



February 2022 – Kan Huang – YouTube Business Growth Masterclass

Lawrence: Welcome everyone to the February 2022 Membership content – [HIT Membership](#). We do this every single month and we always have guests who can deliver a ton of value to help you grow your strength training business. We have guests from inside the industry like [Dr. Doug McGuff](#), [Jeff Tomaszewski](#), [Luke Carlson](#), and [John Little](#). People like that, who can bring tons of value because they understand their niche intimately and obviously they have a lot of understanding around both personal training and business. We also bring guests from outside of our space who have really strong knowledge on aspects of business that could be massively beneficial to helping you grow your business. Today we have one of those.

Today's guest is [Kan Huang](#) who is the Founder of [Social Wave](#). Kan helps all businesses grow with cutting edge digital marketing strategies and tactics. He works with some really high profile clients who cannot be named. The reason I wanted to have Kan on the [Membership](#) is because I'm part of a separate membership called [SuperFastBusiness](#) where it's really an online community of some of the top online entrepreneurs in the world. It's amazing for me because I come from a lot of their expertise and I can also do amazing collaborations like this. Kan is an absolute expert in all things growing your business with digital marketing. But, specifically today, we are going to be talking about generating business and generating leads through [YouTube](#) marketing. This is really a high topic right now and video marketing has really taken off. It seems to be very, very effective specifically in fitness

February 2022 – Kan Huang – YouTube Business Growth Masterclass

as well, so really, really interested to hear what Kan has to say and to learn from him.

Kan, without any further ado, I'll hand over to you to deliver the presentation. Thank you so much for doing this.

Kan: Thank you. That was a great intro, Lawrence. I really appreciate it. I'm excited to provide as much value as possible. I think some people noticed I'm wearing [Gymshark](#). Although I'm sure not all PTs wear that.

Lawrence: That's very much appreciated. Actually, I didn't notice that, but that's very much appreciated.

Kan: Yeah, absolutely. It's obviously a UK brand. Anyway, the main premise of this particular training is around what I like to call the YouTube Channel Growth Masterclass. If you either got an existing [YouTube](#) channel or you're considering maybe launching a [YouTube](#) channel, this is the best training that I can deliver.

Now, we help our clients who are predominantly small business owners and even some who are contractors or sole traders to basically help generate leads using [YouTube](#). Like Lawrence mentioned, video marketing is only getting stronger and stronger. It's gone from strength to strength. I think [YouTube](#) is a big part of that success. I'm sure as all of us too we have a

February 2022 – Kan Huang – YouTube Business Growth Masterclass

favorite Youtuber or someone who we follow fairly religiously. And so, this particular training gives you an under the hood look about the business side of [YouTube](#) and how that can help drive more lead flow. Lawrence and I had a chat before leading into this call and getting an understanding of who you guys work with. I think this is highly, highly relevant for the more [unclear] individual and how you can add value and position yourself as a subject matter expert as well. Let's get into it.

Lawrence: Kan, one other thing I really should have mentioned actually. It's easy to understand that I'm British, and my audience is British. I know you understand the business niche well. But just to be clear we have a global community, the majority is US based, so I just have that in the back of your mind.

Kan: Okay, yup. Absolutely, alright, fantastic. So global audience, obviously the principles are what we are going to cover in the training today anyway. It will apply regardless if you are located in the US, the UK, Europe, or wherever. I'm sure everyone is going to be able to get some value out of this as well.

I like to start off with an overview as to what we are going to cover in the training as well. Let's just go through that. Number one, is understanding the [YouTube](#) algorithm. We are talking about things around, and I know this will sound gibberish to some people, but I'll rattle it off and it might make sense to some. My point is you don't really need to necessarily know this right off the bat. But things like watch time, so how many minutes people watch in

February 2022 – Kan Huang – YouTube Business Growth Masterclass

terms of the video. Number two is retention, which is what percentage of the video does people watch. Things around your views, your engagements, subscribers, and some of the more nuanced stuff around what we call click through rates, metadata, and closed captions. But I'll go into that in more detail after this.

The other area that we would like to cover would be keyword research. And that is to understand that [YouTube](#) is like [Google](#). It's a bit of a search engine. People go looking for information, or to be entertained, or to be educated. Understanding what are the keywords that people actually type into [YouTube](#) to find videos. The next one is posting frequency, so how often you should be posting on [YouTube](#), and then we got thumbnails. Thumbnails are a really, really important part of the business of [YouTube](#). You need to get really good at creating the thumbnails. Thumbnails, I liken it to really strong email subject lines. If you've got a great email subject line, then most people are inclined to click it and open it. You might have a really great video but if you don't have a good thumbnail then a lot of people won't click on your video to watch it.

