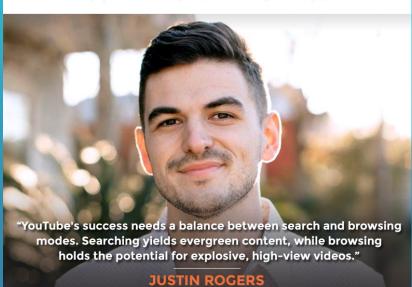
## How to Get to a Half Billion Views on YouTube

## 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.



HOSTED BY STEPHAN SPENCER



## 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 <a href="mailto:pwcourse.com">pwcourse.com</a> for service industry-related content. For YouTube coaching, send Justin a message on Instagram <a href="mailto:open-rough">open-rough</a> for everselfemployed.