

PPVClassroom.com

More Profitable Clicks - Faster Than You Realized

Buying Your Way In ...



This Presentation Is Being Recorded / We'll Get You A Copy

About Paul And This Webinar

- The Audience - PPC Classroom, NMIC, and Podcast Secrets 2009
 - All Beginners In This Space
 - It's A New Space
- The Tools
- The End Game

This Presentation Is Being Recorded / We'll Get You A Copy

Housekeeping

- Internet versus phone delivered audio.
- This will be recorded.
- Slides and links available at the end.
- Questions that get answered ...

This Presentation Is Being Recorded / We'll Get You A Copy

What We Promised To Cover

- How to get cheap YouTube video views that get profitable clicks.
- How to produce profitable videos without a camera of your own.
- How to get your profit-pulling videos viewed without paying the per-view fee.

This Presentation Is Being Recorded / We'll Get You A Copy

What We Will Also Cover

- 7 things you need to know about YouTube.com.
- What is Pay Per View?
- Videos that produce action.
- The formula.
- Bonus - Uberpublishing your videos.

This Presentation Is Being Recorded / We'll Get You A Copy

7 Things You Need To Know

- comScore January 2009 Data
 - 14.8 billion online videos viewed
 - 6.4 billion videos / 102 million users Google properties
 - 76.8% total U.S. audience viewed video online
 - Online video = HUGE

This Presentation Is Being Recorded / We'll Get You A Copy

7 Things You Need To Know

- YouTube On The ...
 - Computer, Phone, Television (HD too!), iPod Touches, Portable Media Players
 - Is there anything else?

This Presentation Is Being Recorded / We'll Get You A Copy

7 Things You Need To Know

- Running The Numbers ...
 - Google = #1 Search Engine
 - YouTube = #2 Search Engine
 - YouTube Results In Google / Not Vice Versa
 - Who Really Is The #1 Search Engine?

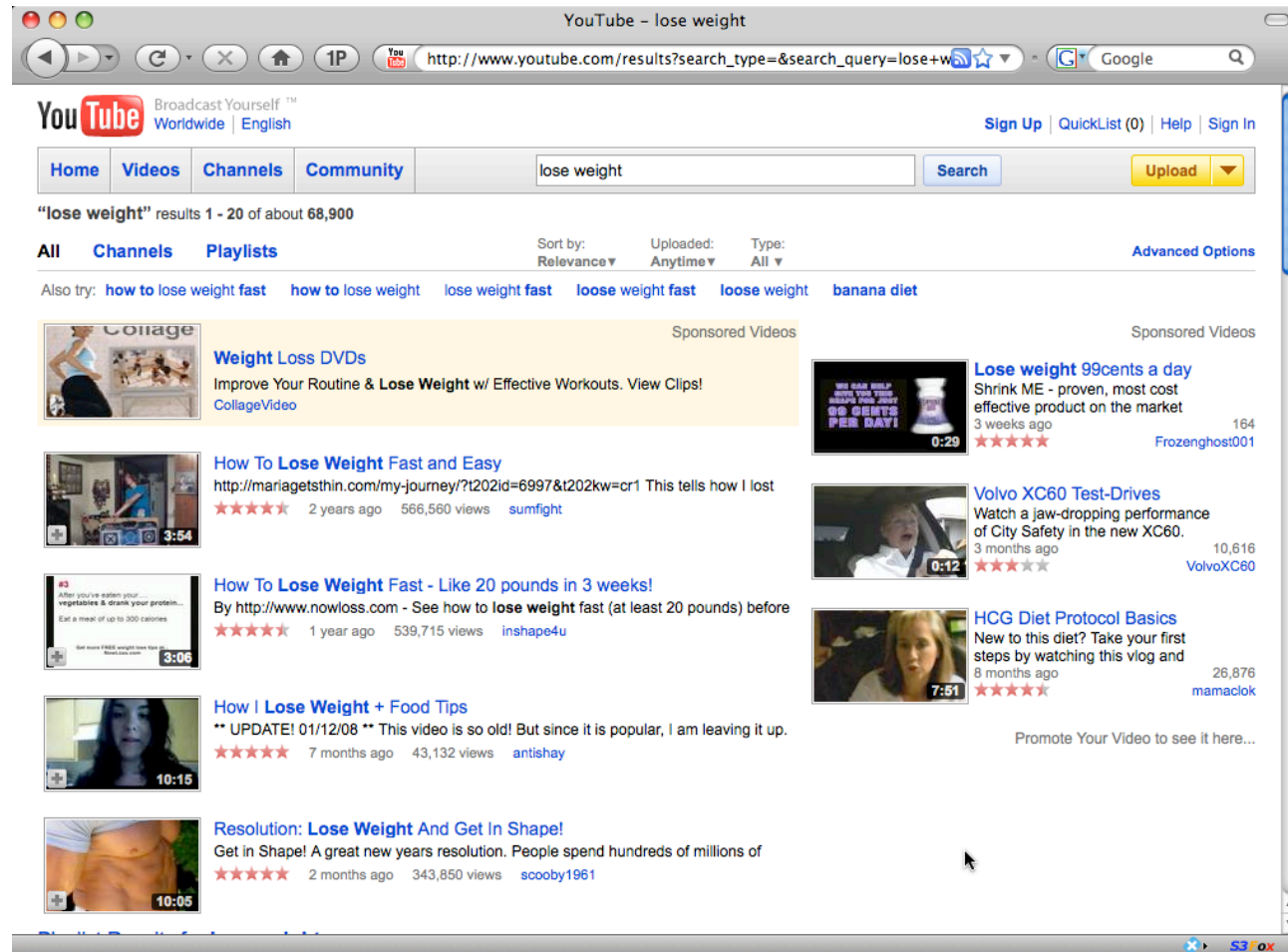
This Presentation Is Being Recorded / We'll Get You A Copy