Next one is channel optimizations. We're talking about your actual [YouTube](#) channel. Meaning, when people go and check out what videos you've got. How can you optimize your channel profile to make it more attractive and get more people watching your videos? The last one refers to amplification. How do we amplify what we are already creating? How you get more

February 2022 – Kan Huang – YouTube Business Growth Masterclass

[unclear]. How do you get more people watching these videos and how does that translate into business results? Meaning, inquiries and people interested in your services as well.

A bit of background of myself for those who don't know me. Obviously, Lawrence has given me a fantastic intro. I'm the Founder and Managing Director of [Social Wave](#). We are a brand and content marketing agency. We generally help businesses grow their leads and revenue. We use an approach called demand generation. Most agencies focused on capturing existing demands so tools for example like [Google](#). [SEO](#) for some of you who know that, and even [Google AdWords](#). That's capturing demand because people out there are actually searching for the information. Where we instead focus on is we use content and building a strong brand to help grow an audience. Eventually, what that does is it generates desire for what you're sowing. In your case, obviously, your services.

Alright, so first things first. Why [YouTube](#)? To understand [YouTube](#) is to understand, as I mentioned, search engines, right? Some people think of [YouTube](#) as a social media platform. It is actually not a social media platform. It is a search engine. Just like [Google](#) where you search for things you're looking for, [YouTube](#) acts the same way. The only difference being that the results are for videos rather than websites. In fact, [YouTube](#) is actually now the second largest search engine in the world after [Google](#). It is considered the largest video search engine in the world. Not only is [YouTube](#) the second most visited website in the world. It also means it gets

February 2022 – Kan Huang – YouTube Business Growth Masterclass

more traffic than websites like Facebook, Wikipedia, Amazon, Instagram, and your favorite adult website as well. We won't go into that.

Lawrence: I can't believe that we're going in there. That's hilarious.

Kan: That goes to show people's habits. Basically, the idea, I guess the premise of what I'm trying to demonstrate is that if you're not on [YouTube](#) you are actually missing out on a huge opportunity in terms of where your audience spends their time online.

Now, to understand how [YouTube](#) works we need to understand search engines. For those of you who have experienced working with many [SEO](#) experts or you're maybe dabbling in SEO yourself, or you're really great at [SEO](#). How your experts get results and get Rank #1 on Google is they need to learn about Google's algorithm and how to create content that could get them Rank #1. We want to be able to do the same when it comes to [YouTube](#).

Here's where things deviate a little bit, right? [YouTube](#) has features like recommendations, suggestions, you can subscribe. It's all sorts of other things that they call discovery features. Ways to find new channels, or new influencers, or new videos that you can't do on [Google](#). This makes it quite powerful in terms of being able to take advantage of being discovered other

February 2022 – Kan Huang – YouTube Business Growth Masterclass

than through what people are searching for. I'll cover more of that in detail later.

Let's talk about the algorithm and how it works. [YouTube](#) decides what it puts in front of searches using a wide range of what they call ranking factors. These are things that influence what [YouTube](#) decides to put in front of people when they search for a certain search term. I'm not going to cover all of it in this training. I'm just going to cover off the most important ones.

Number one, like I said, we are talking about watch time. This is the total number of minutes your videos are being watched. Then, we've got retention or session times. It's actually a key metric. It is one of the biggest ranking factors. [YouTube](#) uses this to essentially how good your videos are. They are usually measured as a percentage. The higher the percentage of the video your audience watches, the better [YouTube](#) deems it to be. In a perfect world, you want them to watch 100% of the video. But I haven't seen that happen for the most part because people always drop off at the end. We always aim for anything over 80% when you factor in things like your outro where people skip over certain parts of that video.

The next one we are talking about are views. I think a lot of people understand what this is. This is the metric you see publicly when you see the search results. You see underneath the videos it says how many views

February 2022 – Kan Huang – YouTube Business Growth Masterclass

they've got. It's a measure of how popular your videos are and how many people have clicked it and watched it.

The next one we've got is engagement. These are things like likes, dislikes, comments, shares, how many times they've added your video to their playlist, and also things like people hitting that bell icon to get notified of the next video. These are all what we call 'call to actions'. You will usually hear your favorite YouTuber remind you to do that at the end of the video so click, like, subscribe, and hit the bell icon, all that sort of stuff.

Then we've got subscribers. Again, everyone obviously knows probably what subscribers are. It's debatable whether or not it is a ranking factor. But just like [Google](#), I do believe that they consider it. How much it weighs into the ranking of your videos is another matter but I thought I would include that because I think it's something that everyone focuses on.

The next one we've got is click through rates. What click through rates are? It's what percentage of impressions lead to people clicking on your videos. Impressions are when you see the video on your feed. It is impressive. What percentage of those people end up actually deciding to watch your video.

