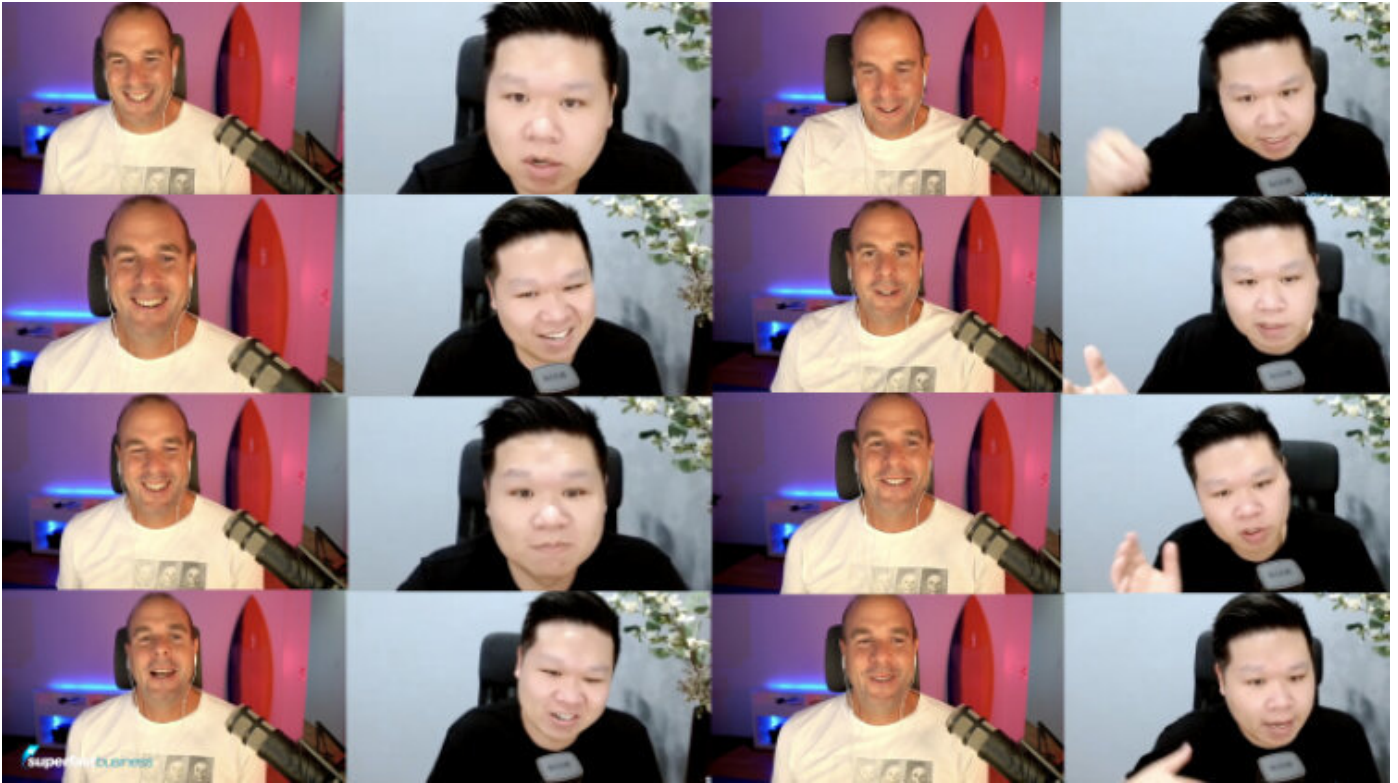




How to Generate Leads Using YouTube

Yet to use YouTube for your lead generation? Social Wave's Kan Huang shares YouTube video ideas that may inspire you to give the platform a go.



James Schramko and Kan Huang

James: James Schramko here. Welcome back to SuperFastBusiness.com This is episode 904. We're talking about YouTube. YouTube's very popular, of course. But then there's, what's the point of YouTube? What do we want to do with it? Now, for some people, it will be ideal to generate leads from YouTube. So I've asked Kan Huang from socialwave.com.au to come along and talk about generating leads from YouTube. Fire away.

Kan: Great to have to be onto the podcast again, James, I appreciate it. And I think it's an important topic, because certainly we've spoken about this in the past, where a lot of people have been able to generate a massive audience on YouTube. But they don't know how to monetize or generate leads, if that is your goal. So I think this episode is going to be all about that.

James: By the way, just on that topic, I just want to jump in here. I see people all the time who have a massive following, like hundreds of thousands of subscribers, they have lots of comments and stuff. And then I see social media posts of them saying, Oh, you're going to get haters, you're going to get trolls, and, by all means, attack me, don't attack my husband or my kids or whatever.