7 Things You Need To Know

- YouTube costs a lot of money to run.
- YouTube will be making Google money very soon.
- Google makes their money in placement.
- The winners “play both sides.”
- Bonus - *YouTube not the only game in town.*

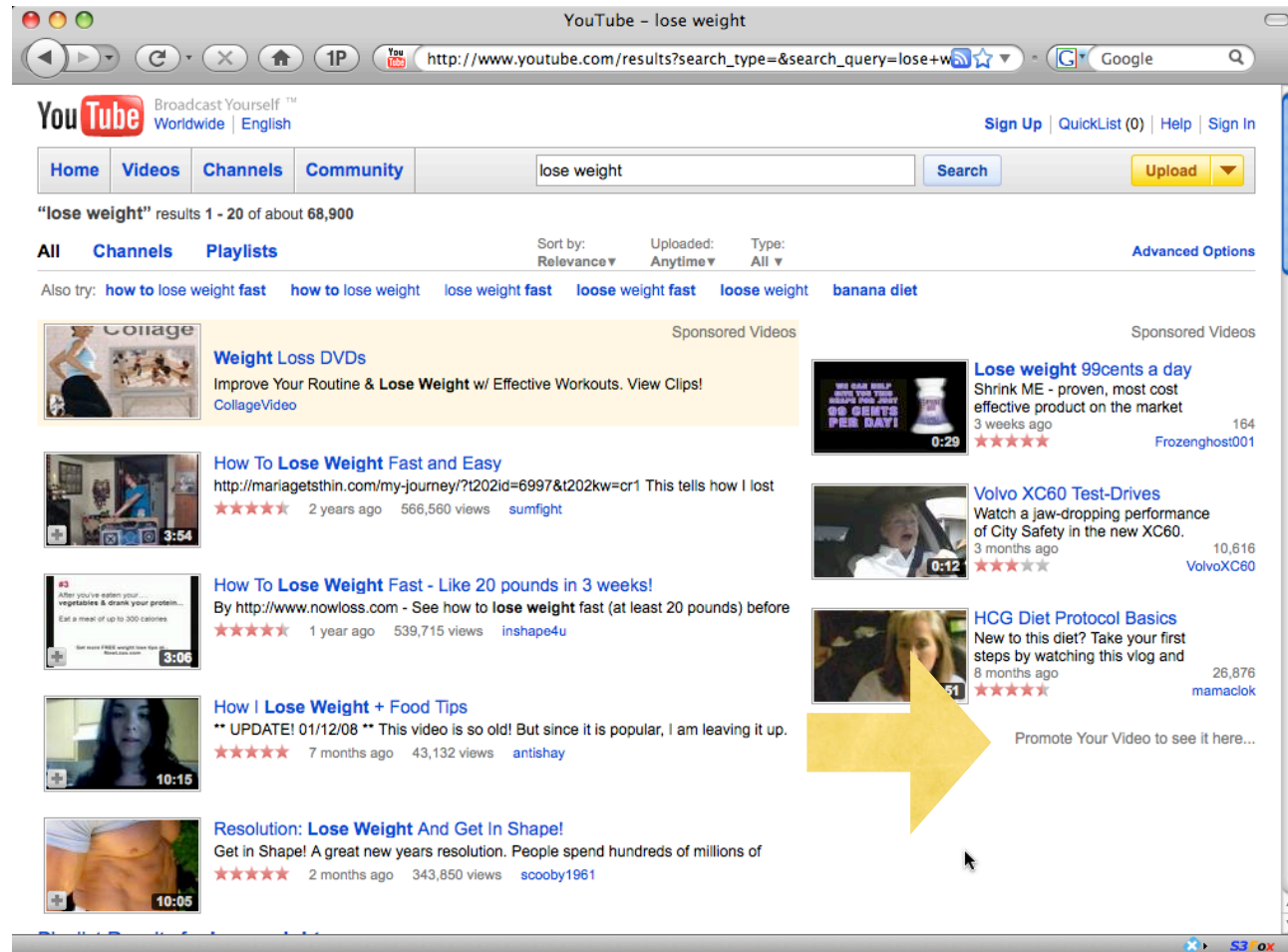
This Presentation Is Being Recorded / We'll Get You A Copy

