

# Optimize Your Videos

## 10 Point Checklist

Sunny Lenarduzzi

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 is an ocean. You're either going to sink to the bottom of the ocean or you're going to rise to the top."

**SUNNY LENARDUZZI**

# 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.

- ☐ Have a YouTube strategy and use YouTube to build my business by putting out great content that has value to entertain, inspire, and educate people.
- ☐ Apply Sunny's VIRAL technique which stands for using Valuable Intel to create solid content that is Relevant to my target audience as well as Authoritative to show that I'm an expert in my niche, and then Leverage it for my business.
- ☐ Send people to my website, an email list, or to my Facebook group where I can further capture them and further the relationship with them.
- ☐ Leverage my pre-existing audience to get that extra push in the first 24 hours, knowing that YouTube looks at those signals to continue pushing it outside of the first 24 hours because of the engagement it gets.
- ☐ Recreate content in my old videos or create content with a very similar keyword because anytime I make a video on the same topic, it's going to add more momentum for me within the algorithm.
- ☐ Get found and build momentum by applying Sunny's formula which is high search volume, low competition, and then the gap in views and velocity.
- ☐ Write down a list of all the things that I've mastered that I could teach with authority and figure out if my clients and customers are currently asking my questions about those topics, and then to start making videos around those.
- ☐ Focus on the evergreen content first and make content that's going to continue to perform for me and build my business for years to come.
- ☐ Engage with my audience through YouTube Live which allows me to go super deep with my audience and talk with them in real time.
- ☐ Check out Sunny's online training programs by going to [SunnyLenarduzzi.com](https://SunnyLenarduzzi.com) and clicking on the tab [Work With Me](#) tab to access [YouTube for Bosses](#) and [Authority Accelerator](#).