And I'm thinking, but you put your husband and your kids in your videos. So it's kind of like, yeah. But anyway, besides that, then when we get under the hood, and some of them sort of get coaching or whatever, I see that they've got a lot of noise, but not a lot of signal, like they're not generating huge income off this huge listener, as I like to say, you can't go down to your local supermarket and use likes to pay for your groceries.

So that's why leads is really where, for most people, this is what the goal is. So even if you have a small audience, you can still generate leads that turn into great sales, especially if you combine it with a [recurring subscription model](#), if you work on increasing the [lifetime customer value](#). So I just wanted to preempt it. That's if you like, why is leads the goal, in this case, in this episode, that's the point. So with that being said, let's get into it.

What YouTube's got going for it

Kan: Yeah, look, I think, to your point around sort of audience size, you know, we've got clients who have massive, massive, 100 thousands of subscribers, but then we've got others who only have a few 1000. The point is, is that I think you actually need less than you actually think, to run a successful business.

And I think the piece I point people towards is actually a piece called 1000 True Fans written by Kevin Kelly, which a lot of people know about. And that is to say that if you can get 1000 people paying you \$100 every year and a true fan being defined as someone who would just spend on anything you monetize, anything you create, and they'll pay for it, that is a very small ask off a very small fan base.

So the idea that if you can generate that and earn a living off that is phenomenal, because even if you think about before the dawn of the Internet, which was 25 years ago, you certainly wouldn't be able to do that. So YouTube is now sort of the opportunity, amongst other things like social media, to be able to do that.

But I think the thing that makes YouTube unique is sort of the evergreen aspect of the platform. And what I mean by that is the ability for you to create content, and then years and years down the track still be discovered by people and still for people to be able to engage and find out about you and then eventually lead to maybe becoming customers and clients as well.

So that's quite different compared to, say, your TikToks and also your Facebooks and your Instagrams, partly because the half-life of the content that you create is generally quite short. So you have to continually create that. Whereas with YouTube, I would liken it more to a snowball effect, it rolls into something bigger and bigger over time, the more prolific you get.

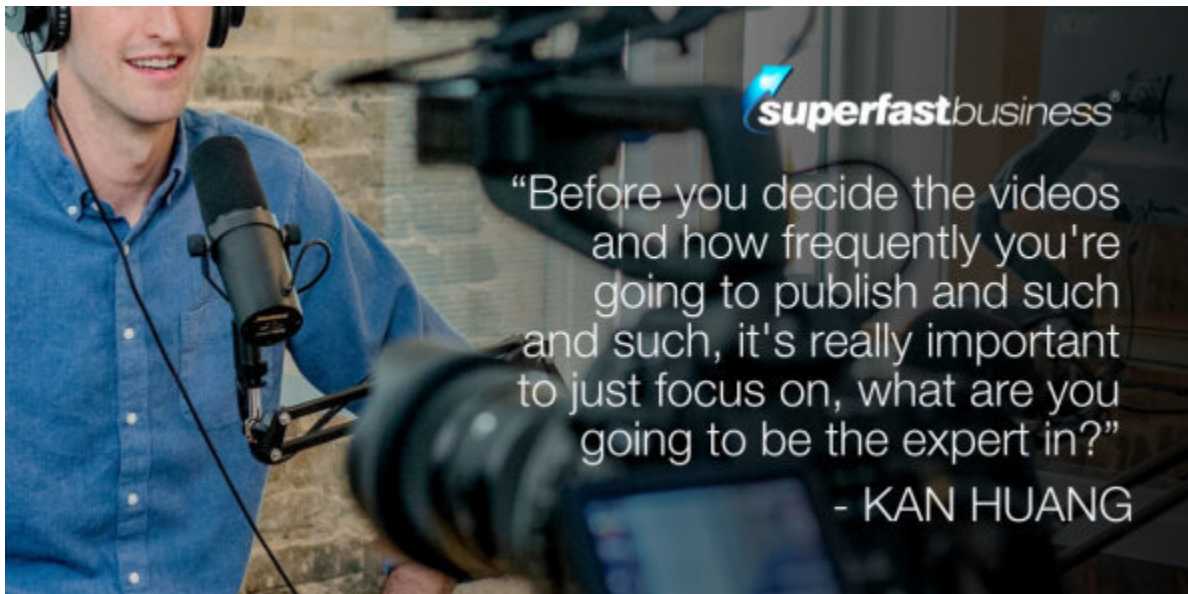
James: That was my huge objection to Clubhouse, like you talk and then it's gone. It's not captured, recorded, there's very little leverage on that other than the relationships or the goodwill that you create. So many stories and stuff, they tend to disappear unless you bookmark them. But YouTube, you're right.

I was having a look at my YouTube channel, because I'm in the process of setting my personal channel up. I have one video there that I loaded up 10 years ago. It's still there. And I actually watched it. And I thought, I wonder what I was up to 10 years ago. And it was actually - I think the video is even older than that. But I loaded it up there 10 years ago, and it was really interesting watching my old self.