Pay Per View = Sponsored



This Presentation Is Being Recorded / We'll Get You A Copy

<http://ads.youtube.com>



This Presentation Is Being Recorded / We'll Get You A Copy

Create a YouTube Promotion - YouTube Advertising Programs

https://ads.youtube.com/choose_video

podcast secrets

YouTube Account: colligan | Help | Sign Out


YouTube Create a YouTube Promotion

Powered by Google

- 1 Choose a Video
- 2 Create your Promotion
- 3 Confirm







You can choose to promote your channel or one of your videos.

☒ Promote your channel - colligan



Promote one of your videos

Search your videos

	Title	Time	Date added	Views	Rating
<input type="radio"/>	 A View From The Stage At StomperLive 7	0:26	March 08, 2009	18	★★★★★
<input type="radio"/>	 What I Missed During The First Few Days At Stompernet Stomperlive 7	1:13	March 08, 2009	10	
<input type="radio"/>	 David Bullock In The House	2:00	March 08, 2009	5	
<input type="radio"/>	 Jeff Herring - Live From The Teleseminar Secrets Reunion	1:01	March 06, 2009	13	
<input type="radio"/>	 Podcast Secrets Testimonial - Elizabeth Harrington - The New Prime Time	2:10	March 04, 2009	91	★★★★★
<input type="radio"/>	 Streaming To YouTube.com Test	1:12	March 04, 2009	249	★★★★★

Done ads.youtube.com

This Presentation Is Being Recorded / We'll Get You A Copy

Create a YouTube Promotion - YouTube Advertising Programs

YouTube Account: colligan | Google Account: colligan@colligan.com | Help | Sign Out

Create a YouTube Promotion

Powered by Google

1 Choose a Video 2 Create your Promotion 3 Confirm

What should your promotion text be?

Podcast Secrets Worth It? 25/25 character maximum


<http://www.podcastsecrets.com> - 31/35 character maximum

Hear one Podcaster's experience. 32/35 character maximum

[I want to use a different Video Still.](#)

[Review Sponsored Videos Editorial and Format Guidelines](#)

Preview

 **Podcast Secrets Worth It?**
<http://www.podcastsecrets.com>
 - Hear one Podcaster's experience.
 colligan ★★★★★

What search terms (keywords) should trigger your promotion?

