking to achieve, applying the SMART goal method is a great way to ensure you get the most out of the work you put into your business.

Let's take a look at each step of creating a SMART goal.

Specific – It's important when you come up with a goal that you have a specific and clear goal in mind. The foggier the goal is, the harder it is

going to be to reach it, and the easier it will be for you to make up excuses to do something different. When you have something specific in mind, it will give you something to focus on when your mind wants to come up with excuses. Remind yourself of your goal and focus on it when things start to get tough. You will soon find that it's easier to power through.

If you don't know if your goal is specific, try to answer the who, what, where, why, when, and how of your goal. If your goal is specific enough, you will be able to answer those questions a now who is going to be involved, what you will accomplish, where it will be achieved, why you are doing it, when you start, and how you are going to accomplish it.

Measurable – The best goals are those that can be clearly defined between a set of points, one that shows success and the other that shows failure. Especially when you are just starting out, it's important that you have goals that allow you to spot when you have started to drift off track. Measuring your progress ensures that you can keep up the good work because you will know that you are hitting the deadlines that you need.

Attainable – The best goals are those that can actually be attained. As I have mentioned, you need to stick with attainable goals. In the early part of your business, trying and failing can be worse than not trying at all. Attainable goals don't mean that they have to be easy. Easy goals will not give you as much of a reward. However, you don't want to make them so hard that your get discouraged before you ever attain them.

Relevant – Having an attainable, measurable, and specific goal is meaningless if it's not relevant to your current situation. You have to ensure that the goals you come up with are relevant and fulfill something you need for your business. When it comes to setting goals, you aren't just helping your business, but you are building new neural pathways within your brain. If the effort you are putting into a goal isn't relevant to your brain's things, then you won't stick to your plan.

Likewise, it would be best if you came up with a goal that will easily fit into your current routine. Your early goals need to be something that can easily be added to your to-do list so that you are more likely to do it. This will

help you to make a habit of doing what needs to be done and will increase your likelihood of continuing to work towards your overall goal.

Timely – You don't have a good goal until you know its endpoint. A timely goal is one that you know you have achieved. A time limit will ensure that you are more likely to focus on the goal now as opposed to getting to it later. You don't want to pick a too ambitious timeframe, but you also don't want it to be too easy. You need to be a timeframe that creates a bit of pressure for you to work, but not so much that you get stressed just thinking about it.

Chapter 42: Become An Authority

Many people use the words authority and expert interchangeably. This won't be the case when you are doing online marketing. When you are an authority means everything while being an expert is a lot worse than just being in second place. An expert will be somebody who knows a lot about a specific niche whereas an authority is a person who other people come to for information about a specific niche. People don't become an authority just because they claim they are; they are authorities because when they say something about their niche, other people will listen.

There are some benefits to being an authority for a certain niche and they are pretty much the same as other authority figures and that is when they talk others will listen. This happens because people who know that you are an authority is going to expect that you when you talk about something, you know what you're talking about. It won't take much imagination to see how this could translate into more sales if you are given the right kind of boost. If you are able to obtain the status of authority in your niche you can set a tone for your whole niche along with having lots of loyal followers that will defend every single thing you say.

When you are marketing your website or business, it is extremely important to have a good social media presence along with a firm grasp of having a decent rating within the search engines if you want to find new ways to make money. If you take the time to build up a reputation as an authority, you will be able take it easy as the money will come to you.

- Do Some Homework

The first thing you need to do is be able to write content to make it seem you are an authority. This is hard for some people but easy for others. It all depends on how much you are able to get online and do the research that being an authority is going to take. To put it in simpler terms, you have to know enough so people realize that you know what you are talking about in any situation you could find yourself in within your niche.

Don't worry; this won't be something that will take you years to become a master of. It is fine to focus on just one aspect of your niche while forgetting all the others. This gives you the benefit of making sure you will be able to use all the information that you are learning about sometime in your near future. It can also allow you to be different from all the other authorities within your niche without having to have a debate with them.

When you do begin working on this, it's important to do more than just getting familiar with a Wikipedia page about the niche. You have to go to the sources that you find on the Wikipedia page and then track down those sources too. Now you need to keep doing this over and over until you haven't left any stones unturned about your niche. This is going to take some hard work and a lot of effort but the results are going to pay off in the long run.

During the time you are working your way through the process, you might realize that making a starter's guide for other people will help you become a better authority. You can write this guide for a person who doesn't know anything about your niche or the specific part that you are trying to be an authority in. It might seem like a bad idea to try to write a study guide about something that you don't know everything about, but while you are writing the guide, you will be absorbing all the hard topics and then breaking them down in a way that anybody will be able to understand the topic. You will be able to take what you have learned and turn it into something that you can explain easily. You can take the time to write all these things in your blog.

- Limit Yourself

When you are trying to become an authority on a specific part of your niche, you have to set some realistic goals to make sure that you trying to reach a goal that is reasonable. This basically means that instead of trying to become an authority on every single aspect of your niche, you need to be content just learning about one tiny part of it. Your research needs to be extremely focused. The more breathing you will have and it will be easier for you to handle the information. Keep in mind that a "jack of all trades is not a master of any."

- Understand Your Competitors

There are going to be some very good players within your niche that you might have researched before you decided on a certain goal, you also need to know who the authority figure is with your competition. It shouldn't be too hard for you to find this person, you just need to do a Google search about your niche and see who comes up the most. After you have done this, you now have to decide if you want to try to remove them from the top or try to create a subsection within your niche. It doesn't matter how well liked this person is, there will always be room for another authority in your niche, you might have to go above and beyond when you are trying to figure out where this room is.

- Make a Guide

I've touched on this above but when you write a guide for others during the time you are learning, it can turn into a great learning tool. This won't just give you some great content but you can use it in various ways later. This can help you make sure you are comfortable with the material and this will get engrained into your long-term memory fairly quickly. Plus, you will realize that you learn things better.

- Extend Your Reach

It might be easy for your customers to think of you as a good source. If you really want to become an authority, you will need to branch out quite a bit. You need to try your best to move through your niche as much as you can to the point that anybody who becomes interested in your niche will interact with you because they will always see your name pop up. This means you will have to take time to visit every forum that is talking about your niche while answering any question that others might have. When you can do this successfully, you can then link this information to your website.

