



# Killer Video Conversions

...Steal Visitors From YouTube. *Easily!*

By

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<http://www.killervideoconversions.com>



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# Foreword

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YouTube is a phenomenon. The 3<sup>rd</sup> most visited website on the planet, millions of people watching hundreds of millions of videos every single day, and – more importantly for us – a potential goldmine.

*Killer Video Conversions* will show you how to harness the power of YouTube (and other video sharing sites), and drive masses of highly targeted traffic to your website.

...and that's been a long-time problem for many marketers.

It isn't enough to stick a video up, sit back, and wait for the traffic to come flooding in.

So, **what does it take** to make your viewer stop in his tracks and take action? What *does* it take to convert watchers into buyers?

That's what I wanted to know, too. And that's what I decided to find out.

*Killer Video Conversions* is the result of research and experimentation into the motivating factors you need to consider whenever you decide to upload a promotional video to YouTube.

I've boiled the process down to a simple 7-step formula, which I'm going to demonstrate by walking you through a short video I made last month.

Once I applied the formula to one of *my* videos, the results were instantaneous. I began stealing traffic from YouTube. Not only that, but I got extra traffic when it started getting passed around in forums, email and direct from the search engines.

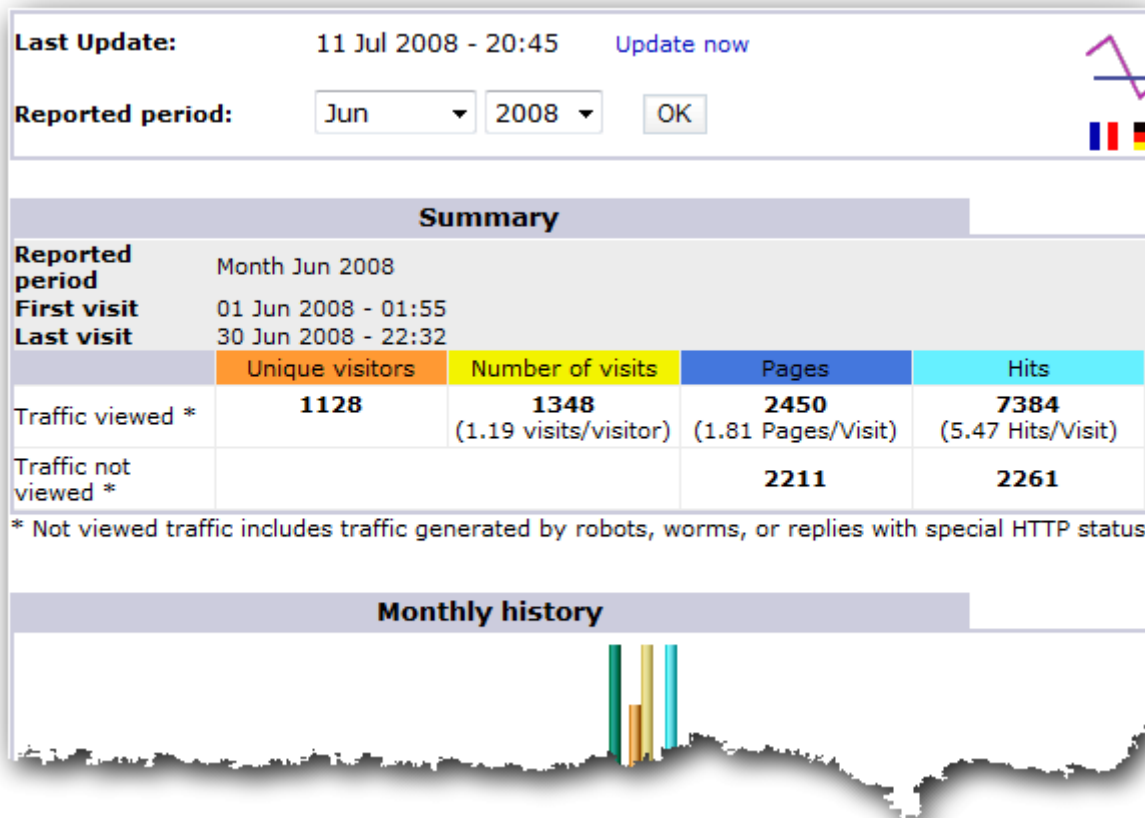
I decided to redirect my new visitors to a site that wasn't generating any traffic, so I could easily track how well my video was converting.