A "keyword" is a word or a phrase. When people search for the keywords you choose here, your promotion may show. Keywords must be directly related to your promotion — don't enter 'cars' when you're promoting a video about puppies.

Enter as many specific words or phrases as you like, one per line without commas or punctuation. Enter 20 or fewer keywords for best results.

podcast secrets
 podcastsecrets.com
 how to podcast
 podcasting help
 paul colligan
 alex mandossian
 make money podcasting
 premium podcasting
 business podcasting bible

Sample keywords based on your promotion:
 If they describe your promotion, click to add to your list.

Effective YouTube search terms for this video:
 Terms are in descending order of clickthrough rate.

[understanding ph jamie davis](#) [lookup](#)
[how to podcast](#) [lookup](#)
[jamir davis](#) [lookup](#)

Common Questions

- Where will my promotion appear?
- What should my sponsored video say?
- What are the YouTube Sponsored Videos policies?
- Glossary

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any

Done

This Presentation Is Being Recorded / We'll Get You A Copy

Create a YouTube Promotion - YouTube Advertising Programs

https://ads.youtube.com/create_your_ad?video_id=EmjLbwHgEGY&action

podcast secrets

Find similar keywords:
Enter any word to find related keywords

Search

What are your country and language targets?
Your promotion is currently targeting English speakers in United States.

Your budget for all promotions

Max. daily (average). \$1.00 per day The budget can be edited on the dashboard.	Current Maximum Monthly Budget Approximately \$30.00 per month
--	--

Maximum Cost-Per-Click (CPC) for this Promotion
The max CPC is the highest price you're willing to pay each time a user clicks on your promotion. The CPC influences the position of your promotion compared to other promotions.

\$.01

Example: 0.10, 0.50, 5.00

Next » **Cancel**

© 2008 Google Inc. - [Terms and Conditions](#) - [Editorial Guidelines](#) - [Privacy Policy](#) - [Contact Us](#)

Done

This Presentation Is Being Recorded / We'll Get You A Copy

Create a YouTube Promotion - YouTube Advertising Programs

https://ads.youtube.com/confirm?pyv_id=hjZn4RcrkWE podcast secrets

YouTube Account: colligan | Google Account: colligan@colligan.com | Help | Sign Out


You Tube Create a YouTube Promotion

Powered by Google

- 1 Choose a Video
- 2 Create your Promotion
- 3 Confirm

Confirm your Promotion

Preview



Podcast Secrets Worth It?
Is Podcast Secrets worth it?
Watch one Podcaster's
experience.
colligan ★★★★★

Keywords: podcastsecrets.com, business podcasting bible, make money podcasting, paul colligan, podcast secrets, alex mandossian, podcasting help, how to podcast, premium podcasting

Maximum CPC: \$0.01

Maximum daily budget: \$1.00

Language targets: English

Country targets: United States

Okay, Run my promotion!

Cancel

© 2008 Google Inc. - [Terms and Conditions](#) - [Editorial Guidelines](#) - [Privacy Policy](#) - [Contact Us](#)

Done ads.youtube.com

This Presentation Is Being Recorded / We'll Get You A Copy

Penny Clicks?

- Penny Clicks?
 - Yes, right now ...
 - Plenty bidding that by default
 - Google gives priority to the big spenders
 - Try 2 to 4 cents too ;-)

This Presentation Is Being Recorded / We'll Get You A Copy

Done PPC Before?

- At this point
 - No alternative ads.
 - No recommended spends.
 - CTR lower.
 - Not much reporting / response.