You will need to join all the social media groups for bloggers and sellers within your niche so you will get to know your competitors, too. This doesn't just allow you to get a look at their weaknesses and strengths;

nothing will say you are an authority better than being asked to be a guest speaker on another person's blog. Anybody who runs a blog will tell you that you have to come up with new content each week to stay relevant. This could turn into a chore and this is why any blogger would be happy to let you be a guest on their blog.

When you know your competitor's customers, you will want to take advantage of the situation. You will need to make sure the content you are creating is the best out there. You could purchase a professional post if you have to; just give them something that will be very interesting to read. End your post on a good stopping point but give the people who are interested in more a link to your website. You can seal the deal by giving them a coupon in your post that will be good for discount for your services or products, too. People are going to visit your website thinking that you are an authority and more conversations are going to follow.

- Become Friends

Using other experts and authorities for the things they can do for you will help you be more well-known in your niche, you can't allow this cutthroat world to turn you into a person who is only looking out for themselves. You need to have a reputation of being a nice person; somebody who others respect will help you be thought of as an authority. You could recommend services and products that you don't sell and this can make all the other things you recommend look more sincere.

This tactic could lead to more people following you and your followers will have a better connection with you since this is the basis of human psychology. We seem to like others when they put their worst foot forward. This is a trait that will make it easier to trust a questionable person because it makes it clear that they don't have anything to hide. Because of this, your relationship with your followers and other creators will get stronger. Plus, your followers are going to appreciate the fact that you always tell the truth about any service or product even if it isn't in your best interest to do so.

Rather than just doing a guest spot on other sites, you can reciprocate and talk about all the cool things that others are doing or writing about. You can

encourage your followers to broaden their horizons. This won't just strengthen your spot within your niche but it could lead to other people requesting you to be a part of their blog, too. It shows that you are confident enough in the things you do that you aren't threatened by other people within your niche. If you are a true authority, then you don't have anything to worry about from people who are just experts.

- Make Some Email Blasts

When you have begun gathering a following, you will want to capitalize on the facts by making a mailing list so you can provide them more free stuff. These people are looking for all the wisdom that you can give them. You can use your contact form that is on your website to do this and even if you don't think you are ready to begin an email blast, you need to try and get as many addresses as you can for when you finally have a use for them.

Email blasts are normally used as just a marketing device, even though doing it has to be handled cautiously to get the best results. You will want to stick with content that leans more toward good content and lighter on the advertising if you want your rates to stay high. If you don't overdo things, this could be a wonderful way to get your target audience to trust you and will look at the things you would like for them to buy.

You could use an autoresponder to send these people new links automatically to the products that you are promoting after you have collected all the information. You can use the tips below to make an autoresponder message that will get you the responses you want to begin seeing good results:

When you are creating these automatic messages, you will need to choose about five products that don't compete with each other but are still related.

Other than just sending out new emails every four days, you have to track these emails so you can figure out how many people actually opened the email and the number that bought something from you. When you begin getting more information that you can work with, you can be able to

specifically target your emails so you get a better success rate with your followers.

Trying to understand the things you can and can't do to make sure your automatic emails get opened, you want to send the emails from your business. Make sure your name is attached to your business or brand so they know who they are getting an email from. Other than that, there are some guideline you need to think about to make sure your readers will open your emails for many years.

About 35 percent of your followers are going to open any email that has a great subject line. This means the subject line has to be sweet and short. It shouldn't be longer than ten words but no less than six. Your subject line needs to show that there will be some useful content that is related to your niche. This will make sure you are including things that you know your followers will be interested in.

When you need to find useful content, the best place to begin is with the posts that have received the biggest number of views and then expand on the information. If you want your followers to open an email from you, that they know is going to try to get them to buy something, you have to deliver on any promises you have made.

- Source Conversions

If in spite of your authority within your niche, you realize that your conversions aren't where you want them to be, there are some thing you can do to make sure you are doing everything right before you move to more advanced tactics. You need to think about the HTML email that you are using. If it is just one huge picture, and that picture can't be used because of pixel size, you are cutting a huge part of your customer base out of your business. You might need to go back to the testing phase and make sure that everything is working properly in as many various scenarios as you possibly can to see if things get better.

Plus, your conversions could be down due to you giving your customers too many choices and your subscribers having what is known as choice

paralysis. If your focus gets shifted from emails to a blog and you get seen as an authority within your niche, it is natural for your blog to get a bit sluggish. Shake things up and try new things. Your conversions might just be down because some fatigue has set in. You could try to quit publishing your blog for a little amount of time, just so that your followers miss your expertise. After you decide to come back all new and improved, your conversion rate will jump because of it.

Chapter 43: Working With Ads

There are some great methods out there to improve your standing on the Amazon search page. While ads don't have as much weight as other things do in the algorithm, they are still a great tool to use. The great news is, Amazon ads are fairly easy to use.

Amazon has created a paid marketing system for their sellers who would like to showcase their products to customers. When a person types in a search term, they will be shown inorganic and organic listings. Typically, the sponsored listings are going to put at the top of this page. These are typically marked as "Ad." There is a lot to choose from when it comes to creating ads for the products you sell. If you would like to gain more visibility with your product, new or old, creating an ad is a great way to go.

While this service is paid, and you are going to be charged whenever a person clicks on the product, it is worth the price. The profit you are going to make on that product is likely a lot higher than what Amazon will charge you for the marketing.

No matter your niche, if you want people to see and buy your products as soon as you have them up on Amazon, then using Amazon ads is the way to go. As always, though, there are rules and strategies that you have to follow. You shouldn't place random products on sponsored ads. If you believe that a certain product is likely to get more sales, then you should make an ad for that product. Never waste your money on ads for products that are extremely new or very niche.

Adding Amazon's PPC ads to products is beneficial at improving organic rankings. Through the use of sponsored ads, your sale history will improve, which means that your ranking will get better on Amazon.

You are likely wondering how much you are going to have to spend to improve your ranking. The good news is that it is extremely affordable. On ordinary people will pay \$0.35 per click. Amazon has two types of ads, premium and self-serve.

The self-serve ads are shown like the ads on Google search. Premium ads, however, are shown like display ads. These are placed as visual banners or along the sidebar.

Why Amazon Ads Are Important

I'm going to do my best to explain exactly what Amazon PPC really is, what the campaigns do, and how you can make them work for you. First, what are Amazon PPC-sponsored ads and the different ads you need to understand to make this work?

