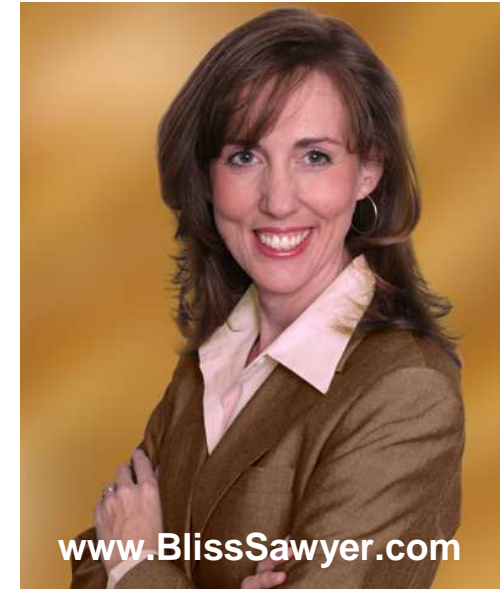




Jacob Nordby

**“Real, Live Strategies  
to Power Up Your  
Marketing with  
YouTube Video”**



Bliss Sawyer

**with**

**Welcome to the live web-class!**

**To listen in on today’s call, dial:**

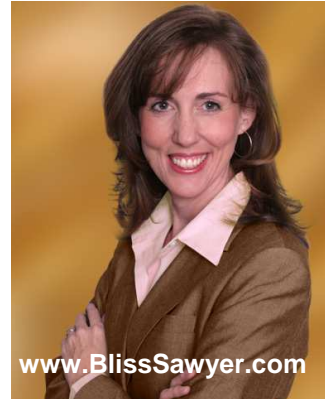
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Jacob Nordby

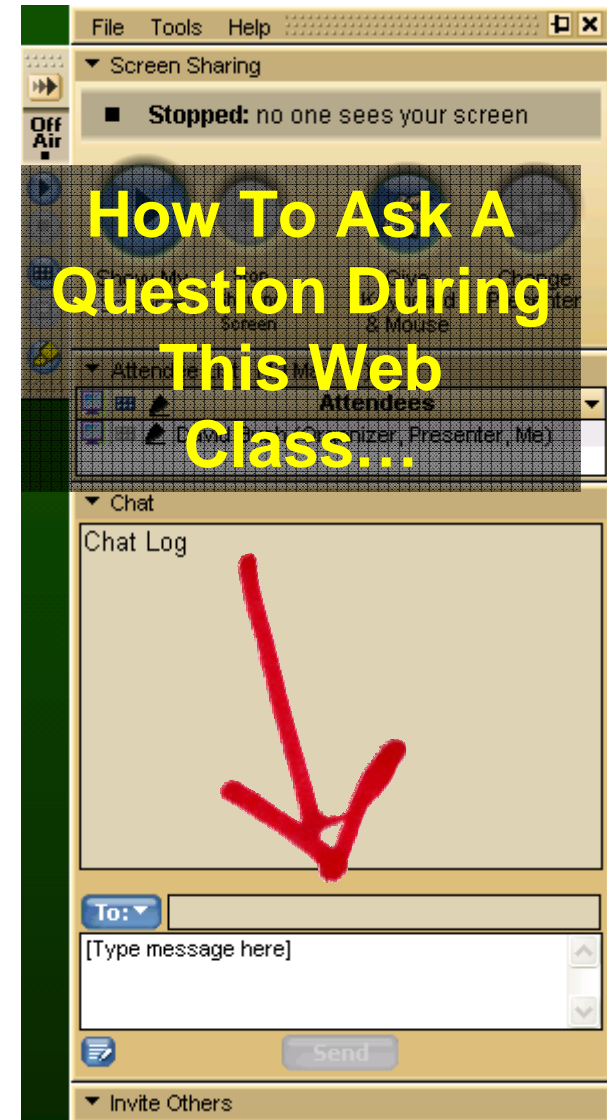


Bliss Sawyer

**“Real, Live Strategies to Power Up Your Marketing with YouTube Video”**

## How to get “Extreme Value” from Today’s Class:

- 1). Turn off cell phone
- 2). Don’t multi-task
- 3). Stay to the end...(cool stuff!)
- 4). Ask Questions!