This Presentation Is Being Recorded / We'll Get You A Copy

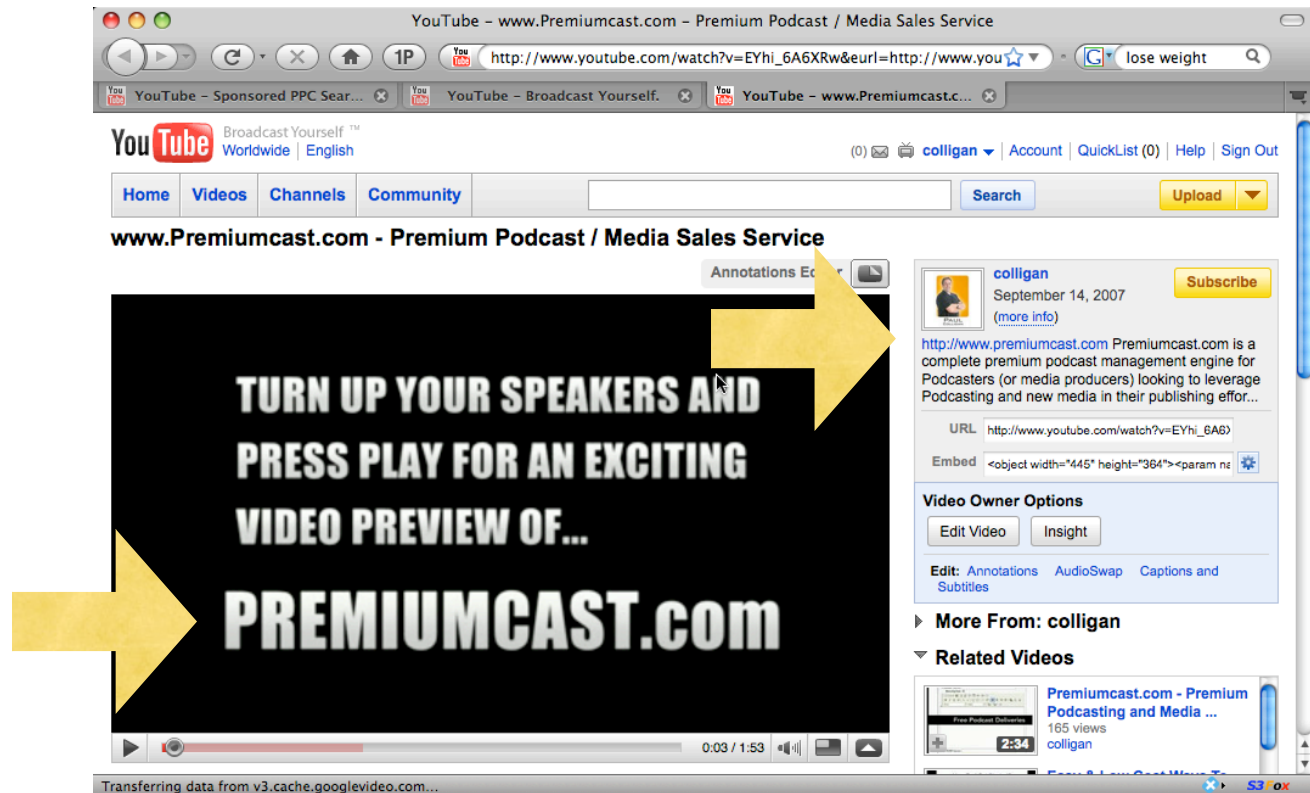
Formula

- **Produce** Actionable Videos
 - Goal Is Action - Not Viewing
- **Pay** For Views
 - Pay For Action
- **Value** The Clicks
 - Was It Worth It

This Presentation Is Being Recorded / We'll Get You A Copy

Videos That Produce Action

- URL In The Video
- URL In The Listing



This Presentation Is Being Recorded / We'll Get You A Copy

Videos That Produce Action

- Each video requires to things
 - Call to action
 - Visit *<http://www.yoursite.com>*
 - Actionizer
 - *for a free limited edition cd*

This Presentation Is Being Recorded / We'll Get You A Copy

Valuating Clicks

- Unique domains redirected and tracked.
 - <http://www.Iplaceforeverything.com>
 - If it ain't worth a domain ...
 - <http://www.budurl.com>
 - URL in the listing and in the video.

This Presentation Is Being Recorded / We'll Get You A Copy

The Best Part ...

- If effective and
- If distributed
- You'll get lots of additional clicks for free
- Talking about that soon ...