Yeah, it is kind of an archive. And no doubt it gets some traffic and subscribers, just that one video.

How much of an expert do you need to be?

So yeah, so that being the case, all right. So we decided that we're going to have our YouTube channel, I suppose we're going to build up some subject matter expertise.



Kan: Yeah, that's right. I think that's where we usually say you start with, before you decide the videos and how frequently you're going to publish and such and such, it's really important to really just focus on, what are you going to be the expert in?

Now you don't necessarily need to be the number one person in this particular area from the get go. You can be the relevant expert, which is, you need to be better than, say, your audience, but don't do it to the case where, I know James, you talked about that, which is, you become a pretender.

I mean, you certainly have to be an expert in that field. But certainly, I think some people will say, Oh, it's an unachievable thing, unless I've got a PhD in whatever that is, that I'm not able to do that.

James: Unless you tell people you're not an expert. Unless you say to people, I'm learning this thing, and I'm going to document it. That's fine. I just don't like that old saying about, you've just got to know one more step ahead than your customer, and then you're ready to teach.

It's like, Monday, a new thing comes out, Tuesday, people start sort of asking questions, Wednesday, they buy someone's course on it, Thursday, the sales letter goes out for their own course. And Friday, they're promoting a high-ticket version of it. I'm like, whatever happened, where anyone would think that that's okay?

So I guess what you're saying is, if you're going to start a YouTube channel, work with your strengths, go with the thing that you have the deepest knowledge on that you could be seen as an expert, that likely people come to you and ask for help with.

Kan: Yeah, that's right. And I think the way we see it is sort of, we all go to people, and we go to products and services when we don't have expertise to do it ourselves, right? So like, when you engage a plumber, is he the number one plumber in the world? He's probably not. So the idea is that you're sort of looking for someone who's better than you who can get the job done, say faster, more efficiently, or more mistake-free as well.

So the same principle applies for when you set up your YouTube channel, or you're looking to grow your YouTube channel, you sort of really want to be narrow and focused on an area that you're known for. I call it attribution leadership, which is sort of the idea of being positioned as that sort of one thing.

So when it comes to subject matter expertise, try and go narrow, so one-inch-wide and a mile deep. And then that way, you're sort of known for that one thing, and then work off the back of that with consistent content.

James: What's your one thing?

Kan: Well, I think it's YouTube, so it's video marketing. I mean, people come to us with growing their YouTube channels, and generating leads through video.

James: What's my one thing, since I'm setting up a personal channel?

Kan: Well, I think you're multiple things. But I think if I were to pick one thing, and this is maybe my personal opinion, it's, I would say it's marketing and its positioning. So I think that's where I've gravitated towards you from that. But I know also you talk about a breadth of other things beyond just business, it could be life as well.

James: I would never in a million years have guessed marketing or positioning. So that's very interesting to me. I might have to ask a few other people.

Kan: Might get some different opinions.

James: Oh, it doesn't mean it's not right in your case. It's just like you said, I could be something different to different people. But that's probably the biggest challenge. I know some people just start, and they want to get famous. Like, I could start and do dancing videos on TikTok, and I'll possibly get a following, maybe if there's some kind of kook channel for people who can't dance, where they laugh at it.

However, that doesn't generate a lead for me, for someone who wants to grow their online business. So I haven't made that connection yet. So I think this is where people get confused.

Striking the balance between entertainment and education

Let's talk about the balance of entertainment versus educating people who are coming to this channel, because that's where I see it.

I mean, I literally coach people who get hundreds of thousands of downloads to their podcast every month. Yet, I still have a stronger income, because I have a higher signal versus noise ratio. Let's just talk about, how do you dial the balance between education and entertainment.

Kan: Well, that's right. I think the way you see this, like, if you're too educational, you think of like, your academic professors who just put you to sleep during lectures at university or college. They're there 100 percent education. Then you got the full-blown entertainment, which is like, I don't know, your cat videos, and all sorts of just pointless, mindless stuff that people just like to watch in their downtime as well.

So it's striking that balance in between, I call it edutainment, which is the act of being able to give really useful information, stuff that they can take away, and basically do that in an entertaining manner, because if you drop off, it doesn't matter how good or interesting your information is, you still need to be able to keep them engaged and actually watch the whole way through.

So I guess from that perspective, I guess there's always a selfish benefit when people actually watch things, or they're devoting their time towards something. There's always a question they think in their head, whether it's subconsciously or consciously, what's in it for me?



So you need to be thinking about that, you need to go all in on your viewers, right? You need to make them better, smarter, more successful, make them think. And then at the same time, being entertaining in that process. And then when they're ready to buy, they won't just sort of go to Google or your competitors, they will come directly to you.

James: So in other words, you start with the customer's challenge that you're able to solve with your deep knowledge, and then you create your content around that. And you make it educational, but you make it as entertaining as you can so that people actually watch it.