PPC stands for pay per click. Whenever a person clicks on your listing, you will get charged. Within this, you will get to choose from an automatic campaign and a manual campaign. Automatic means that Amazon will pick random keywords from your product listing and place the ads in front of customers who use those same keywords. These keywords are going to be picked at random from your listing and advertising on their website. For example, if you are selling beach balls and have an automatic campaign and somebody comes along and searches blue beach ball, your ad is going to show up whether your beach ball is blue or not.

The manual campaign works a bit differently. Manual means you get to pick the keywords. You will choose all of the keywords and put them into a broad campaign, phrase campaign, or exact campaign. An example of a broad keyword campaign would be "blue beach summer ball."

As long as you have the words beach and ball in there, it is considered a broad keyword. A phrase campaign is different. Keeping with the beach ball example, you will need to say "blue beach ball for a phrase keyword." The important thing is to keep beach and ball together in the phrase. With the exact campaign, then we are just talking about a "beach ball." Exact campaigns are the best way to make sure you should up on page one.

If you know people will be looking for beach balls and want yours to show up on the first page of product listings for beach balls, you will want to use an exact campaign. This makes "beach ball" your main keyword.

When would be the best time to use a broad phrase or exact campaign? A lot of sellers focus on simply using random campaigns and keywords without knowing how each of them can help them. After we go over each of these campaigns and run them, you will get a better understanding of how to use ad campaigns to their advantage.

As you have seen, a broad campaign is used to search for any long-tail broad keyword. If you are still trying to figure out and research the best keywords for your product, then running a broad campaign would be your best bet. A lot of times, those broad campaigns will work really well because the keywords aren't as strict.

It doesn't require there to be a phrase in the search bar where beach ball is placed next to each other. The campaign can show you a lot of long-tail keywords that could convert, or they may not. When it comes to the broad campaign, it is mainly used when you are still doing keyword research. You are looking to find out what other keywords within your main keyword are going to work well for you and convert.

When it comes to a phrases campaign, it is still very much keyword research, but you have a bit better idea of what will convert. If you are looking to figure out what other keywords people are using with the phrase "beach ball," you would run a phrase campaign. You may use things like "blue beach ball," "sparkly beach ball," or "inflatable beach ball."

With exact campaigns, you run those when you know your converting keywords and to make sure you rank on page one. Why do exact campaigns tend to rank on page one?

Exact campaigns rank so well because they are converting through the same keywords over and over again. If you were using a bunch of broad phrases, like "purple beach summer ball," and using a bunch of other keywords after that, you're not just clearly stating "beach ball." How could you end up ranking on page one for beach balls when you are using many other keywords.

You will always be stuck with some random keywords in there and you're not going to get the ranking you want for your beach ball. The same is true if you're using a phrase campaign. A phrase campaign is not going to give you an aggressive launch. Whenever you hear somebody talk about an aggressive PPC, they may be talking about having all of their campaigns' launches at one time, but the biggest focus is that they are using exact campaigns. As long as the keyword they chose keeps converting, it is getting them a lot closer to page one.

What if you have a new product? What is the best campaign you should be running? The answer is going to depend on how you want to do your product launch with PPC. Using an automatic campaign, which means Amazon chooses the keywords for you, will show you all of the organic keywords people are using on Amazon.

If you have potential customers who are searching for beach balls, they could use many different types of phrases like "beach ball for kids," "plastic beach ball," "green beach ball," and more. No matter how they word their search, these are all organic keywords, and they will start showing your ads search term reports. After you have gathered keyword data from automatic campaigns, you will have a better understanding of the keywords that people are searching for that are converting well. Then you can start using the manual campaign with a broad and phrase campaign to explore the best keywords.

More than likely, if keywords have done well in an automatic campaign, it is going to convert into a broad and phrase campaign as well. But now, you can explore some other keywords that Amazon may not have used in the automatic campaign. If you find that you are getting a better "advertising cost of sales" in the phrases you use, then you should run with your phrase.

You should make sure you let the automatic campaign run for at least two weeks. That may seem like a long time, but look at it this way, people aren't awake 24 hours of the day. There are only about 16 hours in a day where people may be shopping on Amazon and providing you with keyword data. To collect organic keywords and see what is working best is going to take a bit of time. Don't get discouraged if you find that you need to run the

automatic campaign for several months. You need to ensure you have the best keywords before you start trying to run an exact campaign.

That's why I can't stress the importance of keyword research enough. An exact campaign aims to get on page one, but that's not going to happen if you don't have the best keywords to use in the exact campaign. So don't shy away from the automatic campaigns and the phrase and broad campaigns. They serve a purpose, and they can help you get more sales in the long run.

As long as you are getting sales through as many keywords as possible, eventually, your sales numbers are going to increase, and the higher you will rank. Once a keyword is getting a good amount of velocity, you are going to get ranked with that. It is going to take time, though, so be patient.

Optimization

What does it mean to optimize your ad campaign? Optimization means that you will spend some time every day working on your ad campaign, especially when you have an automatic campaign running. Automatic campaigns require a lot of maintenance because you don't want to end up spending money on keywords that aren't converting. Optimization means that you get rid of keywords and place them in the negative phrase that you don't want Amazon to use.

If you are working on a broad campaign, you should check in with that every few days. The problem with not optimizing is that there is a good chance that you are going to be spending your money on keywords that aren't converting. For example, somebody could be searching for adult beach towels, but you sell kids beach towels. If you allowed the word adult to run in your automatic, broad, or phrase campaigns, you are going to end up wasting money when a person clicks on your product. They clicked on it thinking you had an adult-sized option, but then they find you don't. This means you have to pay for the click, but you didn't make a sale.

Budget

The budget is greatly affected by your optimization, but you also choose to set a budget when you start a campaign. The budget is a daily budget. Typically, you will need to figure out how much money you are willing to spend each day to figure out your budget. When you first start a campaign, check in with it twice a day to see how much money you have spent. Noon and then around six in the evening are good times to check. When you check later in the evening, it gives you a better idea of how much you are spending on your ad campaign.

For example, if you choose \$20 as your daily budget, but that has been spent by five, you aren't getting data from the rest of the evening. You want to ensure that you are getting a full day of data, especially when you are just starting out. You need to get as much keyword data as possible to start running an exact campaign.