To date, this single video has brought me 1,695 brand new, unique visitors, and is rising every day.

If that doesn't sound too impressive, then consider this:

**This one video took just 5 minutes to record, and I've done nothing whatsoever to promote it!**

Here's a breakdown of my traffic stats...



1,128 unique visitors in June...and I'm on course to beat that this month...



567 uniques so far, but it's only the 12<sup>th</sup> of July. At this rate, it should reach 1,500 by the end of the month. That'll be a total of 2,600...

Here's where the traffic came from. Highlighted in yellow are the various YouTube sites around the globe. The green highlights are where I got free forum and email traffic as people started talking about it.

Links from an external page (other web sites except search engines)	
Total: 68 different pages-url	Pages
<a href="http://www.youtube.com/watch">http://www.youtube.com/watch</a>	390
<a href="http://youtube.com/watch">http://youtube.com/watch</a>	137
<a href="http://kaskus.us/userframe.php">http://kaskus.us/userframe.php</a>	75
<a href="http://s3.amazonaws.com/onemillion/index.swf">http://s3.amazonaws.com/onemillion/index.swf</a>	63
<a href="http://earn1kaday.com/members/phpBB2/viewtopic.php">http://earn1kaday.com/members/phpBB2/viewtopic.php</a>	42
<a href="http://forums.digitalpoint.com/showthread.php">http://forums.digitalpoint.com/showthread.php</a>	37
<a href="http://de.youtube.com/watch">http://de.youtube.com/watch</a>	36
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<a href="http://au.youtube.com/watch">http://au.youtube.com/watch</a>	2
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<a href="http://www.privaterealestate.com">http://www.privaterealestate.com</a>	1

Once again, I'll re-iterate. I've done nothing to promote my video!

I *did* however use a couple of sneaky, 'grey-hat' methods during the process, which I'll also talk about, but you won't need to use them to get similar results.

Imagine recording one short video a day, applying the killer video conversion formula I'm about to explain, and only got *half* the results I'm getting...

After just *one month*, you'd be pulling in around 650 unique visitors every day. That equates to 19,500 visits a month. How much would that cost you in Adwords dollars?

**This** is the video I'm going to rip apart in this report. Before you do anything else, please take a couple of minutes to watch it.

See if you can spot the emotional triggers I used to literally force my viewers away from YouTube and back to my website.

Please **don't** click through to my site at the end...even if you feel driven to! There's plenty of time for that later on. I'll see you again in a few minutes.

**Google AdSense: \$1,028,418.80 In One Month PART 1: THE PROOF**

Google AdSense: \$1,028,418.80  
...in ONE month!  
Part 1: The Proof

Rate: ★★★★★  
11 ratings

Views: 63,394  
watch in standard quality

From: **404Defender**  
Joined: 1 month ago  
Videos: 1

Added: **May 27, 2008** (More info)  
[http://www.404Defender.com/...](http://www.404Defender.com/)

Google AdSense i...

Embed:  
<object width="425" height="344"><par

**Video Owner Options**  
Add Video Annotations Edit

**More From: 404Defende**

**Related Videos**

**As Real As It Get**  
Google AdSense  
05:13 From: mcin  
Views: 1,840  
**Proof Anyone**

Welcome back. So what did you think? Well, *whether you enjoyed it or not*, that video has roughly a **70% conversion rate**. That is, for every 100 views I get on YouTube, I get about 70 new unique visitors back to my site.