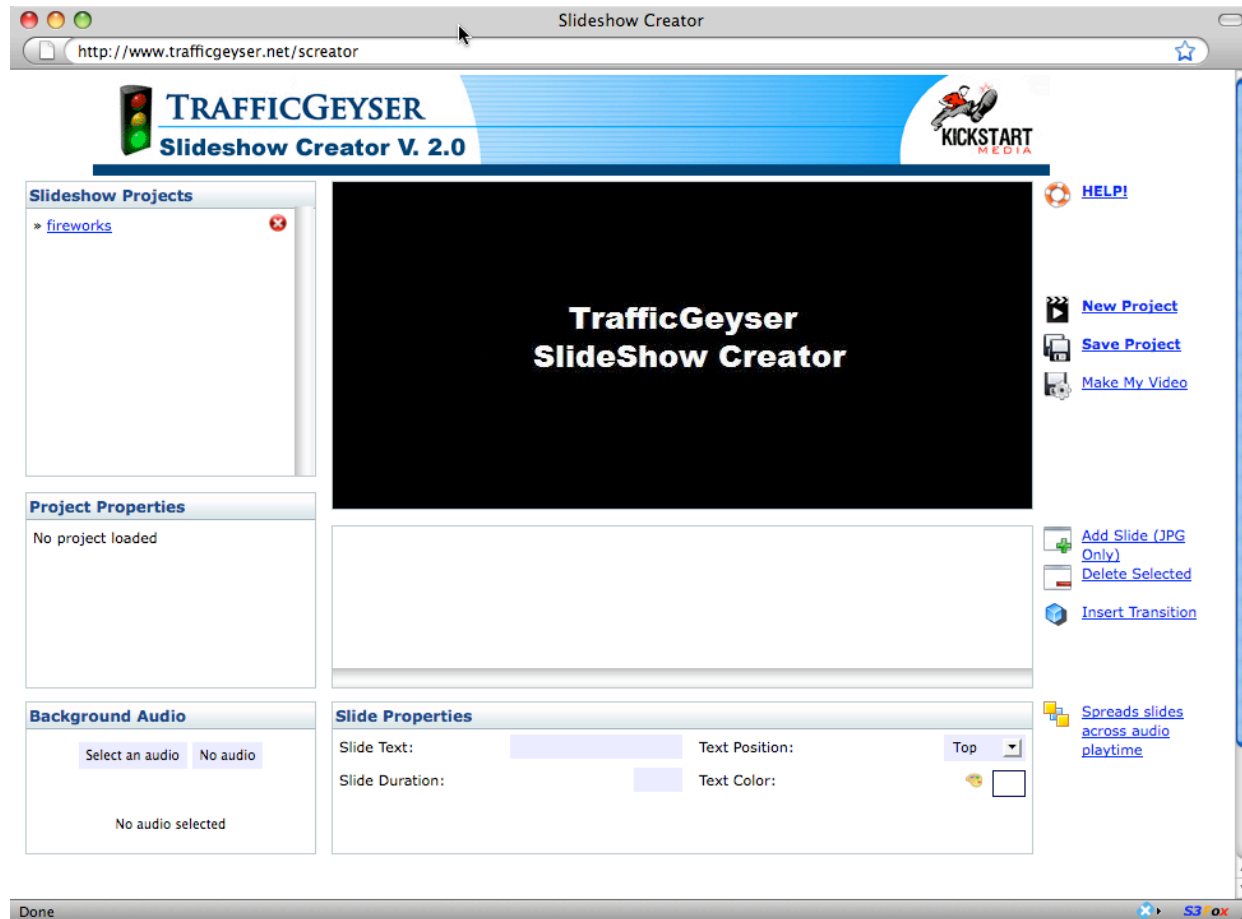
This Presentation Is Being Recorded / We'll Get You A Copy

Profitable Videos Without A Camera

- Methods Without A Camera
 - Screencasting
 - Jing Project / Jing Pro / Screenflow
 - Slide Shows
 - Traffic Geyser
- Remember *CTA + Actionizer*

This Presentation Is Being Recorded / We'll Get You A Copy

Traffic Geyser Slideshow



This Presentation Is Being Recorded / We'll Get You A Copy

Cheap Videos - Profitable Clicks

- Purpose of your video?
 - Get them to act?
 - Give them something pretty to look at?
- LEGAL Music - TwoBuckThemes.com

This Presentation Is Being Recorded / We'll Get You A Copy

Do You Need To Pay For Views?