In the end, though, you have to pick a daily budget that you can afford right now. If you can only afford \$20, then that's good enough. Some can do \$50 or even \$100 daily on their ad campaigns. You also need to look at the big picture. Each time you spend money with your ads, it doesn't mean that the money is just gone. You will be able to recoup that money when you start making sales. Those sales will go up once you have the keyword information that you need and can start running exact campaigns. The money you put into ads is an investment into your company.

Once you find the best keywords, your ACoS is going to continue to get lower, and that's how you will start to make money with PPC. When it comes to running a business, you have to think long-term. Every time you spend money on your ads, you are spending money on important data to improve your ranking.

When you increase your rank, it will increase your visibility. When you get ranked for a product, more customers are going to see your items because they are on page one. Remember, most people don't like looking at more than the first couple of pages of products. The more visibility you get, the more sales you are going to get. This is going to up your ranking even more, and the algorithm is going to love you.

It is really a matter of shifting your mindset. Yes, it may look like a lot of money to start with, but it will pay off in the end.

Creating A Winning Ad

To create an Amazon ad, you have to sign in to your seller account. You will then register for sponsored products. Once there, accept the terms and conditions and join. You will now be on the page where you can start making your ad campaigns.

To make a new campaign, create a unique campaign name. You can then add in a daily budget or how much you want to spend everything on your campaign. You will then need to add a start and end date for your campaign. If at all possible, don't add an end date. You want campaigns to run for as long as you can so that you can gather data. However, don't bankrupt yourself.

Next, you will move into targeting. Usually, you will get to choose from automatic or manual targeting. Automatic is best for your first ad campaign as your ad is shown to the customers who perform relevant searches. If this isn't your first campaign and you are ready to do more in-depth keyword research or an exact phrase, you can choose a manual to add your own keywords.

After all of the keyword, work is done, you will move into creating an ad group. This group is the category of the product or the ASINs under which you would like to advertise. Enter in the amount that will be the CPC or cost per click. This is how much you are going to pay every time a person clicks on your ad.

That is pretty much it when it comes to creating an ad. All you need to do now is add the products that you want to run ads for. These can be added under this group, and then click Save. It's effortless and straightforward.

Picking a Budget

When it comes to picking a budget, you have two categories to choose from: fixed daily and average daily.

- Fixed – a fixed daily budget can be applied to your whole account. This means that your money is going to be used for all of your campaigns that you have running. If you have three ads that are running for \$50 each, your fixed daily budget would be \$150. Once this has been consumed, the ads will stop running.
- Average – an average daily budget is applied to individual ads that you have. This is helpful if you would like to roll what is leftover from a daily budget to the next day. For example, if you only used \$50 of a \$60 daily budget, then that \$10 difference will be applied to the next day. This type of budget will allow you to utilize the money for a more profitable campaign. You are less likely to overspend with this type of campaign.

You must figure out how much you need to spend on your ads. To do this, you should start out by determining your ACoS. If you are selling a product for \$100 and making a profit of \$30, you can use \$30 on your ads. This price will need to be adjusted as you grow as a company because you will likely be able to afford a bigger budget.

Here are a few words and phrases you need to make sure you understand to wrap up this section of ads.

- Duration – the duration of your campaign is going to affect your budget as well. You have to figure out if you want to run your campaign for a few weeks or a few months. The main thing is that you will need to keep enough funds in your account to keep running the ad.
- CPC – this is a big part of your ad campaigns. This is going to help you determine what your entire budget will be. Try to keep this number as low as possible so that your budget isn't drained so quickly.
- ROI – your return on investment won't be known before you create your budget, but you can calculate it once you start

making sales. This amount is the profit you make in return for selling your products that you have ads for.

- Keywords – picking out the best keywords can improve your profits and the success of your ad campaign. Your keywords need to be kept relevant to your products and specifications.

Chapter 44: The Unconventional

There are several different unconventional methods that you can undertake to boost your sales on Amazon. Remember, the algorithm likes to see that you are driving people to your products from off-site locations. Let's take a look at some of the most useful channels you can use to improve your business.

Social Media

One of the best ways you can boost your sales is through the use of social media. You can drive people to your products by posting videos on YouTube, posting about them on Facebook, or tweeting out product links on Twitter. Better yet, you can post pretty product images on Instagram.

How can this end up boosting your sales? As you likely already know, most people on the internet also have a social media profile on at least one network. This is why you should be utilizing these channels to reach your target customers. You should think about creating pages for your online stores and then post on them regularly with your product listings, along with other helpful bits of information that relate to your niche.

There are also a lot of Facebook groups that will allow you to share products. With groups, you have to ensure you are following their rules. Otherwise, you could end up getting kicked out of the group.

Affiliate

If you have some extra money for another paid promotion, then you may want to try to sell your products through affiliates. Affiliates could be an individual or a company who helps to sell your products in exchange for a commission on the sale. You should never just settle on an affiliate for the sake of a sale. Evaluate any affiliate to ensure they are a good fit for you before you start doing any business with them.

There are a few different ways that you can find an affiliate to sell your products. One way is to work with an affiliate recruitment agency. These are different from affiliate management agencies since they are focused on finding affiliates for a specific brand. With a recruitment agency, it can help you to increase your reach to partners. You also don't have to turn over complete control of them. The only thing they do is the heavy-lifting of finding affiliates. It is still up to you to manage your brand's strategic parts, but the recruitment agencies will offer you some guidance on how to make an offer and structure your commission so that it is attractive to possible partners. Grovia is a fairly new recruitment startup that you can check out.

Another option for finding affiliates is on Fiverr. Fiverr has many pros and cons, but you can find some pretty great gigs if you look long enough. The best way to find a good affiliate on Fiverr is to pick about ten of them who offer a similar gig to promote your product and then test them by giving them all unique affiliate links to track their performance. Of those ten, you should find a couple of good ones that you want to continue working with. Then you can reach out to those to develop a long-term partnership.

There are also affiliate directories and networks. You can join reputable networks like CommissionJunction, ClickBank, or ShareASale to find affiliates. Some will charge you to put your products on their site, whereas others will only take a commission on the sales you make. Refersion is a free marketplace for retailers that allow you to publish and promote an affiliate program. The main thing about these networks is that you need to have a competitive commission structure and some great incentives.

Influencers

In the social media era, we are in, influencers have a lot of sway, and people trust their recommendations. People will turn to people who have a decent social media standing for recommendations on a product just as much as they do the reviews on the item. Ensure that the influencers you reach out to belong to your niche and have a decent number of followers.