Not bad for a screen capture that took a little over five minutes to record!

I'll get onto the grey-hat methods later on. For now I want to concentrate on the essential, ethical ingredients of a high-converting video.

Let's move straight onto "Killer Video Conversions – The Seven C's"...



# Killer Video Conversions – The Seven C's

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If you want to **steal** traffic from YouTube, there are seven fundamental elements your video should have. More by luck than design, each of them begins with the letter 'C'.

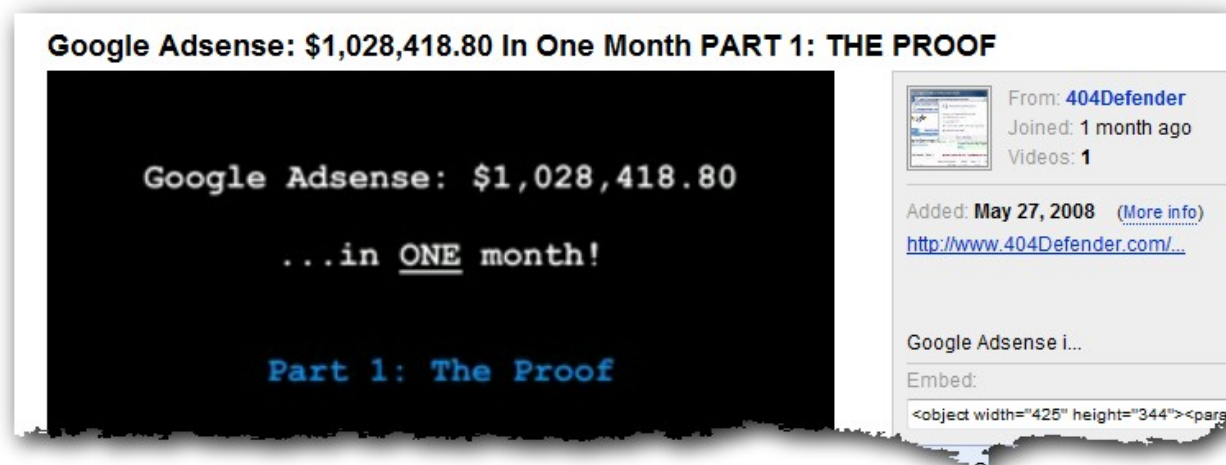
Used individually, these methods will go some way towards increasing your site's traffic. However, you'll see a much higher conversion rate if you combine them. And if you use all seven in your video, you'll practically guarantee yourself a new, hungry visitor to your website with every view...where you'll be waiting to close the deal. It's *that* easy.

What you're aiming for, in essence, is sales copy for the video generation. But more than that...you'll need to use some of the same successful techniques that have been employed in TV and film since the silent picture era.

So let's run through the seven magic keys to killer video conversions:

**Killer Tactic #1 – Compel Your Viewers To Click:** Just as a headline in a sales letter gets you 80% of your sales, your video's title is responsible for at least 80% of its views. It should grab and hold the attention of the watcher, and make them click. You need to tap into your audience's desires – and fast - if they're going to stick around long enough to see your message.

Here's the title I used. Is it the best in the world? **Of course not.** I'm no Dan Kennedy, but luckily, nor are most YouTube uploaders. As long as it gets people to watch *your* video, it's good enough...



The image shows a screenshot of a YouTube video player. The video title is "Google AdSense: \$1,028,418.80 In One Month PART 1: THE PROOF". The video thumbnail is a black screen with white text that reads "Google AdSense: \$1,028,418.80" and "...in ONE month!". Below the thumbnail, the text "Part 1: The Proof" is visible in blue. To the right of the video player, the YouTube metadata is displayed, including the channel name "404Defender", the join date "1 month ago", the number of videos "1", the upload date "May 27, 2008", and the URL "http://www.404Defender.com/...".