# First things first...



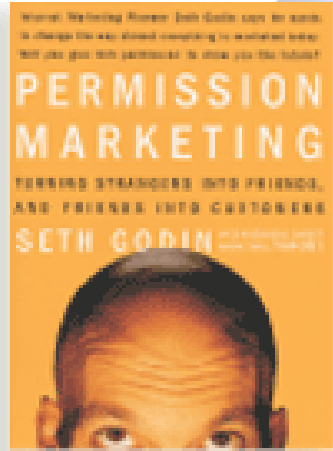
- Important to understand the difference between sales & marketing
- Marketing creates opportunities—aka “leads”
- The job of Sales is to close on the opportunities that Marketing creates
- To survive LONG TERM, you need both departments...sales AND marketing.

# Basic Pillars of Marketing Communication (for service businesses)

- Email
- Web
- Mail
- Phone
- In-Person (both 1-to-1 visits & larger events)



# The World Is Changing...



- Attention Deficit—our lives are more complicated, stressed and full of interruption...thank you technology!
- The ability to appear timely, relevant & personal is the deciding factor in whether or not people will pay attention to you
- Now, more than ever, meaningful conversation & authentic connection is valued...proliferation of Facebook, etc.

# Let's just dive in



- Creating a video is akin to public speaking
- Most people fear and avoid it because they don't know what to say! NERVES
- My personal key to getting a video done and ready for public eyes is to focus on a single message—preferably one that most people will want an informed opinion on.
- Relevant information is everywhere (MMG, Newspapers/Magazines, Online Sources)

