



Ultimate Guide to YouTube for Business (Ultimate Series)

By Jason R. Rich

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From video production to promotion, author Jason R. Rich details how to use the power of YouTube to promote business brands, products, or services, ultimately attracting new customers. Unfamiliar entrepreneurs receive a full tutorial on pre-production and production essentials, from developing video ideas that attract attention to overcoming lighting and sound challenges. Amateur producers receive a full list of equipment needed, and they gain tips from well-known YouTube users on how to produce quality spots without breaking the bank. After covering the basics, Rich — joined by YouTube-savvy entrepreneurs — reveals how small business owners can drive viewers to contact their business. Rich also shows entrepreneurs how they can make money, while promoting themselves.

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Ultimate Guide to YouTube for Business (Ultimate Series) By Jason R. Rich Bibliography

- Sales Rank: #90692 in Books
- Brand: Brand: Entrepreneur Press
- Published on: 2013-09-17
- Original language: English
- Number of items: 1
- Dimensions: 9.75" h x 8.00" w x .50" l, 1.20 pounds
- Binding: Paperback
- 304 pages

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Editorial Review

From the Inside Flap

Let Your Business BE SEEN and HEARD

Master the secrets of YouTube-savvy businesses and YouTube insiders, and create your own video-marketing success story. Led by Jason R. Rich, learn step by step how to spotlight your brand, showcase products and services, share valuable information, and drive crowds of potential consumers to tune in—all without spending a fortune. From production to upload, to promotion and profits, this ultimate guide delivers a master plan to multiplying your customer base.

Learn:

- How to promote your YouTube videos using Facebook, Twitter, Google+, and other social sites
- Methods for boosting a video's views using blogs, websites and other online resources
- How to start a successful YouTube channel
- How to make a video go viral
- 10 ways to use YouTube to reach your audience
- What it takes to become a “YouTube Personality” that viewers want to listen to
- Practices for attracting and keeping subscribers
- How to track your success with YouTube Analytics

Covers:

- Developing ideas for your videos
- Preparing for the shoot
- Producing and filming your own videos
- Video editing
- Uploading Your Video
- Adding interactive elements
- Hosting real-time video chats
- Becoming a YouTube affiliate

Includes:

- Specialized advice from YouTube Product manager and other industry insiders
- Expert advice from business owners and entrepreneurs
- Interviews with YouTube service providers
- Equipment primer
- Resource list

From the Back Cover

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About the Author

Jason R. Rich is the best-selling author of more than 40 books covering a wide range of topics, including computers and ecommerce. He also contributes regularly to major daily newspapers, including the *New York Daily News*, as well as national magazines and popular websites. He is based in Foxboro, MA.

Users Review

From reader reviews:

William Gannaway:

The ability that you get from Ultimate Guide to YouTube for Business (Ultimate Series) is a more deep you excavating the information that hide within the words the more you get serious about reading it. It doesn't mean that this book is hard to know but Ultimate Guide to YouTube for Business (Ultimate Series) giving you joy feeling of reading. The copy writer conveys their point in selected way that can be understood by simply anyone who read that because the author of this book is well-known enough. That book also makes your current vocabulary increase well. It is therefore easy to understand then can go to you, both in printed or e-book style are available. We propose you for having this kind of Ultimate Guide to YouTube for Business (Ultimate Series) instantly.

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