I tested a few titles, but quickly settled on “Google AdSense: \$1,028,418.80 In One Month PART 1: THE PROOF”.

It pulls three powerful psychological triggers in my viewer's mind:

1. That's a heck of a lot of money (\$1,028,4818.80)
2. In such a short time period (One Month)
3. I'm going to see video evidence (The Proof)

What's more, I managed to shoe-horn my main keyword (Google AdSense) right at the start of the title, so my visitors, YouTube, *and* the search engines, know precisely what I'm talking about.

And guess what? These three things have cued my visitor up perfectly for the next throw of the dice. The second 'C'...

**Killer Tactic #2 – Curiosity:** One of the simplest, most powerful, and brutally effective ways to improve your YouTube conversions is to arouse a sense of curiosity in your viewer.

Curiosity is an incredibly persuasive emotion, which plants a seed of desire in your viewer's mind. Done well, and they'll have no choice but to satisfy their inquisitiveness. Even if your viewer holds out at first, and doesn't click through to your website, the chances are **high** that little seed will grow and, over time, they'll eventually cave in...which means more visitors for you!



An easy way to employ curiosity in your video is to ask your viewer a question.

A commonly used example might be, “What Happened Next...?”

As you can see from my example, I ask two questions, designed to serve the same purpose: to get them to **visit my website**...It worked.

First, I ask the viewer, “What's The Secret?” This implies I've held back some valuable information...and everyone wants to know a secret, right?

Second, I ask the question they were no doubt already thinking to themselves, namely – “Is This Guy For Real?” I mean, I'm making an outrageous claim, so of course it'll be met with some scepticism. Unbeknown to them, though, I'm already setting my viewer up for the outcome...whatever it may be.

And finally, I get 'em ready for what they need to do next by saying, “There's Only One Way To Find Out...”

We have an instinctive need to act upon our curious nature. It's hard-wired. It's what made our ancestors decide to rub two sticks together, just to see what happened. It's what invented the printing press. It's what made you decide to buy this report.

Don't fight nature – use it to your advantage.

**Killer Tactic #3 – Cliffhanger:** In 1980, the phrase “Who Shot J.R.?” was on everyone's lips. Consequently, the drama series Dallas became an instant TV phenomenon. In the final scene of the season's closing show, the character J.R. Ewing was shot by an unknown assailant.

Viewers were left waiting throughout the summer, and much of autumn, to discover whether J.R. would survive...and to discover which of his many enemies pulled the trigger. Baited breath, to say the least!

When the new series eventually aired, the first episode became the most watched TV episode in U.S. History. 83 million people tuned in.

*That* is how powerful the cliffhanger (or Zeigarnik) effect can be. And *that* is precisely why you should use this technique in your videos.

So, how? It's really very **simple**...split your video into two parts. Upload the first part and make sure your viewers know there's more to come (hence why I put 'Part One' in my title)

The first part of your video should be under 3 minutes if possible, but it *should* contain a compelling, curiosity driven, and (above all) valuable message, yet *without* revealing the *killer* information that's in part two.

Part two will be on your website. The only way for your viewer to watch the 2<sup>nd</sup> part of your video is to leave YouTube, and visit your site.

**And once they're there, they're yours.**

This tactic alone is worth the small price of this report. It raises your conversion rates exponentially.

If you don't use this method, you are leaving money on the table. It is a time-proven, winning, powerful way to bring visitors to your site.

And although it's been the staple in Hollywood since the silent movie era, it is **vastly** underused online. Especially on YouTube.

**Killer Tactic #4 – Call To Action:** Just as a kick-butt sales letter will urge you to 'Buy Now', your video needs to direct your viewer to 'Click Now'. In short, you need to direct...persuade...coerce...(call it what you want) your viewers away from YouTube and back to your site.

Thankfully, most YouTubers are notoriously click-happy, and as long as you've used the first three tactics, it'll be a *breeze* to convert them into new visitors.