When to give, and when to sell

Kan: Exactly right. And I think the big thing is, is that people really sort of focus on trying to sell and educate at the same time, and I think that's where a lot of things fall flat, because things start to get a little bit slimy, you're sort of plugging yourself wherever possible in between. And generally, the audience can sniff that out pretty quickly.

So I always say, when you create content that's both educating and entertaining, if you've got something to sell, or some way to monetize, right, focus on believing that people are sophisticated enough to discover you through processes of, like, reading your bio, checking you out, clicking on the links in your description.



You can give a little plug at the end, certainly, but try not to go overboard. And I think the best rule of thumb is sort of give 100 percent when you give, and sell 100 percent when you sell. Never try to do the two together because they won't work and they won't have the effect that you want.

James: Interesting. I could debate this one for a long time. I've heard a speaker say, Look, you can't harvest and plant seeds at the same time. That kind of makes sense. Like, you can't plant a seed and then try and pick fruit off it at that moment. He was an advocate for planting seeds and then watering them, then coming along and harvesting.

I do combine my calls to action. But I'm too subtle. I mean, I literally had a guy yesterday, he just went through one of my mindset courses. And he said, I love this. He said, I had no idea that you used to be a general manager of a Mercedes-Benz dealership. I thought you're just a guy who surfs a lot and likes online stuff and coaches successful people. I think I must have talked about my background in that training, obviously.

And so, I think I've been too subtle a lot of the time and not helped people. And then you get the really in-your-face people. I think what they do for them is actually fine for them. But I couldn't do it without feeling like a douchebag.

They're just in your face, and they're straight up selling all the time, and they come from the tribe of, you know, if you don't shout it from the rooftops how amazing your product is, then you're denying them. And I think they're taking a little bit of, like, they seem basically unaware of how obnoxious they are, in some cases.

And a lot of these A-type visionary driver type business think they're really strong promoters. And I got just about six names floating straight out of my brain right now. But I will not mention them, because I think it's okay that they do them, right? If they're a lion, and they eat the gazelle, that's just what they do. But that's not me. So it's a matter.

But if you're a gazelle running around, you'll just be eaten by the lions, you've got to promote at some point. There's probably a bigger tribe of people who just have trouble asking for the order. Would you say that's true?

Kan: I would say so. I think you should definitely ask, and a lot of people don't ask enough. I think it's more about the timing of the ask, more than anything. And I think a lot of people sort of more gravitate towards seeing how maybe your corporates on how they do it, which is I guess an example would be, as a company, we do X Y, Z, and sort of there's this whole sort of slimy infommercial-type selling.

James: Corporates sell by putting bullsh*t words into really long sentences that make you want to vomit. Let's synergize and touch base and see if there's something we can align our values.

Kan: Nice words.

James: Like, come on, man, seriously, no one actually talks that way, except for corporate enterprise people. It's a whole secret dialect of bullsh*t words, like, it grates me so badly because of all the companies that I worked for that used those words. Big, big companies, massive companies, and I'm so glad that I'm not in that environment anymore.

Kan: Yeah, absolutely.

James: When I see them, it's like, basically, tell me you work in a corporate without telling me you work in a corporate. If you use those words, guess what? You're doing everything that people hate that make it hard for you to make a sale.

One of the things that works the best is just real talk, like just be real, like tell people how it is, get straight to the point. That's the other thing with this person, by the way, he said, I love how you just get to the point straight up, you're not fluffing it around, you're not running all these ads, you're not making big pitches for everything else, just deliver what you've promised.

Okay, so where do we go from here?

How well do you understand the algorithm?

Kan: Well, I think there's a good understanding of, well, there needs to be a good understanding of the YouTube algorithm. I think it's good to now say, right, I understand. I need to be a subject matter expert, I need to focus on educating and entertaining, but how do I get myself found?

So I think fundamentally, understanding that YouTube is a search engine, therefore, there are ranking factors. And there are a bunch of rules that you need to play by in the game in order to find yourself discovered. So I think we definitely want to cover some of that. And I think it sort of distills down into a few different things.

I think, number one, it's keyword research, understanding where people are actually searching for information and whether or not you can place yourself there.

James: For lead generation, what kind of words are we looking for with lead generation?

Kan: Well, funnily enough, people think that you need to target what they call money keywords, which are keywords with people who have buyer intent. So if someone goes on looking to buy a Mercedes-Benz, right, however, I'm finding YouTube is more around the how-to content, which is more education-based, right? So that goes back to the whole educating and entertaining. So the type of keywords you want are usually....

James: What's that? How to do a burnout in an AMG?

Kan: Yeah, how to do that? Or why is this? So they're looking to learn, right? So doing a burnout might be one of them, if that's what you're looking to do with your Mercedes-Benz. But I think at the end of the day, to give you an example, like, we've got a client who's a lawyer, they may have people who are in criminal law, looking to say, Look, I'm looking to get myself out of a particular court situation, or I might have a court summon. And therefore, they're creating really useful content around educating about what they need to know about legislation, what's their rights and responsibility?

