



## Checklist 8: Video Monetisation

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

There are many different ways in which you can use your videos to generate an additional income or to help grow your business online.

You may choose to direct visitors directly to an offer or you might direct them to an optin page where they submit their email address so that you can follow up with them.

This second option is by far the best as you will then know who's watched your videos and who's interested in what you have to offer and you can then contact them anytime in the future with related offers that they may also be interested in purchasing.

Here are a number of different ways in which you can make money from creating videos;

- |  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| 1 Are you using YouTube video monetisation?<br><i>Most people already know that people make money on YouTube and that some YouTubers have made \$millions but they don't know how. You can monetise your YouTube videos with Google Ads however YouTube has recently moved the goal posts on this and you will first have to have 1,000+ subscribers and 4,000 hours of view time. You would also need to have a verified AdSense account and even when you have all of this set up you don't actually receive very much income at all from these ads unless you have 100,000's – millions of subscribers and video views. Fortunately there are quicker and easier options.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Are you doing Affiliate Marketing?<br><i>This is where you promote other people's products and earn a commission. You have your own unique affiliate link and you can share this on sites like YouTube below the video. Don't forget to encourage the viewer to click on the link to get more info on what you are talking about in the video. Some product vendors offer 75%-100% commissions for every sale you make and you can even earn recurring commissions so you get paid every month! To learn more about Affiliate Marketing then please check out our IM Checklist Volume 4</i>  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Are you doing CPA (cost per action) marketing?<br><i>This is similar to affiliate marketing in which you earn commissions but the visitor doesn't have to buy anything initially, you can get paid for sending them to a sign-up form and they just entering their email address!</i>  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Are you promoting your own products?<br><i>If you have your own online products then you can use your videos to send tons of free traffic directly to your sales pages.</i>  | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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|----|--|--------------------------|--------------------------|
| 5  | <p>Are you promoting Apps?</p> <p><i>You can even make money from promoting phone apps! Apps are generally very inexpensive so it doesn't take much for someone to buy and you earn a commission.</i></p> <p><i>There are apps for just about anything you can think of including games etc. so there's plenty to choose from and should be easy enough to find something relevant to your niche.</i></p> <p><i>You will need to join the affiliate program such as iTunes affiliate program or Google Play.</i></p> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6  | <p>Are you promoting a local business?</p> <p><i>If you have a local business you might think that there's no point in creating videos but you'd be wrong. Not only do videos on your website help increase sales but they can also be used to direct a lot of new visitors who live locally, to your site.</i></p>  | <input type="checkbox"/> | <input type="checkbox"/> |
| 7  | <p>Are you creating videos for local businesses?</p> <p><i>This can be very lucrative and it's surprisingly easier than you'd expect. You don't need lots of fancy equipment. These can even be filmed using a smartphone and using video editing software to add titles etc.</i></p>  | <input type="checkbox"/> | <input type="checkbox"/> |
| 8  | <p>Are you creating videos for live events?</p> <p><i>Videographers get paid well and it can be very rewarding recording videos for special occasions or live events such as weddings, birthdays, experience days, presentations, seminars, conferences etc.</i></p>   | <input type="checkbox"/> | <input type="checkbox"/> |
| 9  | <p>Are you creating videos for ads and commercials?</p> <p><i>Businesses that need professional promo videos pay a lot of money as they know that these videos can generate a lot of sales and a good ROI so creating short video ads can be very lucrative.</i></p>   | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | <p>Are you creating sales videos?</p> <p><i>Carefully structured sales videos can make all the difference between a product launch or promotion being very successful or a complete flop! So again, product owners know this and are willing to pay well for high quality sales videos that convert more visitors into paying customers.</i></p>   | <input type="checkbox"/> | <input type="checkbox"/> |

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