# The Basics

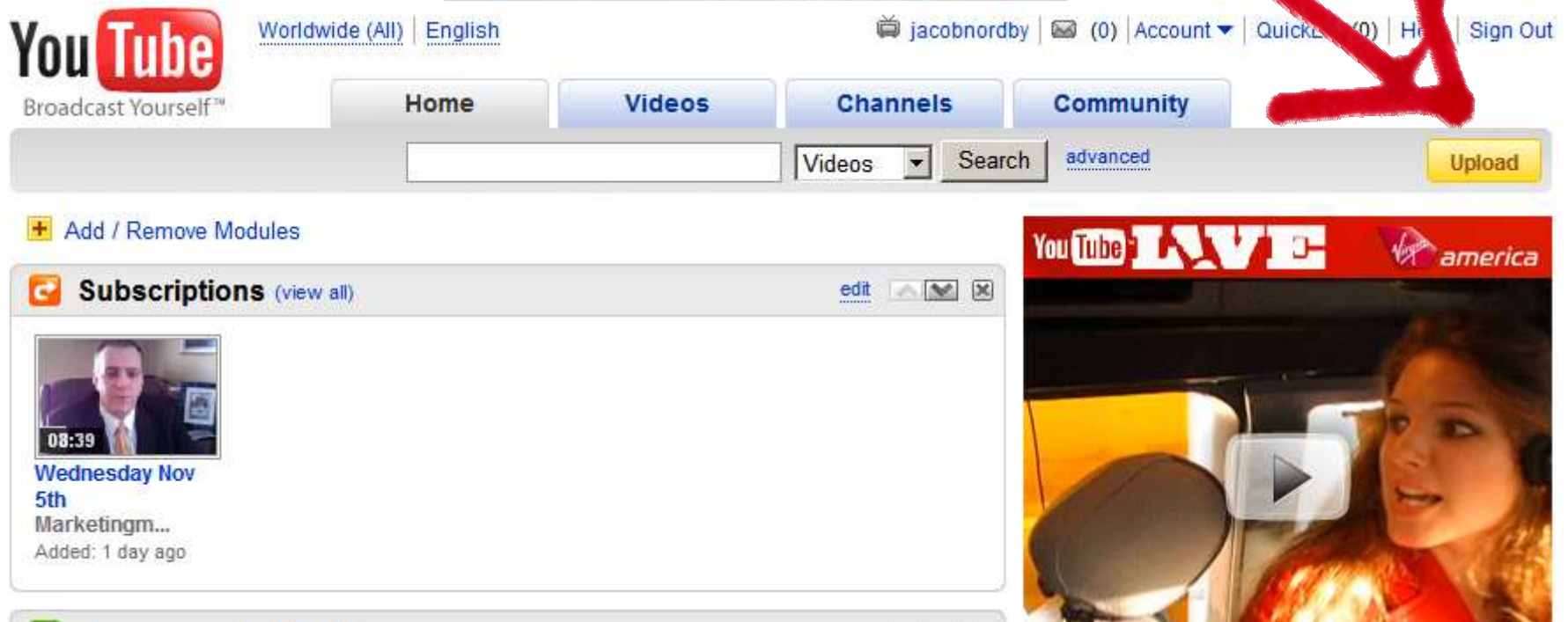


- Message
- Tone
- Setting
- Story Line (beginning, middle, end)
- Length
- Take 1, Take 2, Take 3...it's a wrap.



# Publishing

- Why YouTube (the Google connection)?




The image shows a screenshot of the YouTube homepage interface. At the top left is the YouTube logo with the tagline "Broadcast Yourself™". To the right of the logo are links for "Worldwide (All)" and "English". Further right, the user's name "jacobnordby" is displayed along with notification counts for messages "(0)", account settings, quick settings "(0)", and help. A "Sign Out" link is also present. Below this is a navigation bar with tabs for "Home", "Videos", "Channels", and "Community". A red arrow points to the "Community" tab. Below the navigation bar is a search bar with a dropdown menu set to "Videos", a "Search" button, and an "advanced" link. To the right of the search bar is a yellow "Upload" button. Below the search bar is a section for "Add / Remove Modules". The main content area features a "Subscriptions" module with a video thumbnail of a man in a suit, a duration of "08:39", and the text "Wednesday Nov 5th Marketingm... Added: 1 day ago". To the right of the subscriptions module is a "YouTube LIVE" video player showing a woman in a red dress speaking into a microphone, with the "Virgin america" logo in the top right corner.



# Publishing

- YouTube tools

 **Jacob Nordby breaks down the Finan...**

Jacob Nordby uses the whiteboard to illustrate what's happening in the ongoing financial firestorm--what the BailOut does, who it helps and what should be done

Added: September 26, 2008, 07:12 PM      Time: 07:19

Views: 1,151      Rating: ★★★★★

Comments: [10](#)      Responses: [0](#)

Broadcast: Public      Raw File: [bailout.wmv](#)

Live!

[Play](#) [Edit](#) [Annotations](#) [AudioSwap](#) [Insight](#) [Delete](#)

## Jacob Nordby breaks down the Financial Bail Out Plan



From: [jacobnordby](#) Subscribe  
Added: September 26, 2008  
[\(more info\)](#)

Jacob Nordby uses the whiteboard to illustrate what...

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Rate: ★★★★★ 10 ratings Views: 1,151

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# What do I do next???

subject  
Quick Note...

