

Called To Both Episode 77

If you are looking for ways to diversify the revenue that you are making in your business, then you are in the right place today, my friend, because we are currently in a series here on the call to both podcast, all about diversifying your revenue. So today is episode four. And I'm going to be sharing with you some of the reasons why YouTube can be a hugely valuable tool to get you moving towards this goal of more diversified revenue streams in your business. If you're totally new coming into this series today, I am so excited to have you and I hope that you'll take some time to go back and listen to the previous three episodes when you do get a chance. I have already gotten some fantastic feedback from you guys on how helpful the series has been, especially the Affiliate Marketing Deep Dive, which was last week's episode. And I just love getting DMS from you guys about the show just your questions where you'd like to dive deeper, what you're working on implementing that you've been learning. So this has been such a fun series. And I'm super excited that you're here.

Hello, and welcome to the call to both podcast. I'm your host, join Michelle, and you're in the right place. If you're ready to grow your business, while also being the intentional and present mom you want to be. This show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called spoke. Let's dive in. So we can't talk about building out diverse revenue streams without talking about the content that you create in your business, and how that can fuel your ability to make more money and have new offers and grow your audience. I am such a huge believer in content marketing, I think your business will need content in some way, shape, or form to stay visible to stay relevant and to grow. And if you're not currently creating any kind of content in your business, I hope that this can encourage you to see what's possible and why you might want to pay close attention to YouTube for your content hub.

So why YouTube when it comes to content, YouTube is an incredible platform for growing an audience for generating revenue for gaining clients. And overall just building the authority of your brand. So I want to give you the three main reasons why you should consider YouTube in your content creation journey, and why this is going to help you get closer to your goals of diversifying your revenue. Okay, so the first reason is for the sustainability of your content creation, video content lasts longer. So I want you to consider video content and YouTube specifically for the idea of being able to keep up with this content and have it last for you for a longer amount of time. As a busy business owner, you do not have the time or really the ability to be on all of the platforms. So when you do make content, you need it to stick and really count in terms of the lifespan of that piece of content, and the longevity of it being able to reach people. This is so huge. And it's really something to think about when you're thinking about the time that you're putting into any content in your business, whether it is content that you're putting on your website or content that's going on social media like Instagram.

A great example of this, I was listening to a podcast called cubicle to CEO. I really love the show, I'll link it up in the show notes. And over the weekend, I was listening to this episode. And there was a guest talking about Instagram and how the lifespan of a reel on Instagram is about six weeks or so in her experience. And one reason why she was going to be implementing YouTube into her strategy is that YouTube is not like this at all. I have videos on YouTube that are driving email, signups every month growing my email list, making me sales, gaining new subscribers that I originally uploaded two to four

years ago. And this is very common to happen when you make YouTube content is that content is going to last a lot longer. And a lot of times it even starts to reach momentum and starts to trend and YouTube will start to serve it up to more people, months or years after you created that piece of content. So when I go into my analytics dashboard, I'm going to see a mix of videos, some of them being four years old, two years old, one year old, and some of them a couple months old that are driving traffic to my website that are getting new subscribers like you can look at your analytics on YouTube and see that and what's really interesting is how many videos are getting 1000s of views per month that I made a long time ago and they're still an asset to my business.

So it is a more sustainable way to create content. If you want that content to live online and work for you, beyond a few weeks or beyond a few months, it is really, really smart, especially for evergreen content that isn't going to have an expiration date, a lot of what we talk about in our businesses should be considered evergreen content. But a lot of times, we're not using evergreen platforms, we're not using evergreen modes. So that content just disappears on an Instagram story or it goes away out of the algorithm through a reel, and it needs to be housed in a more permanent plays like a YouTube video, it's also going to be more sustainable for you to keep up with your repurposing schedule. If you started with a video, because that can be broken down into shorter clips, you can repurpose that into quote cards, there is just huge potential for what you can do to break that down and make it into a blog post or newsletter, you can just grab the transcript, you don't even need to reinvent anything if you start with something as content rich as a video. Okay, the second way that YouTube is really powerful for your business, is that you can utilize YouTube for audience growth. And if you're wanting to sell anything in your business, you absolutely need to be thinking about your audience and constantly growing that audience to get in front of new people, and to sell them the thing that you have in your business. And I really feel like the level of trust and the community building aspect of this is unparalleled when it comes to creating video content. I had this moment when I was on the fence sitting thinking about YouTube, like, am I going to start a YouTube channel?

Am I going to not? This seems like a lot of work. And I asked myself a question that was really impactful for me in making this decision. I thought, Who are the people that I respect the coaches, the educators, the business owners that I really feel like, if they put out a course, if they put out coaching if they did a what, like a workshop or something like that, that I would go that I feel like I know them, and I feel like I trust them. And of those people? How many of them have shown up in video, like consistently shown up in video or on YouTube? And is that why I feel like I trust them. And I sat with that. And I felt like the answer had really, really surprised me because every single person who I felt like I knew, and I trusted and admired and had hired as a coach or had bought their programs I had originally seen on video, and most of them that was through YouTube. Some of them, you know, might have been like Facebook Live or some of those live streaming platforms. But most of them, I feel like there was like five names that came to my mind right off the top of my head, I was like these people stand out to me, I feel like I trust them, I buy from them, and I want to buy more. And every single one of them had made video content, a big part of their business. And that was a huge push for me.

