

# The Road to Millions of YouTube Views

## 10 Point Checklist

Jeremy Vest

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**



**“The biggest mistake I see from YouTubers, brands, and small agencies is that they’re not creating the content people care about.”**

**JEREMY VEST**

# 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.

- Make something people would want to consume. The primary strategy should be offering content that can elevate livelihood whether it's to give the audience solutions, laughter, or afterthoughts.
- Create videos that answer people's questions. This is a tried and tested strategy when optimizing them for YouTube.
- Define who my target audience is. Knowing who they are will give me better ideas on how to reach out and communicate with them more effectively.
- Stick to my niche and don't try to be everything for everybody. When I am consistent with my brand, people can understand my message better.
- Be consistent in uploading content. The more content I publish, the more Google finds my channel relevant for its searchers.
- Be smart about choosing my keywords. The goal is longevity and not popularity. Sometimes, choosing competitive, broad keywords can't give my brand the growth it is aiming for.
- Create an annual content calendar so that I am set for a year and don't have to spend more time researching what I should produce.
- Create a 2nd channel if necessary especially if my main YouTube channel is very specific. Usually, content creators utilize their 2nd channels as their more personal behind the scenes.
- Continue growing my channel. YouTube success does not happen instantly. Gradually increase my views and subscribers by staying relevant to my audience.
- Check out [vidIQ](#) for tips and strategies on how to navigate YouTube marketing successfully.