James: So what sort of keywords, for example, would they be targeting?

Kan: So they could be talking about something like a Section 10, you know, which is the equivalent of sort of getting a, I think something like a conviction without it being on your criminal record. So they'll talk about what that is...

James: Happy to say I'm not familiar with that one.

Kan: Well, when you're buried in this with your clients and creating content, and it's certainly, you become an expert in that area, but that is an example. So anyone who, let's say, they've got clients, who say, minor drug positions, and they get a court summon, and they do their own research, and they find, Oh, Section 10 is an option, maybe, potentially that I could get, they'll go out there and research that.

Google is one of those places, they'll go research it. And then if you position your videos there to help educate what are the probabilities, what are the chances, what are the things you need to do right to ensure that you get yourself a Section 10, those are really like, sort of fantastic types of pieces of content that focus on both educating.

And then if you make it entertaining at the same time, even though it's a very serious matter, you will win, because people go, right, these guys are the experts who I'm going to reach out to, and that'll eventually lead to inquiries and leads.

James: Yeah, like I had an injury lawyer client, and we were not allowed to use advertising. So you couldn't - actually, could say nothing other than, No win, no fee. That was it. You can say, No win, no fee. And so we would target geographic things, you know, like the suburban type of lawyer. And the content we were making was an emotional documentary-style story behind why these lawyers chose to become an injury and compensation lawyer.

And they had some pretty sort of tug-the-heartstring true stories about how, when they were growing up, their parent got ripped off by a big insurance company, and they vowed to never let others get in the same situation. And then they speak to an actual customer who went through the agency. And so there's sort of ways around it.

I'm not exactly sure what keywords we would have chosen for that video, but probably geographic ones might be an option.

Kan: Could be. I mean, some of the examples, say, if you're a personal injury lawyer, could be, Oh, I injured my back, do I have the rights to a personal injury claim, you know? And then doing a piece on explaining, what are the chances? What are the key factors? What's considered a legitimate case, and what's not?

So again, going down that sort of edutainment route. And if you can do a permutation combination that your prospects could be in, those are fantastic. So, I guess drawing on that same legal one, it could be a family lawyer, let's just say you're going through a divorce, and you're like, Well, how do I split the assets between ourselves?

And then, so finding out keywords around how to split the house between each other? Or when can I kick my husband out after a divorce, you know? Like, keywords around that, you'd be surprised people are searching for that. And then creating content that maps to that will position you as the expert.

James: Yeah. And there's definitely special words in that, like, you'd probably use words like asset pool, and child custody, these sort of things would be very significantly geared towards that particular inquiry. Okay, I get it, keywords are important.

Kan: Yeah, absolutely. And I think beyond keywords, it's actually understanding, like I said, the algorithm.

These are the factors that affect your ranking

So I'll rattle off some of the key ranking factors that people need to think about. Number one is watch time. So that refers to how many hours people actually watch the content. So that could be either total watch time, meaning the total number of hours that have been watched on your channel, or it could be watch time specific to each video.

James: And that's probably where the entertainment sustains it, you know, the more entertaining the more watching.

Kan: That's it. Exactly. And that leads into actually the second point, which is what we call retention. So that refers to what percentage of the video gets watched. So is it 60 percent, is it 30 percent, is it 100 percent? And so knowing sort of how long out of a percentage of that, so out of a 10-minute video, do they watch eight minutes, do they watch nine minutes, or three minutes?

Retention is one of the biggest ranking factors that YouTube decides whether or not it goes and recommends it.

James: Is this by video and channel, or is it just by video? Because that's really interesting to me. Like, I had a friend of mine who knows about these things, analyzed my own channel, my business channel, [SuperFastBusiness](#). And there was a couple of videos on there that like, virtually nobody watched. And so, you know, should I delete them? That's one of the questions.

And you know, the ones that are getting a lot more people watch all the way through, there was a couple of standouts, and he was suggesting, look, those are the ones that I would send traffic to, because they're the ones that get you subscribers, and they get you the results that you're after. But is it by channel or by a video?

Kan: Well, we find most of it through video specifics, so less so channels. That does also depend on what we call the metadata, so meaning the channel tags and also the video tags. Anyone's uploaded a YouTube video knows that you can actually set tags on the videos, you can obviously write out the descriptions, links, and all that thing to describe and tell the algorithm what your video is about.

So depending on what the keyword is, sometimes, your channel does come through in terms of being discoverable, versus if it's a specific video, but I would say maybe if 80:20 split, your 80 percent is focused on your videos.

James: Perfect. Okay.

