

# Supercharge Your YouTube Marketing

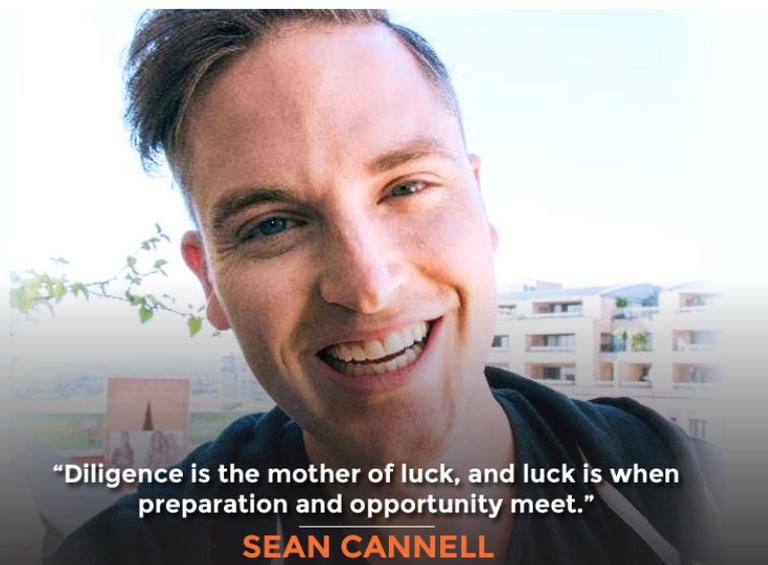
## 10 Point Checklist

### Sean Cannell

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**



**"Diligence is the mother of luck, and luck is when  
preparation and opportunity meet."**

**SEAN CANNELL**

# 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.**

- Take a step back and think about the content that I'll be delivering to add value to my target audience.  
Use this to create my strategy for my YouTube channel.
- Think of my YouTube channel in terms of having a show. This means uploading something regularly (at least weekly, if not more often).
- Instead of trying to add videos to my podcasts, shoot solo videos for YouTube. I can then use the audio from those videos as podcast episodes.
- Upload native videos to Facebook, Twitter, and Instagram. Use these to direct viewers to your YouTube channel.
- Sit down and write out a plan for what I can actually do weekly on YouTube. Instead of jumping in with big, unsustainable projects, focus on coming up with a sustainable plan that I'll stick with.
- Give your audience what Sean Cannell calls "baby offers" (or small, low-risk offers) to entice them into buying your full product or service.
- Once I'm comfortable maintaining my YouTube schedule, scale up by adding another video per week.  
This may involve hiring a great team to help ensure the quality stays high.
- If it's geographically and financial practical, attend a YouTube conference. VidSummit is the best choice, but any of them will provide valuable insight and information.
- Identify several influencers in my industry or field. Look into hiring them to feature my product, brand, or service.
- Figure out when my specific audience is most likely to be on YouTube. Adjust my schedule to post new videos at those times.