



THE BACK DOOR TO HOLLYWOOD



VIRAL VIDEO TIPS SUPPLEMENT

The best way to reach a large number of people and get your message across on the internet today is through video but not just any video. It must be a video that captures and keeps your audience's attention.

Video is considered by Google as a higher form of engagement than a simple blog or article and ranks higher in the ratings. Therefore you have a better shot at reaching more people if you do a video rather than a simple article. And the more people that watch your video, the higher you will rank on Google and the more likelihood people who are searching in your niche market will see a link to your video and watch it.

Becoming a Quasi Celebrity with a Viral Video

If you want to become a quasi-celebrity by making a video go viral, garnering millions of views and gaining the attention of morning shows and major news outlets like CBS News, Access Hollywood, Good Morning America, the Ellen Degeneres Show etc. you will need to keep a few things in mind.

Leap When Someone Beeps - Opportunities Open Doors

If the opportunity arises to film something or record a short smart phone video in a funny or interesting moment, do it. Slice of life videos that touch the heart, evoke an emotion or make you laugh get shared like crazy.

Expand Your Social Media

Once your video goes viral, you will receive an outpouring of friend requests on your personal page. Create a fan page to build followers so that you can build a huge fan base beyond the 5,000 friend limit on your personal page.

Know Your Target Audience and Which Platforms They Frequent

You need to reach the right target audience which means you need to be on the right social platform for that audience. Instagram targets younger audiences whereas. Use #'s (hashtags) that garner millions of views on instagram because your video will appear under those hashtags. Share your content on the right platforms and ask others with large followings to share the same content.

Create an Entertaining, Authentic, and Unique Video and Create Videos that Follow a Hot Trend

Be creative, entertaining, unique and fun. Address something that is already going on in your audience's mind or ride the wave of something in the news or a trend that is getting views.

So how do you make your video go viral so you rank as high as possible on Google?

1. Keep your video short and to the point.
2. Keep it simple and entertaining.
3. State the problem in your niche market you are going to help them solve right up front in the beginning of the video.
4. Give them useful information so that you move them from a place of no or little knowledge to a place of educated knowledge that puts them ahead in their industry.
5. Choose a title with key words - ones that captures your niche market's attention and offers a solution to their problem.
6. Use key words, tags and SEO (search engine optimization).
7. Create a coordinated attack with link bait so that you rank on the first page of Google within 24 hours of posting your video.

What is a Coordinated Attack?

A coordinated attack is when you post your video on as many social networking sites as possible and get large numbers of people to link back to your video and share it all on the same day. The way to do that is to create link bait, something that causes people to click on your link to watch and share your video.

7 Steps to Create a Coordinated Attack

1. Post your Video on Youtube and other social networking videos sites such as Vimeo.
2. Post it on Blog sites, Facebook (Fan Page, Movie Page, Groups), Twitter, Instagram, LinkedIn and other social networking sites. Note that Facebook favors videos of 3 minutes or more and will rank them higher in the news feed. Titles and Subtitles
3. Put a Call to Action in it asking people if they liked the video or found it useful to please share it with others. (Facebook/Instagram do not favor asking them to like or share outright - you need to find creative ways to do this).
4. Email it to your mailing list and ask them to share it with others.
5. Do online press releases with a link to your video.
6. Contact as many people as possible, especially people who have large email mailing lists and social networking audiences to post, email and blog about your video as well. Have them share it. Get sharing partners and affiliates on board.
7. Offer link bait, such as an ethical bribe offering more knowledge, a free gift, or a chance to win a contest in order to get them to link back to your website and share your video.

When Google sees a large number of people linking to a video within a 24 hour period, it views that as a high form of engagement and moves the video quickly up in rankings.

Why Does Hook, Story, Close Work?

1. Videos that have a good Hook, Story and Close are more likely to be shared.
2. A strong hook will capture someone's attention and stop them from scrolling to watch your video.
3. Hook them in the first 3 - 5 seconds. Be creative.

4. Have a strong story, even if it's a short (although slice of life funny moments, this does not necessarily apply). You know how to do story from what you have learned in this course.

5. Bridge them with something dramatic, thought provoking, funny, heartwarming or personal as you close with something that makes them like your video, buy a ticket to your film, share your content, become a fan, subscribe to your platform etc. You want them to keep coming back and to be your lifelong fans. This is your call to action.



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