Most YouTube marketers would now advise you to 'watermark' your video throughout, i.e. make sure your URL is visible during the entire video.

**I disagree. Here's why...**

It distracts the viewer from your message, and actually makes them *less* likely to click through to you. Not only that, it's so prevalent now that people are becoming blind to watermarks, much as they have with banner ads.

And what's more, most people can't be bothered to *type* your URL. I mean, you don't expect *that* much effort from people these days, do you? Surely! ;-)

Here's a better way....

1. Make the first line in your video's description a link to your website.
2. Draw a big arrow pointing to it at the end of your video!
3. Tell your visitors to click it. That's it...!

Simple, yet amazingly effective.

Here's my call to action:



Their eyes follow the arrow, and my compelled and curious visitors have an easy way to find out 'Who Shot J.R.'...they're not hanging, they're *falling* off the cliff...

### **Result = Click!**

You can, optionally, tease them a little more, as I've done here. I used the 'higher resolution' remark to show my sceptical viewers – the ones who want to scrutinize the video looking for camera trickery – that I wasn't afraid of them doing so.

You may have also noticed a similar call to action right at the start of the clip, asking my watchers to check out the higher quality version. Aside from a better viewing experience, **it got them in the mood** to follow my directions.

A small tip: I've found that YouTube will convert 800x600 AVI files into both standard and high quality. The high quality takes a little longer to show up.

**Killer Tactic #5 – Controversy:** Who can forget the worldwide commotion when Janet Jackson, umm, 'accidentally' showed millions of SuperBowl viewers one of her 'greatest hits'?

The amount of exposure Janet got from that one incident was way more than any other \$zillion marketing campaign could've bought her. It was front page news across the globe for weeks...try getting *that* from a bit of light-rotation on MTV!

The point is, controversy gets eyeballs. Lots of them. Controversy also spreads rapidly. In many ways, it's one of the easiest ways to make your video go viral.

I didn't use a controversial message in my first video. No...

I saved that for Part 2.

You'd better watch it now, if you haven't already.

Click [Here](#) to watch the second part, and I'll see you on the other side.

Welcome back, once again! I'm sure you're terribly disappointed not to learn the secrets of becoming an AdSense Millionaire...

...Sorry about that.

Instead, I showed you that it's possible – ridiculously easy, in fact - to fake ones earnings using nothing more than Camtasia and a web browser.

Maybe you'll think twice next time someone invites you to 'look over their shoulder' as they 'prove' how much you, too, can earn when you invest in their 'system'...

Of course, I'm not suggesting that anyone actually uses that technique, but the point is, they *could*. Now you know.

OK, so it's not scandalous, but it does have a sense of controversy. It has a kind of, "I didn't know you could do *that*" feel. People started to talk about it in forums.

If your video makes an impact on your viewers, it'll start to spread, bring you more views, and ultimately, pull heaps more traffic to your website.

Don't be afraid to challenge people in your videos. Controversy, like sex, sells.

Here's what Willie Crawford had to say:



Willie's verdict: A Brilliant Call To Action...an Impactful Message..which could Go Viral.

I'm certainly not going argue with Willie. He knows a thing or two.

**Killer Tactic #6 – Copy:** This is the easiest technique of them all. It requires no effort, no thought, and no imagination. All you need to do is copy the tags from any related videos, and make sure you use your keywords in your description.

Simple as that.

If someone has a similar video to yours, and a million views...just copy their tags. If someone else's video is highly rated, or highly commented...take their tags! It's perfectly ethical, in fact it's desirable.

And guess what happens. Whenever someone watches a similar, already popular video, *yours* will be displayed next to theirs as a related video. This is why you need a compelling, eye-catching title. Get this right...

**...and you'll see a serious traffic spike!**

As well as that, make sure your video's description contains the keywords you're trying to promote. And try to be as 'long-tail' as possible. What do I mean by long-tail? Well, if you want to promote 'Labrador Dog Collars' then use *that* phrase in your description.

