

Online Presence with Simple SEO



You poured your heart out over blogs, spent hours with meaningful exchanges and you still don't have the conversions you are looking for. Have you ever tried video? Maybe you have lots of videos that never really catches momentum. You don't have to do a new video every week to get the recognition your efforts deserve. In this weeks video you will get quick and easy steps to AMP your online presence using YouTube.

Using videos are a great way to show who you are. Even if your not keen to be in front of the camera your viewers can hear the sincere inflections in your voice. Remember we don't buy what people sell but rather buy *why* people do what they do.

Before you do this weeks actionable check out my book review on Simon Sinek's Know Your Why.

[Click Here to View Video](#)

“Don’t worry about what previous colleagues may think about your new entrepreneurial ventures. They don’t have to understand you. After all you are in development.”

-Francesca Alexander

[CLICK HERE](#) to listen
replay AMP Call



This weeks challenge:

If you’re as busy as I am you have a million excuses why you don’t have time to make weekly videos. I recognize that it is both a vanity block of mine and a real time block as well. You can “refresh” the life of previous videos you may already have in your YouTube account and you can have your summer intern or virtual assistant do this technique on your behalf. Share this video with them.

[CLICK HERE TO WATCH THIS WEEKS VIDEO](#)

This weeks actionables:

- 🔴 Use a virtual assistant or intern to help you with implementation.
- 🔴 Fill out a “shot list” on upcoming YouTube episodes that will showcase your brand.
- 🔴 Create more Google hangout videos. You can use these to share why you do what you do.
- 🔴 This summer commit to creating 5 new videos without editing them after. Keep the bloopers and show off your personality.