The great thing about getting influencers to help you out is that there is a good chance you can get them to promote you for free.

The first step is to find the right people to reach out to. An unpaid partnership is normally only going to appeal to those who have a smaller audience and just start out in the influencer world. These are typically regular people who have the potential to be influential for your company. There is also a good chance that these people will become more loyal to the brand once they have become full-fledged influencers. Since they haven't reached the same level as the big-time influences, they are more likely to be willing to work with you without getting paid. Once you have found a few potential influencers, reach out to them directly, let them know who you are, why you have reached out to them, and how you want to work with them.

The next thing you need to do is figure out how both you and them can benefit from this partnership. You could talk about mutual cross-promotion on your respective social media accounts. You can offer the features on your page, like tagging their accounts on Facebook or Instagram.

You can also offer them a product exchange as a form of compensation. You would gift them one of your products so that they can create a post about it and share it with their followers. You need to work together to figure out what is going to work for both of you. Do you just want to do a one-time product exchange? Could this be more long-term where you send them something new each month? Discuss the types of product exchanges that would work well for everybody involved.

When you can work out a product exchange deal, it is often more appealing to the influencer. While they may not be getting money, they are being compensated with a free product. If you picked a person who works within your niche, it would likely be a product that they are interested in.

There is another form of product exchange. You can make a product-review arrangement. You would still give them a free product, but you will have more control over what they say in their post. This is the same concept, but here they will have to review your products. This will improve your brand visibility.

Once you have found influencers who are willing to work with you for free or for free products, you can work with them to help build your brand awareness. One way to do this is to develop custom branded hashtags for the products you have given them. This way, they can use that hashtag, link you, and then create more awareness about the product through their posts.

You can do with them to create a promotional code that they can give their followers. Work with them to come up with a promo code that includes both brands, and then they can use that to help drive people to your page.

After all of this work in getting an influencer, you need to make sure that it is actually working for you. When using social media, you should already have access to analytics on their site, and there are third-party programs that you can use that help measure the success of an influencer campaign.

Your influencer should be willing to show you their numbers from their posts they have done for you. This will show you how much their posts affected your numbers, as well as theirs. You should also look at the analytics of specific hashtags or promo codes that you created. If something isn't working well, then speak with your influencer and try to adjust things to fix the problem.

Forums

There are a number of forums out there that you can use to spread the word about your products. You can join general forums, or you can find forums that are specifically about your niche.

Email List

Email marketing is important for all businesses, especially e-commerce. Research has found that it is one of the most profitable digital marketing forms, with around a \$44 return on every \$1 spend. If you compare that with the cost of ads on Amazon or Facebook, it's a no-brain that you should be using email marketing.

The issue here is, Amazon doesn't allow people to collect their customer's email addresses. At some point over the past few years, they took away the ability for people to see their customer's emails. This was because they were worried that people would try to direct them away from Amazon. If you take a look at Amazon's terms, they specifically forbid sellers to send out emails to Amazon customers:

“Unsolicited emails to Amazon customers (other than as necessary for order fulfillment and related customer service) and emails related to marketing communications of any kind are prohibited.”

You have a workaround for this, and it's 100% white hat. That means you won't run the risk of getting into trouble. If you can capture a person's email address before they ever make it to Amazon, then you are in the clear. That means you need to capture some external traffic and create a great sales funnel. This can help you build up an email list and then market it to those people. This can help you drive traffic to your listings and keep customers engaged so that they keep coming back. Social media or a personal website can help you capture emails. Most of your competitors won't be thinking about this.

The Big Mistake to Avoid

Whether you choose social media, influencer marketing, or other driving traffic methods, most people will make the mistake of driving their external traffic straight to Amazon. Why don't you want to do this?

People on Amazon are there for only one reason. They are looking to make a purchase. This is why the traffic on Amazon will convert a lot higher than it does anywhere else. People who don't have Amazon Prime have a conversion rate of just 13%. However, those who do have Amazon Prime convert at 75%. In the same study, they found that, on average, for all other internet retailers, their conversion rate was just 3.32%.

That means any traffic you drive to Amazon could end up pulling down your conversion rating. The number of reviews, conversion rates, and sales

velocity all plays big roles in your algorithm ranking. If you don't end up making a sale, then your ranking could tank.

The best thing you should do is send your external traffic to a landing page. Some software tools can help you to create a landing page. LeadPages is a great option, and there is LandingCube that is made specifically for Amazon sellers. It can help you to set up an Amazon landing page.

With a landing page, you have the power to collect their email addresses, market to them, and get Facebook Pixel data all before they reach Amazon. Once they reach Amazon, you can't do any of that.

It's important to ensure you don't pigeon-hole yourself to using only Amazon. There are many different ways to drive traffic to your Amazon store and keep your customers coming back. You don't have to rely on the built-in tools on the Amazon website solely, so think outside of the box.

Chapter 45: SEO

You have to pay very close attention to your search engine optimization. Why? Well, there are more than 3.5 billion searches daily on Google. There are billions more on other search engines such as Bing, Amazon, and YouTube. All of these people are wanting to learn about a service or product. If you don't show up on these search engines, you are missing out on a big opportunity. I will tell you what SEO is and why you desperately need it by taking you "behind the scenes" of some websites. I will also share with you how long it will take you to see some results. I am also going to tell you how you can do this without having to spend any money.

Sounds good, right? Search engine optimization is about making sure your website shows up when a person searches for a service or product. This is crucial for any website or business owner in this digital age. Why? Well, you are offering these people a solution to a problems that they might be having, this is giving you a chance to get pushed in front of thousands of other people. Let's say you own a hardware store and your website is in the number one position with Google for "buying power tools," you are going to generate about \$1000 each day in sales.

This happens because SEO is the best way to boost sales or a website's revenue. With some targeting SEO you could grab thousands of people who are searching for your product or website each day. All you really need to begin seeing some good growth in search engines is to have a bit of knowledge and know how.

If you aren't using SEO as a strategy to increase your website or business, you are missing out on thousands of people seeing you each month. This could cost you more than \$1000 each month, too. The crazy thing is SEO doesn't even have to cost you any money. SEOs can be done without spending a lot of money and there are other free tools that can help you search for keywords to optimize your product or website.