Not just 'Dogs'...Try to be specific, wherever possible.

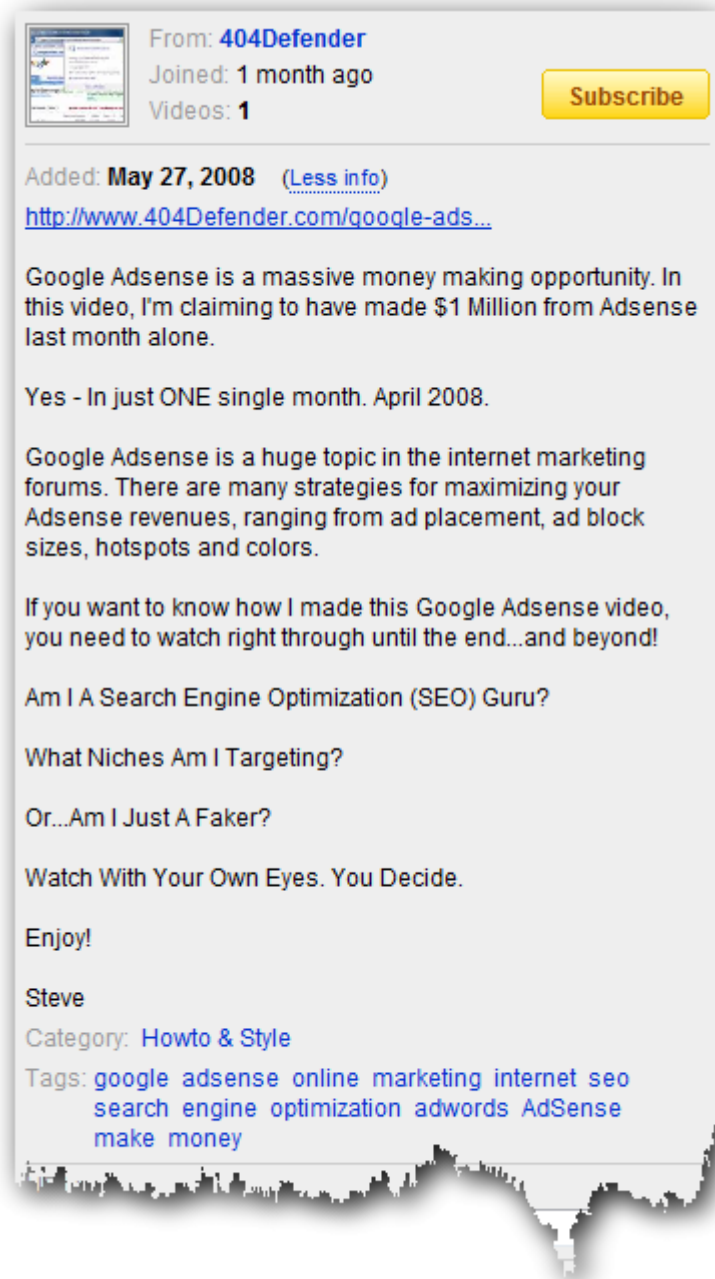
Here are the description and tags I used...

There are a couple of points to discuss. The first thing is that I used the word 'AdSense' multiple times, once in my link, twice in paragraph one, twice in the third paragraph, and once in the forth.

So, it's immediately clear what the subject matter is.

Next, notice how I didn't lie! I *claimed* to make a fortune, and then told the viewer how they could find out how I *made the video*...not how I made a million dollars. At the end, I even hint that the video has been faked.

And finally, with the exception of the 'Adwords' tag, I used each of my keyword phrases in the description itself. This demonstrates to YouTube that my keywords are relevant.