Because I wanted people to see me in that same way I wanted them to hear my message and my heart and my passion behind what I was doing. And I felt like one of the best and most effective ways for me to do that was going to be video. Okay, the third reason to be on YouTube is for the SEO, this is actually going to help your blogging efforts go further, which is really interesting. And I didn't even know this originally when I started on YouTube. But this can really help your website rank in search. And that is because Google can index videos on a page, and Google owns YouTube. And when your blog posts

themselves contain a YouTube embed, it can really help to show Google what that page is about. So it further adds to the information, the data and the metadata around that video, it goes into the page and adds to that overall currency of how Google crawls that page. And I think that this is so underrated. It's really interesting. A lot of people have found my videos through a Google search. So they weren't necessarily on YouTube thinking like, Okay, how do I get these clients? Or how do I get people to follow or collaborate with me over on Instagram or any of the things that I've talked about?

They actually searched Google found the video in a blog post, and then went and binged all this YouTube content. So this is really important, especially if you want SEO to be a part of your strategy. If you're wishing that your blog posts your website, your pages showed up higher in search. Google really loves when you add video to pages. And this is really important. A lot of this is going to come down to the way that you optimize the video itself. So The titles, the tags, the description, and really getting that YouTube side dialed in. So how you optimize those videos really absolutely matters. This is something that I'm helping a couple different clients with currently is the titling and all of just the optimization of what you do to get that video in front of new people. And if you want help with your YouTube strategy, I would love to share with you a couple different ways that we can work together, you can inquire on my website about YouTube strategies, specifically at joy.michelle.co, or I'll link it up in the show notes. But just know that this is a really powerful thing in terms of your website searchability. So it's not just about growing on YouTube, and getting tons of subscribers, this is really going to help elevate your website to new eyes and get new visibility on your content outside of YouTube as well.

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I feel like those three main big reasons why you should consider YouTube content creation in your business, especially as you're diversifying your revenue. But how do you actually make money through YouTube itself? So when you're getting these YouTube videos in front of people, what are the actual ways that you make money. So I want to break those down a little bit for you here. You have six main ways in general, but there's so many more that we can unpack. But I think the first main way is through your content monetization through AdSense. So this is like actually making money through the YouTube channel itself. And you get this by getting your channel monetized. And when you first make a YouTube channel, your channel is not going to have ads on your videos necessarily, although they can turn on ads. But that's kind of a extra thing. But in for the most part, your channel is not going to have ads on it and you're not going to make money on it until you've been monetized.

And right now the rules for getting monetized are that you have to have 1000 subscribers and 4000 hours of watch time in the last 12 calendar months. So once your channel gets monetized, you can actually make money through the videos that you make themselves, which is really cool. And a lot of

channels talk about this and you know, have this as part of their strategy for making money in their business. Another way you can make money is through brand deals. If a company comes to you, and as a sponsored video, for example, another couple of ways you can make money is by selling your courses or even your services, digital products or coaching services, anything like that. And then the fifth way is affiliate income. And we talked about this last week during our Affiliate Marketing Deep Dive. So if you want to go back and really wrap your mind around all of the incredible potential with affiliate marketing, you can go back to that episode, it is number 76 of the podcast, I believe.

Okay. And then the sixth way that YouTube can actually make you money is that YouTube can be a great tool for growing your email list organically. So if you get someone's email address, and they like you and they're loving your content, they're going to think of you for the thing that you make videos about they're starting to trust you. It doesn't even matter if you don't quite know what you plan to sell next, necessarily. It matters that you got that piece of contact information, you have their email. So maybe you're pivoting your business. This is a great way to set yourself up for success and start to grow your email list. While you do that, while you're growing your audience. You're growing your credibility in a topic. You can also be gathering email addresses, and this is what I did. I grew my email list without really selling anything for a couple of years on YouTube, because I wasn't sure what I wanted to sell yet. But I knew the importance of having a list so thankfully I still started gathering email addresses and I had a couple of freebies. And that really helped me to be able to sell later. And an email list just in general is such an asset for your business, and helps also in you know, getting brand deals and just having an email list is so powerful, and a lot of companies value that when they work with you. Alright, so I feel like those are the main ways but there are, of course, other ways to make money with youtube, there are people who sell merch, so they might have like T shirts, or mugs or any kind of merch, you can have a membership, you can use YouTube to establish yourself as a speaker and start getting booked with speaking gigs. And there are just so many more ways to make money. But ultimately, YouTube, and having a YouTube channel can help you to build your brand. And with that an audience and a community. And when you have a brand, you have options for making sales in new ways and in ways that feel exciting for you and in alignment for whatever season that you're in right now or in the future. Alright, so if you are feeling like, Okay, I want to start a YouTube channel, I'm ready for next steps or those first steps like let's talk about gear.

Let's talk about content like practically speaking, what can I expect as far as growth, I want you to go back and listen to episode three here on the call to both podcast all the way back at the start of the podcast itself. One of the first episodes I ever published was about YouTube, you're going to hear all about my journey, you're going to hear why it is not too late to get started with YouTube and some very specific and tangible steps for getting started as a YouTuber, and I think you're gonna love it. So definitely go back and check out episode three. And I will see you next week for part five of our diversified revenue series. Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcast by taking a screenshot of this episode right now and sharing it on your social media. I would also appreciate it if you would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.