You have to understand what I 'm saying here, if you would like to make a small investment in some tools such as SEMRush or Ahrefs, you are going to be able to see faster results. The point I am desperately trying to make is

if you are new to this whole business, SEOs don't have to be expensive. There are some niches where you can get more traction by learning more about SEO basics and then using them on your site.

You may be wondering how long it will take you before you see any results. There isn't one right or wrong answer to this. You should begin seeing results within one month. When I say "results" I am talking about positive movements in the search engine rankings and being seen on Amazon's SERPs. If you aren't seeing any positive movements within four weeks, then something is wrong and you need to use some auditing tools from SEMRush or Ahrefs to help you find the problem.

Now that you know what SEO is, why you need to have it, and what it can do for you, you can use it to help you find the best new traffic, customers, and businesses. This is especially helpful if you own a small business or you are just beginning with Amazon FBA. Never forget that you can learn all of these basic principles and apply them to your business without spending any money at all.

You have to understand one thing... you are going to need to optimize the product listings in order to get more sales. This helps the program know that you know what SEO is and why it is important. Amazon has their own algorithm that helps rank products. This is the A9 algorithm. If your product listing gets optimized according to the algorithm, you are going to see more people visiting your site. These visitors will usually purchase your product. These purchases are going to give you more profit.

- What Is The Best Strategy to Improve Your Ranking

Just like any person who searches on Google when they are trying to find something, they will also search the product that they would like to purchase from Amazon. Since there are search engine result pages or SERPS on Google, there will on SERPs on Amazon, too. Most of these visitors won't bother looking on the next page.

How in the world can you optimize your listing so that they are put onto the first page? By optimization, Amazon's SEO is a bit different from Google's.

You don't have to have a website to optimize your listings but there are some factors that are similar. Content and keywords have to be optimized on every platform.

Amazon uses the A9 algorithm. About 100 million searches are done each month on Amazon. Because of this Amazon has to decide which one has the best result for the query. You have to get really upfront to optimize your product page. Amazon will rank products on the basis of these factors:

- How Likely Will People Purchase This Product?

If your product doesn't have any relevant content when it comes to purchasing power, then it isn't going to get ranked. Optimizing an Amazon product will work organically. You won't be using any "magical" methods to get ranked on Amazon. Your listing needs to have relevant information that somebody is looking for.

If you take all of these things into account, Amazon will rank the product as number one when it looks like it will sell better than the rest. It will filter the products on down the line according to their algorithm. You need to know the way Amazon filters out appropriate listing for their search queries.

The first thing is your keyword. The next thing is performance. If your product has a keyword that is relevant to the query, then it will get shown on SERPs. The performance of the listing gets calculated according to this factor. This has been based on several things such as Prime, inventory, FBA, product copy, traffic, price, ads, reviews, images and a lot more.

To figure out whether or not your product is going to rank for a keyword, do a search for any keyword that is related to your product. If your product doesn't show up for that particular keyword, it is time for you to optimize your listing.

You could use Amazon's PPC into account when you are checking on the ranking of your products. You could check the CR or conversion rate and

the CTR click-through rate to see if your listing is performing well within the search query.

- Ways To Optimize Your Listing

1. Optimize Content

All the content that gets listed on your product's page is what attracts people to purchase that product. This content could be things like bullet points, images, description, and title. You need to have a very persuasive title, a good description, content about your brand, more information, and pictures that look professional. Your brand's story could highlight what your business is about along with other products that you might sell. It could even create awareness about your brand with your customers. Other than that, you could mention some of the other things you offer to your customers.

2. Images

Having high-quality images are key when selling fast on Amazon. Pictures play a big role in improving your CTR and CR. The picture is the first thing that your customer is going to see on your product page. You are able to upload images that are either PNG or JPEG format. Just make sure they are very high quality. The worst thing you can do is upload a blurry image for your product because I am telling you right now, I won't even click on an image that I can't see well. Your customers want to see all aspects of your product when they zoom in on it.

3. Add Sizes

There might be some products where you will need to mention its size. You could use the product and image description to mention the size of the product this will add credibility to your product and brand.

4. Keywords

You can search for keyword through different ways. The first is to use Amazon's auto complete. Start typing a keyword into the search bar on Amazon and look at what other types of queries are available for this product. A different way is to use competitor's listings. Type in a query about your product and see what pops up in the top results. Figure out which keywords to use to get a better ranking on Amazon's SERP. Reviews are another way to find which words get used by customers. Once you have found all the keywords, it is time to add these to your listings. You could add the keywords into the title, the product information, keywords, brand story, bullet points, or descriptions.

5. Price

Anytime you are thinking about pricing your product be sure you look at what your competitors are charging for the same product. You need to beat your competitors' price. Don't ever charge too much for a product because it won't ever do you any good.

6. Maintenance

Congratulations, you have made it this far in learning how to optimize your listings. Just keep in mind that listing optimization isn't a one-stop process. You have to keep up this optimization if you want to rank better on the web. Reply to comments or questions that customers have. Reply to reviews left by customers if at all possible. Apply the paid promotion to your listings when you can. You have to constantly pay attention to your inventory and shipping methods of your products, too.

- Your Customers Can Become Your Best Friends

If you want to have a business that nobody can beat, then begin by building rapport with your customers. They are the most loyal entity that your business has. If you can please and keep a long-term relationship with your customer, they you might just have a very successful business within your niche.

There are some things that you can do that everybody is going to love.

1. Create A Good Customer Service

If you begin a business that is based on serving your customers, they you are going to remain committed to this forever. Stop thinking about profits. Once you have calculated your profits, begin thinking about ways you can improve your customer's lives and stick with this plan. Anytime you are dealing with customers, you have to help them solve their problems.

2. Have A Customer-Centric Business

The cornerstone of your business needs to be about listening to your customers. Everybody who knows about customer care has to be willing to listen to their customers. When I say listen I mean you have to pay very close attention to what your customer is saying when they have a problem. If you are able to listen patiently to their problems, you aren't going to have any unhappy customers.

3. Give Good Information When Listing Your Products

Your customers aren't always going to be willing to deal with your customer care. They are going to want to know everything before they decide to purchase your product. If you can give them all the essential information about the product before they have a question about it, this it will encourage your customers more. Your product listing needs to be easily navigated through. All the information that is relevant to the product will be available to them.