The image shows a screenshot of a YouTube video description. At the top, it identifies the channel as '404Defender', which was joined 1 month ago and has 1 video. A yellow 'Subscribe' button is visible. The video was added on May 27, 2008, and the link is <http://www.404Defender.com/google-ads...>. The description text reads: 'Google AdSense is a massive money making opportunity. In this video, I'm claiming to have made \$1 Million from AdSense last month alone. Yes - In just ONE single month. April 2008. Google AdSense is a huge topic in the internet marketing forums. There are many strategies for maximizing your AdSense revenues, ranging from ad placement, ad block sizes, hotspots and colors. If you want to know how I made this Google AdSense video, you need to watch right through until the end...and beyond! Am I A Search Engine Optimization (SEO) Guru? What Niches Am I Targeting? Or...Am I Just A Faker? Watch With Your Own Eyes. You Decide. Enjoy! Steve Category: Howto & Style Tags: google adsense online marketing internet seo search engine optimization adwords AdSense make money'. The bottom of the screenshot features a decorative silhouette of a city skyline.

Tagging and describing your videos correctly will determine who sees them. To a large degree, you can categorize, dominate and carve out your own niches or micro-niches. Good stuff.



**Killer Tactic #7 – Create, Convert, And Turn Clicks Into Cash:** This maybe should have been the first 'C' in the list. I reckon, though, now you know the other six...you can do a great job of making a compelling, curiosity-driven, possibly controversial video, using a strong call to action, with a cliff-hanger ending...

Now you know the formula...it's time to get **creative**. It's time to turn your **clicks** into **cash**!

Think about what's hot, what's not, what's in between, and **just do it!**

Heck, the only way you'll score a home run is by swinging the bat. Sometimes your videos will only reach first base, but by applying the techniques you've learned so far, they won't be the rule...they'll be the exception to the rule.

Whenever a friend or colleague sends you a link to a viral video, take a look. Study it. I guarantee it'll use one or more of the methods I've described so far.

It might be the subject line, the hook, or the call to action, but every successful video follows some or all of the rules I've shown you.

I'm willing to bet you already know your niche, your product, and your offer.

So, you can decide for yourself how best to use all the free traffic you'll be getting. You can gather opt-ins, send your visitors to an affiliate link, your sales page, or maybe you just plain have *great content* and want to get a ton of new eyes on your blog...whatever.

Just remind yourself that a simple video, following these simple rules, will drag *real* people into your funnel. But they're not *just* visitors...

**They're your next subscribers. Your next customers. How many 5 minute videos will *you* make?**

Congratulations, you've just leveraged the huge power of YouTube! Use it to make your own killer video that converts like gangbusters...

# Killer Tools & Resources...

**Killer Tool #1 (Free) – <http://www.tubemogul.com>**

If you haven't used this site yet...where have you been? Tube Mogul will distribute your video to multiple sites – free – and give you tons of valuable visitor statistics.

Tube Mogul's service will give you a single point for deploying uploads to the top video sharing sites, and powerful analytics on who, what, and how often your videos are being watched.

Yes, there are business options available, but the free version is incredible, and will tell you all you need to know about your video.

The stats are incredibly nice, even in the free version. I haven't used the paid service, so I can't recommend it. Looks cool, though...



## Killer Tool #2 (\$17) – [The Video Marketers Toolkit](#)

Frank Bruno, who I consider to be the Video Marketing Guru, has released this **massive** set of 'How-To' tools and resources. Frank has collected the hottest selection of killer tricks and tips I've ever seen.

Go to the sales page, and check out the incredible value Frank is offering...



The screenshot shows the website 'Videomarketingtactics.com' with a navigation menu including Home, Products, Special Reports, Software, Niche Videos, Watch Videos, Blog, Affiliates, and About Frank Bruno. The main content area features the title '"The Video Marketers Tool Kit"' in red, followed by the text 'Access The Hottest Video Resources Online!' and 'Over 270 Copies Sold!'. Below this is a video thumbnail showing Frank Bruno in front of a large green plant.