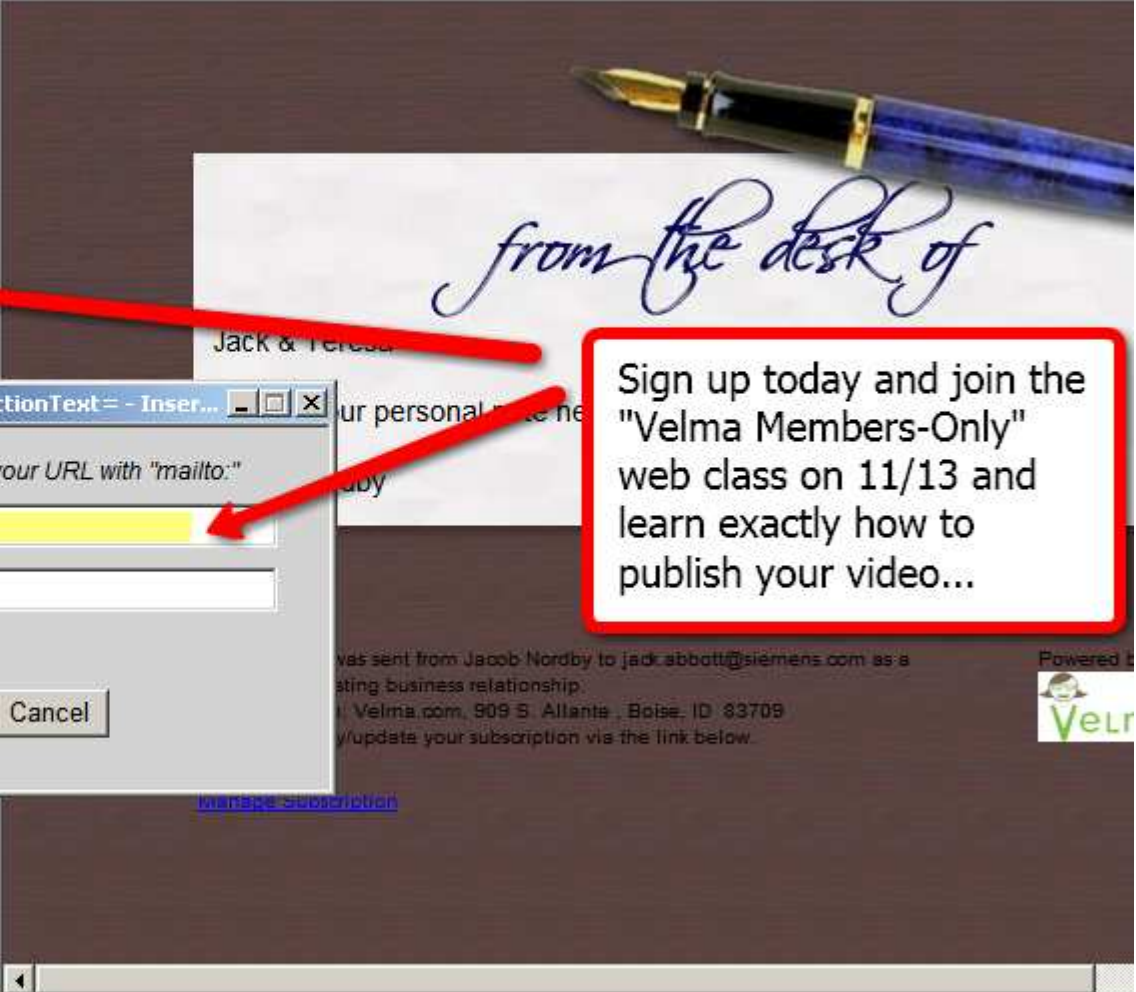
al Message

[Font] [Size]

your personal note here\*\*

Inserted~

Email Preview ([refresh](#))



from the desk of

Jack & Teresa

your personal note here

by

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A red box highlights the text: "Sign up today and join the 'Velma Members-Only' web class on 11/13 and learn exactly how to publish your video..."

**Testimonials:**

“ I have been using Bliss' Personal Touch Realtor Program and people are definitely appreciating the constant attention. Very clever program!

-Jim Cook



“ Bliss, thank you for all of the efforts you put forth in putting together your marketing program, it's worth its weight in gold.

-Edgar DeJesus



“ If you want out-of-the-box marketing tips that you can use immediately, I recommend that you listen to Bliss' advice. It's the perfect way to jumpstart your mortgage business or real estate marketing plan.

-Loren D.



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**\$39<sup>99</sup> per month**  
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**MY IRONCLAD GUARANTEE!**





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The first 20 people who sign up for Velma TODAY (*before 5 pm Pacific Time*) are entered into a drawing to win a free Flip Ultra video camera—optimized for YouTube!

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