4. The Human Touch

If you have a customer care team in place, your brand needs to be willing to give your customers real-time information about anything they want to know. This kind of interaction will be easy if they are talking to a real person and not through a bot chat. There should never be any miscommunication of any kind. Getting help on the phone is a lot better than dealing with automated calls or emails. It can help show how much you care about your customers.

5. Customer Service Emails

When a customer reaches out to you in an email, your turnaround time needs to be very quick. This information needs to be on your brand page. If a customer sends you an email and you just send out automated replies, this can be a good way to run off customers fast. You need to find a dedicated person or team who can assist any customer who sends you an email. Above all you have to remember that interacting with an actual person is extremely important if you want to keep your customers happy.

- How To Get Your Customers To Buy From You Again Through Email

Your customers have bought some of your products but you have other products that you would like to see being bought. Each seller want this and this is where email marketing comes into ppay. Let's say you are getting a lot of sales and you are happy with the profits you have earned. You don't need to settle for less.

Get your customer's email addresses through Amazon seller central and keep them informed and engaged every step of the way. You could send them a thank you email after they bought something. You can also entice them by showing them new products or giving them a coupon to come back.

Another option would be to ask them to leave you a review after they bought a product. This whole process is a reminder to your customers that there are real people behind Amazon. You have to do whatever it takes, but above all, you have to keep them engaged in your products.

Chapter 46: FAQ

What makes a person decide to sell on Amazon? If you were to ask most of them, they might say the magic phrase “financial freedom.” Amazon is a great platform where you get to be your own boss, but to get to the top you are going to have to do some hard work.

Back when there wasn't any selling on Amazon and it was a brand new concept. Managing the tasks of logistics to getting your products delivered to your customers was very difficult to manage. Selling wasn't at all easy.

Since Amazon FBA has become a thing, selling on Amazon has changed a lot. Amazon FBA also known as Fulfillment by Amazon, is a way to sell where Amazon will do most of your work for you. They hold and manage your inventory plus they deliver. All you have to focus on is advertising your products.

The entire process is very simple:

- Send products to Amazon
- Upload pictures of your products to Amazon
- Customer purchases your product
- Amazon takes the product out of their warehouse
- Amazon ships the product to your customer

Let's answer some of the most common questions that people have about Amazon FBA.

- How Much Money Do I Need to Begin?

This all depends on what your target market is going to be and your goals. You can begin selling things around your house like books, clothing, toys, etc without having to invest anything.

But, I think having \$1000 is a good place to start.

In order to get the best out of your money, you need to do a lot of product research before you put the product out on the market.

The best technique would be to launch various products so you won't ever be out of the race and you will be able to create a strong storefront.

At first, you don't have to invest huge amounts of money. You can just find an easy niche that has a good demand on Amazon and it will be cheaper on your. But just keep that \$1000 in mind.

- Do I Need To Be Selling On Other Platforms?

Having a multi-channel strategy for selling is a good idea since you will be able to get a bigger audience. And you might be wondering if you need to just ignore Amazon? Honestly, Amazon is too big to ignore due to the size of its audience.

It doesn't matter if you are selling electronics or dog whistles, there is always going to be people opening up their Amazon app to find a product and who knows it might be a product that you are selling.

Here are some reasons why you need to look for other platforms to sell on besides Amazon:

1. Selling on Amazon can get expensive and it is a very competitive market. You might need an alternative that might help you sell more and make more money. The other platforms don't charge as much as Amazon does.
2. You have the ability to target audiences that aren't on Amazon.
3. If you sell items that are handmade, ETSY would be your best platform to sell on because you only need 20 cents to get up and going.
4. Most ecommerce platforms such as Walmart won't charge anything extra other than referral fees. You also have a free seller account that makes it easy to sell products without a lot of money.

There aren't any disadvantages in selling on multiple platforms as it will cover a larger market and increases your sales.

- Do I Need To Have My Brand Put Onto Packages to Sell on Amazon?

No, you don't need any custom packaging to be able to sell on Amazon. Generic packaging will be fine.

It would be good to have some custom ones printed but it isn't anything that is required by Amazon. There might be times when you are testing a product to see if the market is going to like it and the generic packaging will do the trick.

- Am I Able to Buy or Sell An FBA Account?

It is not a common practice, but it has been done by sellers to transfer ownership of a business. It is 100 percent legal to buy or sell FBA accounts. If you are willing to sell your FBA account, all you have to do is get permission from Amazon to make sure there is a smooth transaction of the listing. After you have gotten permissions, you are ready to hand over your business to the new owner.

- How Do I Transfer Ownership of An FBA Account?

This is probably the most asked question that I've seen. This can be done in three easy steps:

1. If you are the owner of said account, you will need to call the seller central to get the transfer details. When they have confirmed that it is transferable, you just have to change the login details and give it to the new owner. Keep in mind that you need to contact seller central before you list your account of Flippa.
2. Now you just need to update the buyer details at the backend to allow them to update all the new payment details.
3. You have just transferred your brand.

- How Much Does Amazon FBA Charge Their Sellers?

Amazon will charge you 15 percent of the product's selling price plus two other fees that include inventory management and fulfillment fees.

Just like the name says, the fulfillment fee does include the cost of picking, packaging, and shipping the items that are sold.

The inventory fees are just for storing your products in an Amazon warehouse. If you sell a product for \$50, Amazon is going to take the 15 percent and that would be \$7.50. You aren't losing too much money.

- How Long Does It Take Amazon To Get Products Stocked And Show They Are Live?

Normally it takes between three and seven business days for Amazon to get your product stocked and show that it is in your inventory. It might take longer if the product isn't prepared or packaged according to their guidelines.

- What are the guidelines for packaging FBA products?
 1. Send your products in a six-sided box. If you choose to reuse old boxes, make sure you take off the old shipping labels or other markings.
 2. Use one address label with clear and accurate delivery and return addresses.
 3. Each box you send needs to have a printed FBA shipment label.
 4. You are going to have to wrap every item separately. NEVER make a mistake of wrapping multiple items together unless they are meant to be sold that way.
- Will Amazon FBA Help You Increase Your Sales?

To an extent, yes.

Sellers who use a monthly subscription for their perks and who are Prime sellers do have many benefits. They have the one to two day shipping that solves some delivery problems and they respond quickly to customer's questions are some of the leverages that Prime sellers get from Amazon.

This can help you earn more trust and get great reviews from your customers that will increase your conversion rates and your sales.

