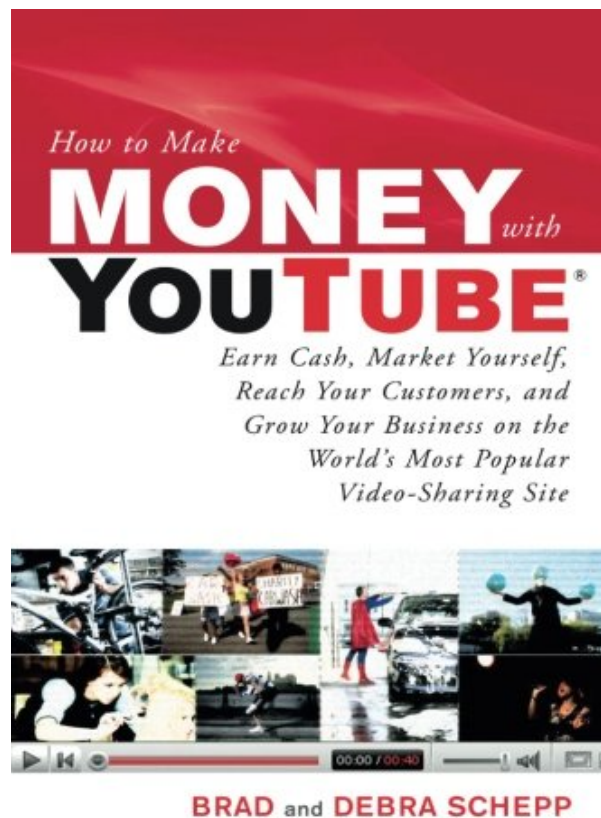


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About the Author

Brad Schepp and Debra Schepp are the authors of 16 books, including *eBay PowerSeller Secrets*. Their work has been featured in *Newsweek*, *Life*, and the *Chicago Tribune*.

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“How Can I Profit from YouTube®?”

Ever since its creation in 2005 the video-sharing phenomenon has been newsworthy not only for videos: users were making media appearances about how they parlayed their hobbies into six-figure incomes, but they've been tight-lipped when it comes to their secrets.

Luckily, e-commerce experts Brad and Debra Schepp have written this complete guide to using YouTube for fun and profit. By the time you're done with this book, you'll know everything there is to know about:

- Planning, creating, and sharing your own videos that "don't suck"
- What makes a video go viral
- Harnessing YouTube's power for branding, advertising, and fundraising

Inside you'll find real-life YouTube success stories—from video makers who used the site to launch successful consulting businesses to a company's humorous “Will It Blend?” videos that brought thousands of new customers to its Web site.

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Most helpful customer reviews

11 of 11 people found the following review helpful.

YouTube - The New Town Square of the Internet

By R. Scott Lorenz

In the history of commerce the hottest marketing spots are the locations where the most people can be found, whether it's the town square, bazaar, train station, airport, MySpace, YouTube or Twitter.

There are more than 75 million videos on YouTube, for instance, and when these videos go viral they register more than 50 million views per video. And while many Americans know how to use YouTube to share videos with family and friends very few understand how to harness the power of YouTube to earn money, market yourself, connect with customers, and grow your business.

The secrets of how to capitalize on the world's most popular video-sharing website is now shared in a new book, *How to Make Money with YouTube* by Brad and Debra Schepp.

One of the most valuable features of *How To Make Money With YouTube* are real-life success stories from video marketers who used the site to promote products and services.

One of my clients, Mr. Duey, a rapping school teacher who uses rap music to teach kids math, science and history, is also featured in the book. His video, "Mr. Duey Fractions" is featured on Teacher Tube which is like YouTube but it's for teachers, parents and students. The "Fractions" video is now one of the top ten all time most viewed videos on TeacherTube with 540,000 views. The exposure has led to CD sales, media coverage and other exciting opportunities for Kaas Records and Mr. Duey.

Another method mentioned in the book is the use of video book trailers as part of a book marketing campaign and to obtain book publicity. A book trailer is like a movie trailer in that it allows someone to preview a book. A video book trailer brings the book to life and gives the potential reader a sneak peak at the contents of the book. An example of a book trailer Westwind Communications YouTube Channel at: [...]

Business owners and individuals will find *How to Make Money With YouTube* to be an ideal resource guide to expand their marketing and grow profits. I highly recommend it.

11 of 13 people found the following review helpful.

Ok...And???

By Joseph Ratliff

Personally, I was left with a feeling of "Ok, now what?" after reading this book.

It gets 3 stars for being a very organized, well laid out text...but loses my favor in lack of fully delivering on the promise in the title.

It just doesn't stay focused on the "...earn cash, market yourself, reach your customers, and grow your business..." enough in my opinion.

11 of 14 people found the following review helpful.

The MUST READ for YouTube Enthusiasts!

By Stephanie Inge

The essential guide for anyone who is contemplating marketing on YouTube. Brad and Deb Schepp walk you through the entire process and along the way, you will meet many interesting people, who are making money on YouTube.

Whether you plan to use YouTube for fun or profit, this book is a MUST HAVE! You will meet others who have already begun their journey and who share success stories and what to do and what not to do, so you can avoid the common pitfalls. In order to make money, you will need to do more than just film a short video and upload it to YouTube and this book provides the perfect road map to your success.

One of the first things you'll need to do is figure out what type of video you want to make and then come up with a storyline. Should you use YouTube to publicize your resume or for college admission essay? The

answers are in the book. Learn how to research the marketplace and set goals for yourself. There is a very good section that describes the options available for video editing, which is very important.

Want to know which type of video will work best and how to track statistics? You will learn all about the free tools available and how the YouTube Community can help. Learn about YouTube's partner program that is pretty much a mystery, but if you hit the big-time, it is definitely something you want to be a part of.

Ever heard of the terms "Seeding" and "Fueling?" They are very important and you will learn exactly how to do both and hopefully, make your video go viral.

As we all know, YouTube is not the only game in town, but definitely the main attraction. Brad and Deb walk you through many of the other video-sharing sites that are available and discuss the pros and cons of each. You may want to check out one of the niche sites that I never knew existed.

To sum it all up, your goal is to be a pair of red mittens in the midst of the huge snow storm, better known as YouTube. Your video needs to stand out amongst all others and Brad and Deb Schepp have done an amazing job of researching everything you need to accomplish that goal with "How To Make Money With YouTube." They do an excellent job of walking you through the entire process, step-by-step and having lots of fun along the way.

Read the book, come up with a plan, grab your video camera and I'll see you on YouTube!

See all 14 customer reviews...

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