- 3 simple recommendations:
 - Work with videos that make you money.
 - Pay for views accordingly.
 - See step 1.

This Presentation Is Being Recorded / We'll Get You A Copy

Bonus - UberPublishing Your Videos

*Don't Just Be **Somewhere***

Web Images Maps News Video Gmail more

Google budurl plans Search

Web Video Results 1 - 10 of about 45,000 for budurl

Did you mean: [badurl plans](#)

[BudURL Plans Explained | Paul Colligan's The People and Business ...](#)
I had previously written of **BudURL**.com and my thoughts about this very powerful tool. Th
video views over at YouTube.com prove that I'm not the only one ...
[www.paulcolligan.com/2008/12/20/budurl-plans-explained/](#) - 32k -
[Cached](#) - [Similar pages](#) -

[BudUrl.com - Why You Should Keep Your Eye On These Guys | Pa](#)
BudURL Plans ExplainedPosted on 2:23 pm by Paul Colligan I had previously writt
BudURL.com and my thoughts about this very powerful tool. ...
[www.paulcolligan.com/2008/10/22/budurlcom-why-you-should-keep-your-eye-on-th](#)
- 38k - [Cached](#) - [Similar pages](#) -

[BudURL Plans - What Does Your Money Buy You? by colligan -- Revver](#)
A video by colligan - [http://www.PaulColligan.com](#) Now that **BudURL** is charging for their
service, an examination of the **BUDUrl plans**, rates and service is ...
[revver.com/video/1393255/budurl-plans-what-does-your-money-buy-you/](#) - 56k -
[Cached](#) - [Similar pages](#) -

[BudURL Plans - What Does Your Money Buy You? !\[\]\(6b630aeae0fb7557fd0bf6b9b0397925_img.jpg\) !\[\]\(3d496ca5740a387f002644c845f4275b_img.jpg\)](#)
[http://www.PaulColligan.com](#) Now that **BudURL** is charging for their service, an examinatio
the **BUDUrl plans**, rates and service is due.
[blip.tv/file/1598456](#) - 33k - [Cached](#) - [Similar pages](#) -

[BudURL Plans - What Does Your Money Buy You? Video | Internet ... !\[\]\(78a029b04ee0ee05998c29299c47b06c_img.jpg\)](#)
Video: **BudURL Plans** - What Does Your Money Buy You?. [http://www.PaulColligan.com](#) N
that **BudURL** is charging for their service, an examination of the **BUDUrl** ...
[www.howcast.com/videos/112668-BudURL-Plans-What-Does-Your-Money-Buy-You](#) - 56k
[Cached](#) - [Similar pages](#) -

[Viddler.com - BudURL Plans - What Does Your Money Buy You ... !\[\]\(268d17a79f5913c36d8998dd535a8ce6_img.jpg\) !\[\]\(6fd8ee56d0ba251d09562574b5120fba_img.jpg\)](#)
PaulColligan.com Now that **BudURL** is charging for their service, an examination of the
BUDUrl plans, rates and service is due. Distributed by Tubemogul. ...
[www.viddler.com/explore/colligan/videos/20/](#) - 47k - [Cached](#) - [Similar pages](#) -

Don't Just Be Somewhere



This Presentation Is Being Recorded / We'll Get You A Copy

What We Promised To Cover

- How to get cheap YouTube video views that get profitable clicks.
- How to produce profitable videos without a camera of your own.
- How to get your profit-pulling videos viewed without paying the per-view fee.

This Presentation Is Being Recorded / We'll Get You A Copy

What We Also Covered

- 7 things you need to know about YouTube.com.
- What is Pay Per View?
- Videos that produce action.
- The formula.
- Bonus - Uberpublishing your videos.

This Presentation Is Being Recorded / We'll Get You A Copy

The End Game

- Actionable Videos Tested And Paid For
- Created Quickly For Results, Not Art
- **Ubered Out For FREE Extra Clicks**
- Dominating The Search Engines
- Any Questions?
- <http://www.paulcolligan.com/ppvclassroom>

This Presentation Is Being Recorded / We'll Get You A Copy