- Includes a step-by-step 27 minute "how to" video
- Auto generate html code to cut & paste your videos into your web pages
- How to brand your videos free and online
- How to create and embed hotspots and hyperlinks into your videos
- How to get free legal graphics, pictures, videos to use in your videos
- How to get free flash players
- How to track your videos or a competitors online for free
- How to find the exact center of your video
- How to convert any video file you have to any format for free
- How to convert a video file to another codec for free
- How to get free screen capture software
- How to convert any file on YouTube to .flv
- How to get free video production software
- How to get free audio production software
- ...and TONS more!

# Wear The Grey-Hat If You Dare...

If you want to bend the rules, and maximize your video's take-off rate, there are a few sneaky things you can try to kick-start your campaign...and get some extra targeted customers-in-waiting back to your site, quickly.

I've used these tools. Do they work? I'll be honest, they probably added *some* views to my video. *Some*...but not a huge amount. Don't necessarily believe the hype, but don't dismiss it out of hand either.

There are **no affiliate links** in this report, by the way.

I'll talk about them, but only because I used them as part of my research...I'm not encouraging you to use them. If you want to try 'em, do so at your own risk. In my opinion, they're not worth risking your YouTube account for.

## Grey-Hat Tool #1 (Free) – <http://www.tube-surfer.net>

Here's a totally free way to boost your YouTube views. All you need to do is visit the site, add your URL, and keep your browser open...

Approximately you will receive **400 views in one hour.**

**Leave browser open all night (8 hours) and get 3200 views.**

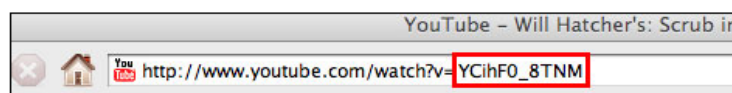
### Feedback

Check how many views your video has before starting to use TubeSurfer and then check again after a few days of using TubeSurfer.

[Send Feedback](#) and tell me your results.

## Boost Your Video Now !

Go to Account / My Videos inside YouTube. Click on video title and from the next page copy the last part of the URL after **?v=** like on the image below.



Paste this string into the form:

If you leave your PC on overnight, you'll find your video will have around 3,200 extra views...pretty good free numbers while it's still 'legal'.

Of course, the conversion rate will be terrible. It'll stink. But this free traffic will buy you some leverage. It'll slowly raise your page views, and that in itself will get you a few extra real visitors.

Page views...even fake ones, can get you real views.

...Kinda sneaky, but it might just work.

### **Grey-Hat Tool #2 (\$99.95) – <http://www.tubeincreaser.com>**

This thing is much faster and more versatile than Tube Surfer. Yes, it costs, but it has a (short) trial version, which should be good for around 3,000 views.

Just like Tube Surfer, Tube Increaser 'artificially' inflates your view count. Many people sort videos by 'most viewed', and this little tool will help you rise to the top of your chosen genre.

Again, it's a little 'grey-hat', so **use it with caution**. It uses proxy servers to connect to your video, and as far as YouTube is concerned, the traffic is indistinguishable from 'real' viewers.

You can configure Tube Increaser to rake up your page views as fast or slow as you want, and it runs in the background (it'll slow your web browsing down if it's set too high, though)

The makers update the list of proxies every day, too.

Create a new account at YouTube before you try it, and don't get greedy. I haven't had any trouble using Tube Increaser, purely because I don't abuse it. I prefer to fly under the radar, and so should you.

It is simplicity itself to get going with Tube Increaser.

Here's how I used it...

1. Upload my video
2. Use Tube Increaser to get around 35-40,000 views
3. Add 1-2,000 views occasionally

If you don't see a decent increase in views...don't pay for it.

If it works for you, great.

**As long as you use it wisely. That's all I'm going to say.**

Here's Tube Inceaser in action...

