

How to Get to a Half Billion Views on YouTube

10 Point Checklist

Justin Rogers

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



"YouTube's success needs a balance between search and browsing modes. Searching yields evergreen content, while browsing holds the potential for explosive, high-view videos."

JUSTIN ROGERS

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Become an early adopter of new platform features and trends. Innovate my content creation by identifying opportunities in my market.
- Experiment with a mix of short-form and longer-form content. Recognize my unique possibilities and advantages in each content format.
- Utilize tricks of the trade and offer strategic rewards in my videos. Apply a success principle that leaves clues for others. Observe and learn from successful creators.
- Engage with my audience through comments and acknowledgments. Strategically place pitches within my videos to gauge viewer interest and interaction.
- Reverse engineer successful content by analyzing keywords, titles, and formats. Study successful creators and videos in my niche.
- Treat the first 30 seconds of my videos as shorts and create a punchy hook. Clearly communicate the video's purpose.
- A/B test thumbnails and titles. Use YouTube's existing data by searching relevant keywords to find successful videos. Follow successful video formats. Don't try to reinvent the wheel.
- Optimize video elements such as thumbnails, titles, and video content for a higher click-through rate and longer retention for my videos.
- Create a balance in my video content — browsing (explosive videos) and searching (evergreen content). Blend niches carefully to cater to my specific audience.
- Learn from Justin Rogers or participate in his coaching programs at pwwcourse.com for service industry-related content. For YouTube coaching, send Justin a message on Instagram [@foreverselfemployed](https://www.instagram.com/foreverselfemployed).