- Can I Get My Products Returned If I Don't Have Many Sales?

Yes, you absolutely can get your items sent back to you. If your products don't get the right attention or sales, you will always have an options of asking them to be returned.

- What's The Amazon Buy Box?

It is a reward that is given by Amazon to a seller who has their products listed with the best prices among other things like Prime shipping being offered, seller's performance, and stock availability.

Quick Note: only one seller can get the buy box for any product.

Is this important? For this information, you need to look at the listing page. At the right side you should see three portions:

1. Product details
2. Buy box
3. Other sellers who are selling the same items

The buy box is just a white box that is put on the right hand side of the detail page where customers go to checkout. The customer will make a purchase from a seller who "won" the buy box. According to Amazon statistics about 82 percent of all Amazon sales are done through a Buy Box.

- If I Don't Own a Buy Box, Can I Still Run PPC Campaigns?

This question is always in the headlines. No, you can't run any kind of paid advertisement if you don't have an Amazon Buy Box.

- If I Lower My Prices Will I Lose My Buy Box?

No, just the opposite is true. Lowering the price on products will increase your chances of getting a buy box.

- Can I Connect My Inventory and Store to Amazon?

You can do this with the help of Shopify. They can help you connect your inventory and store to Amazon.

- Will I Be Able To Live Comfortably By Selling With Amazon FBA?

You can if you do all the things that have been listed in this book and having a good knowledge of what you are doing.

Don't get fooled by people who are negative and who spend countless hours lecturing you about all the ugly things about Amazon, they are just jealous of you trying to do things they are afraid of trying.

Think about Amazon FBA as an employee. You are going to need to pay them along with a share of their product price. Amazon is a place where you can earn quite a bit of money. You just need to climb Amazon's ladder with a few steps:

1. Don't mess up when you are researching your products. This is the most critical aspect with selling on Amazon FBA. This is when you have to find to most profitable products.
2. Figure out your profit margin by deducting your cost and the fees that Amazon takes. This margin needs to be moderate.
3. If you are shipping products to Amazon, some items might get damages. When you are thinking about the price of your products, expect between three and five to be sent back. Have a clear plan for damaged or returned products.
4. Have an advertising budget. Sellers need some money so they can run PPC ads that could boost your initial sales and get your

products ranked. Just a small amount of exposure can get you noticed quickly on Amazon.

5. Get reviews for your products. If you didn't already know this, reviews are the first thing that a customer is going to notice before they decide to buy something. A product that has a lot of reviews will get more sales than ones with a small amount or no reviews.

Never panic or think about lowering your prices just because you have some competition or you aren't getting sales as quickly as you thought you would. There are more than 100 things you can try before you begin lowering your prices. When you decide to get into Amazon FBA, you have to be prepared. The best piece of advice I can give you is to always be optimistic.

- Will Sales Taxes Be Collected?

Yes, they are. Every state except Virginia will collect sales tax if you sell products through FBA. This means that you will have to pay sales tax according to your state's legislations where your inventory is located.

What is "Sales Tax Nexus?"

Since you are basically a business, you are going to have a responsibility to a state. This bond can be presented in a "sales tax nexus." This can be defined through a physical presence but it doesn't just mean the your business has to be located within a certain state. It could be thought of as a nexus if your office, affiliate, inventory, warehouse, or employee is found to reside within a specific state. For larger companies, they might have to pay both local and state sales taxes because of how widespread they are. Basically, the burden of paying the sales taxes is going to fall on your shoulders.

- How To Know Where Your Inventory Is At?

All you need to do is to go into the Amazon seller central to find all your reports. If you want to find any nexus locations, just look for the document

titled “fulfillment center ID.” You will see abbreviations for the closest airports. Let’s say your warehouse is located in Phoenix so you will see the initials of PHX.

- Can I Get A Sales Tax Permit?

For all the taxes you have within a state or several states for that matter, it is very important that you register for a sales tax permit. If you are seen collecting sales tax without a permit, many states could take lawful actions against you. It would be in your best interest to register for a sales tax permit for every state that has an Amazon warehouse. Many thing of this as just a waste of money but for larger companies it is a good idea.

- Can I Collect Sales Taxes From Other States?

When collecting sales tax through Amazon’s platform, then yes you are collecting sales taxes from other states. Even though Amazon will collect sales tax for every state within the US along with Washington, DC among other jurisdictions, you don’t have to worry about that as Amazon does this automatically for you.

Chapter 47: Amazon FBA Conclusion

The information we just covered should work as a roadmap to help you become successful as a seller on Amazon. While we just went over a lot of information, all of it is important to your success. Working with the Amazon algorithm isn't that hard when you look at the scope of things.

The main thing you need to remember is to fill out your product listings with appropriate information and work to drive traffic to your Amazon listings from off-site sources. It would be best if you also stayed away from any "black hat" schemes. They may sound tempting, but they are the quickest way for you to lose your store and your money. If you have good products, reasonable prices, and you put in the time you need to make your store successful; people will find your product and leave you honest reviews.

Amazon has the power to be a goldmine passive income stream. Many people have been able to switch to selling full-time on Amazon. If you use the information that we have gone over, I am sure that you are going to see success and never look back.

Your success is not going to happen overnight. It's also not something that you can just do on the spur of the moment. It requires dedication and research to find the right products for you and get everything set up and running.

While it may be tempting to pick something that looks like it would make you a lot of money and run with it, it's probably not the best business strategy. It's also best if you start out with an individual account. This allows you to see if your product is going to work well for you without all of the added fees that come along with a professional account.

The most important thing is to take your time. Thinking things through and doing your research are the best things that you can do when it comes to creating a successful business. After all, using Amazon FBA is a business, even if it doesn't look like a traditional business.

Conclusion

Thank you for making it through to the end of the book; let's hope it was informative and able to provide you with all of the tools you need to achieve your goals, whatever they may be.

The next step is setting up your own YouTube and Facebook pages and looking into selling with Amazon FBA. No matter if you want to use all three or only one, you need to come up with a plan. First, you have to figure out what your niche is going to be, and then you plan your business strategy from there.

The ultimate goal is to make sure the things you do will work with the algorithm to help improve your views and success. Sometimes this can seem really complicated, but if you follow the strategies in this book, you will find that it is a lot easier than it may seem.

Finally, if you found this book useful in any way, a review on Amazon is always appreciated!