Kan: Alright, so the next one that we want to focus on are a sort of very common one that everyone knows about, which is views. I mean, the more views on your video, the more that drives in terms of I guess, discoverability from YouTube as well. The other one that we talk about is engagement. So whether it's the likes, the dislikes, the comments, how fast you respond, and also a number of subscribers as well.

So that, again, is another way that YouTube measures engagement, measures sort of your ranking factors and figures out whether or not it wants to put that in front of other viewers as well. Another really important metric that a lot of us focus on is clickthrough rates. So that refers to your impressions leading to people clicking on your videos, leading to people watching your videos.

So as an example, impressions refer to when it shows up on your feed, what percentage of people actually click your videos, and then how many people end up actually watching that? So where that gets impacted is how good your thumbnails are, and how good your actual title hooks are, so meaning your copywriting on the videos itself. So having a really strong clickthrough rate generally means that your videos will be recommended more highly by YouTube as well.

And then, of course, the last one, which a lot of people actually dismiss, is closed captions, meaning the subtitling. If you don't have subtitling done on your videos, meaning having an uploaded file with the subtitles on it, Google will automatically go and crawl that and try and figure out what you're trying to say.

But if you've got a thick accent, we find us Aussies generally don't do too well with YouTube, then generally, they're not too accurate. And surprisingly, Google actually can read that and then figure out what it is you're talking about in the video and then recommend that through search results as well.

James: Go and watch a surfboard review sometime, it's absolutely hilarious how the surf terms get auto captioned. None of the surfing videos I've watched bother doing auto captions, because they're probably just not online marketing savvy. And, you know, we've been doing this caption thing well before it was enabled or required. We used to put them in because I recognized that a lot of customers prefer to read.

Turning a viewer into a lead

Now, I'm curious, if we're talking about lead generation, how do we get someone from that video to turn into a lead? And are you tracking that? And how?

Kan: Yeah, look, I think we talked about the positioning, meaning around being a subject matter expert, we talked about being educating and entertaining for your viewers as well. And sort of using those lawyer examples, you sort of position that. The way we're talking about here with the algorithm is more about how you can make yourself discoverable. You know, how can you actually show up on search results?

Because at the end of the day, if people aren't searching for the things that you can answer, then there's actually no point in doing YouTube, because that's the limitation, I guess, on search engines or YouTube in general, which is, if there's no search traffic, no matter how great your content is, if you put it out there, you may not necessarily have anyone who wants to go and watch it.

James: Hang on a minute. I mean, I know people who, like, there's specific camps, there's podcasters like this, this video will end up on YouTube, right? So I haven't gone and done any keyword research. We're just having a conversation. Hopefully, someone in my team will do the keyword research around what I produce. And they'll do that for our blog post and wherever we put it in the search results.

There's another camp of people who are super searchy, keyword data geeky driven, and they'll go and do all their research and then create content, and it's sounding like your agency does a lot of that. And then there's the other ones, like they're creative superstars, like the million subscriber people who - and I can't see Russell Brand sitting there with his keyword research tool before he makes a video for his four million audience.

So there must be creatives. Or Joe Rogan, or some of these YouTuber, I don't know if he's even on YouTube, I don't know where he's at these days, Spotify. But for YouTube itself, I'm thinking of a lot of the creators, especially the surfing ones I watched, they're not interested in keyword research initially, but they do sell things. That's what I'm interested in. Like, even some of the surfers, they all sell merch now. That's what they want to happen when someone watches.

I don't know what Russell Brand wants; he probably wants people to go to his concert, seems that that's the only thing he promotes at the moment. But maybe he makes ad revenue. I can't remember if he runs ads or not. But I suppose this comes down to what the goal is. You're saying, if you want to maximize lead generation, you should do keyword research. Is that what I'm hearing?

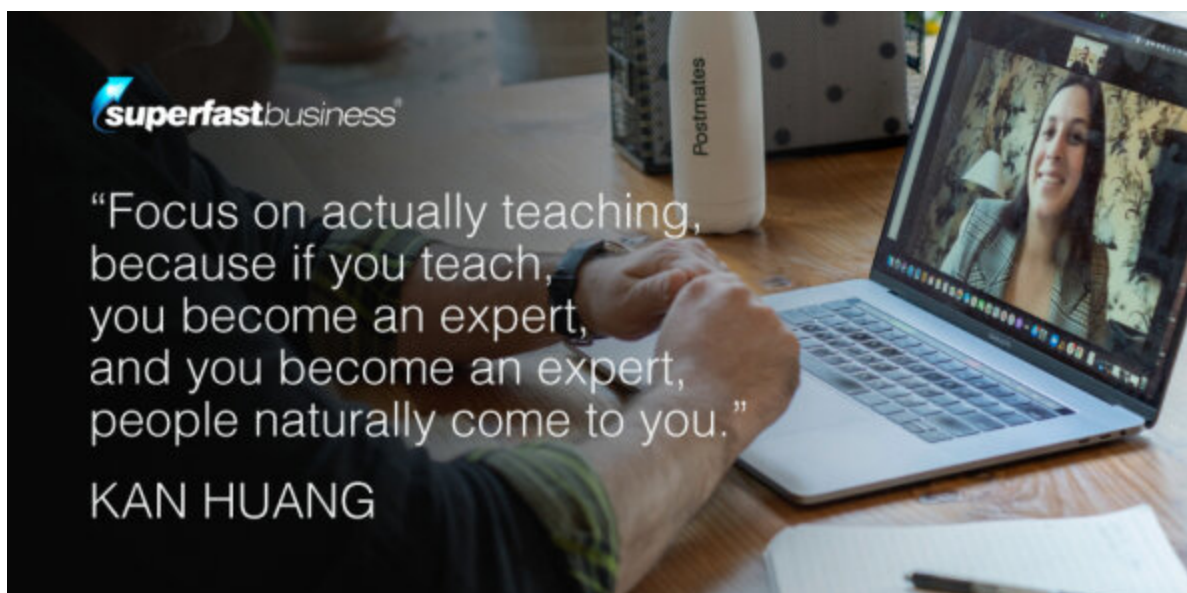
Kan: Yes. And I think also that you can do it the other ways that you're suggesting, but it's going to take a really long time.

James: And your goal might be different, you might want advertising revenue, or you might just, like say, you're an actor or whatever, or if you just want to feel significant and have a lot of people liking you, then the goal might be achieved. I'm not even joking. Like, I'm serious. A lot of these kids who grew up with no parents and had a rough start to life, they feel special when they've got a big following. That's a thing. That could be the byproduct.

For other people that's money in the bank, or sales of their ecommerce, or that they make a lot of ad revenue. I've actually got a direct response marketer client who has channels with hundreds of thousands. And he's now getting serious ad revenue from those channels. That wasn't the goal initially, but it's like, oh, I can actually make a fair bit of money from this, thousands per month.

Kan: Yeah, that's right. And I think there are many ways to success, but it's like we're sort of looking for, what's the minimum effective dose? What are not necessarily shortcuts, but what are the quick wins that you can actually take you along that, you know, what would have taken you say, six to 12 months, you can do it in, say three months?

So the advice that I'm giving here is sort of around, if you're someone who doesn't have an existing audience, you're someone who wants to actually monetize your audience through generating leads, as opposed to maybe through ad revenue and that sort of stuff, you generally have a very small or relatively small niche for most people and focusing really closely on these guys through how-to content, education, entertainment, that's generally how you get them to do it.



And I know it sounds really counterintuitive. It's like, if you want to generate leads, try not to sell. Educate and entertain. Like, just really focus on actually teaching, because if you teach, you become an expert, and you become an expert, people naturally come to you, when it comes time to actually say, Look, I want to actually get an expert to actually take care of X, Y, Z for me, who are they going to think of?

You know, they'll come direct to you, as opposed to going to Google, going to your competitors. That's fundamentally the entire premise of the buyer's journey. And YouTube's just one of those channels that you can monetize very heavily by generating leads through that.

James: So someone comes to YouTube, they type in a search phrase, your content pops up, how do they go from that to being a lead?

Kan: Well, they could either subscribe, which is what a lot of people do, they may not buy from you straightaway.

James: But that's not a lead, right, it's just a prospect.

Kan: That's not a lead, but they will become a lead eventually.

James: How?

Kan: So the idea is that you want to get them into the sales cycle. So think of it this way. They go and subscribe. And then they start to see new videos pop up.

Let's say for example, let's do wealth coach. So if you're someone who's going, Look, I've got \$10,000 to invest, where do I go? Okay. And you go and find a video that talks about this. Here's the areas, this is the investing strategy they would deploy, and you go, Great, this is fantastic. I'll consider it. And then I'll subscribe. And then I'll watch a whole bunch of other videos because I want to discover their channel. And I'm learning all about their content, right?

And they're teaching me all these different personal wealth strategy tips and tactics, these tools, the softwares that I can use, and over time, you're building up, well, as a viewer, you're building up a relationship with this particular wealth coach, right?

And now let's say for example, over time, you've gone from what we say, non buy to buy mode, which is to say, now all of a sudden, you're like, I'm looking for maybe a financial adviser, I'm looking for someone who can actually help me take my money to the next level, right? Rather than actually going out there, like I said, Googling and looking for other people, you're thinking, who can I think of, who's front of mind, that would be a great fit for what I can do?

So that person, that wealth coach who's been doing that that whole time, will be the one who's in consideration, and that's really half the battle. So then, of course, if they go and search your bio, or they read up on you, or they know what your website is, and they go there and they learn about what your offerings are, then they will eventually become a lead, because the idea is that you're someone who they know, like and trust, if you're the wealth coach, and they will become a lead over time.

Now, that doesn't happen overnight, because you're not just selling, say, a pair of socks. And it's not as like, you know, a couple of dollars that if I part ways with my money, all of a sudden it doesn't matter if it's good quality socks. But the idea is that if I'm spending thousands of dollars, that consideration process is a lot more complex.

So YouTube is a great way to build trust. That's essentially the idea. And you build trust through demonstrating your expertise, and then becoming a prospect, or in your case, if you're a wealth coach, being able to have clients who want to pay money for the services that you provide, or the programs that you have.

James: Yeah, I get all that. But that's still a fuzzy answer to me. You just somehow said they watch you and they earn trust. And then if they know your website, or whatever, like, what is the bridge from YouTube to the lead? How do they end up in my email system as a lead or on the phone? What is the connection?

Kan: This is where I'm really different. People go, Oh, you've got to have a funnel, you've got to send them to a series of pages. I'm like, yes, as long as your website demonstrates, for example, your website is your shopfront, it can demonstrate exactly what you do, you can have a landing page with your programs or your offerings or your services, right? The idea is that I don't believe in pushing people down those funnels, right?

So within the actual videos itself, you might give yourself a plug here and there. Like I said, give 100 percent when you give, sell 100 percent when you sell, and I guess have that balance where you actually talk about what it is that you do, right? Like, what services you sell. Now, by seeding that, eventually, when someone says I'm ready to buy, they're going to jump on your website, and they're going to buy from you.

How will people know where to buy?

James: How do they know your website?

Kan: Well because, they watch your videos, and then they read your descriptions, they go on your channel, they look at your About Us page.

James: It's the description. I want to know, I just want the call to action. What's the call to action? Is it, click on the link in my bio? Is it the watermark on the video? Do they mention the name of the website in the video? Do they use a logo? Or like they have a signpost? Like, that's what I want, the connecting piece? Or do they have a specific call to action video that they retarget people with that they know are watching the videos?

That's the little bit, the little missing piece for lead generation is how do they get from YouTube to on the phone? And you've just said, so sometimes it's the description. Do they drop an email address, etc.? By the way, I'm with you. I could care less punching people through pre-written email funnels and all that stuff. That's a side thing.

I know people who just make content videos, and then in one case, they even just mention a PayPal address, and people send them the money. Like it can be that simple, people overcomplicate it. So yeah, I was just interested in the tactical bridge between the video and getting that lead. Are there any other that come to mind, or we've covered them?

Kan: Well, I think the other thing was just, when people are like, I said, when they're moving into sort of that buyer's journey, and they look to actually spend some money, sometimes it's got nothing to do with say, you watched the video, right? Meaning they're a viewer, they watch the videos, they sort of know, like and trust you, right?

Then they go out and actually go and Google your name, or they Google your company name. So like, maybe mentioning your company name, or if your channel name is based on your company name, those are the sort of little subtle things that people put two and two together, and they'll go and Google, they'll jump on your website, they'll learn about what you do. And then they'll end up inquiring with your services or your products as well.

So that buyer's journey is not this sort of linear approach. It can be any number of ways and they can go through different methods. You know, we touched on, like I said, the descriptions and the bios and the channels. People are smart enough, or sophisticated now, to, if they really want to learn more about what you do, there are different avenues to do that. And those are some of the examples.

James: That's good. They might have been somewhere else. And then they're just searching for you on Google and seeing a video somehow pop up because there's a pretty strong relationship between Google and YouTube, right? They love to display video content. So that makes sense.

And also from looking at my own analytics, I see people often visit many times and many places, probably because I'm very subtle with my call to action. Now, you've planted a lot of seeds, and you've created a lot of value here. Kan, this is the time where you get to mention to people how they can get in touch with you on this video.

Kan: Yeah, well, it's my time to sell. I guess in a lot of ways, but look, a lot of our clients come to us because they're looking to grow their YouTube channel. So we specifically have packages where they're YouTube growth packages. So that includes things around auditing your channel, if you've got one or if you're looking to start one up, giving you some strategic advice on which direction to take that.

And then obviously, if you're looking to create the content, we've got the video marketing team to both produce, as well as disseminate and promote the content as well. So basically, if you're anyone who's looking to generate leads through YouTube, get in touch with us, and we'll be able to help you with that.

James: Perfect. Love it. Well, this is episode 904. It's up on SuperFastBusiness.com. We have a full transcription. This is my call to action, see. So you're welcome to go there, you opt in for the transcription of every single episode that we've done that we've transcribed. So that's a pretty good thing. You may also get offered SuperFastBusiness coaching, who knows, but I suspect you will.

Kan, thank you so much for coming and sharing. I don't mean to grill you too much. But I'm basically trying to represent the person who's not here, who's just screaming at me, Tell me how to get that lead. And I think we got there. So I appreciate it very much. It's always such a pleasure, and I hope you'll come back and share some more with us in the future.

Kan: Absolutely. Thank you, James. Thanks for having me.



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