Then we've got metadata. These are things like your video description, the tags that you use in your videos. Essentially when you upload your videos

February 2022 – Kan Huang – YouTube Business Growth Masterclass

they'll ask for data. You need to add this in. Tell the algorithm what the video is about.

The last one we are talking about is closed captions. These are subtitles, right. Believe it or not, [YouTube](#) can actually also analyze to understand your content better by reading your closed captions. We see people ignore this a lot. They don't use closed captions at all.

These are all the major ranking factors. There are more. No one actually really knows exactly how the algorithm works. But based on the data we see, we worked with about 20-30 of the [YouTube](#) channels, we're finding these to be the biggest influencing ranking factors as well.

Alright, most people start with either of the video topics they want to create or they don't. I want to preface by saying that one is needed better than the other. It just boils down to what your goals are. A lot of our clients want to build a [YouTube](#) audience so that they can convert them to paying customers rather than trying to be influencing and monetizing your channels through ad revenue. If you are in that category which I imagine, Lawrence might be able to chime in, but I imagine you probably want to generate leads and you want more clients.

Lawrence: For sure, yeah.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

Kan: Absolutely. We often start with keyword research to understand what people are searching for and also to reverse engineer topics from there. However, we do also have clients who simply just want to create video topics based on what they believe people need to hear, and keywords are a secondary factor or reason to choosing a video topic. I'll show you both. It is just a matter of the order that you do it. I use a tool called [TubeBuddy](#) to do all of our keyword research. For those who want to really know about it and understand that, this is the tool. Anyone who's had [SEO](#) experience, again, I like to do it because they are both search engines. You might be a little disappointed with how much data is in here. But if you've never had experience with [SEO](#), [TubeBuddy](#) gives you real guidance on what keywords or what things people are searching for so you're not just plucking a keyword out of the air. You are not just randomly guessing. The purpose of topic research and keyword research this data is definitely enough for you to form a basis for a set of video topics and whether it is worth pursuing or not.

Another area is [YouTube](#) auto suggest. Generally speaking it's quite accurate. You'd be surprised how frighteningly accurate it is. If you've ever experienced typing some words into [Google](#) and all of a sudden it suggests a few things. You're like, how does it know this stuff? It's because they have so many data points of your search history that it gives a pretty accurate suggestion based on that as well. Now, another great way is to look at what we call existing validation. The idea is that if you enter a keyword that you

February 2022 – Kan Huang – YouTube Business Growth Masterclass

think you want to create a video topic on and you see the top results, and they got great, fantastic views, there are a lot of people checking out, then it's probably worthwhile going after the keyword.

I sort of have a best case scenario. We like to call it the 'holy trinity' of [YouTube](#) search. There are three major things you need to look for when deciding whether or not a topic is worth pursuing.

Number one is that it's low competition. Meaning, not many people are creating content for it. If you use [TubeBuddy](#), it will tell whether or not it's high competition or low competition. Number two is high search volume. A lot of people are looking for this. There is no point in creating content if there is no one actually searching for this information. Number three, it is topics you could actually create a video about. There is no point if you are in the fitness space or you're in the powerlifting space that you need to be talking about traditional Chinese medicine. Try not to deviate too much from your area of expertise. Do what is relevant for you. Even though you might find low competition, high search volume for a particular topic, if it's not a relevant topic to you, I do not recommend you consider that as well. Okay.

Lawrence: I know this is going to be covered later but I thought I would just bring it to your attention now. I'm just curious, most of our audience will be looking to generate a free workout or a free consultation as the start of their sale via something like [YouTube](#). Now, obviously, if they are a studio looking, they

February 2022 – Kan Huang – YouTube Business Growth Masterclass

are looking at the local area only to their studio. It's not going to make sense for someone, a perfect crystal world, to book that. However, there are exceptions where some of us do a virtual training service where we train someone one-on-one via [Zoom](#) or something like that. In which case, obviously, that does have far greater reach. That's something else to bear in mind doing this.

Kan: Absolutely. Alright. I'll keep going and we can touch on some of the more geographical aspects there as well. Now, if you already have topics you want to cover, it pays to check out and find out whether or not there's adequate keyword search volume for your topics. Sometimes, like I said, you might find their searches are using different words or they are phrasing things differently. What that means is you can use that to inform the title of the video as well as the metadata you use when uploading your videos as well. Now, sometimes you'll find that there is no search volume for it or there might be really high competition for it.

The additional thing to realize here is that [YouTube](#) is incredibly good at making recommendations and suggestions. Why you may be discouraged by it, it still might be a topic worth pursuing. As an approach, I generally like to target the low hanging fruit with this 'holy trinity' to start building an audience. And then, once you build a sizable audience, you can pivot over and start creating more content that you like to create even though there isn't any search volume because you've got subscribers and you've got

February 2022 – Kan Huang – YouTube Business Growth Masterclass

people following you. But look, I want to add one more caveat that it's the only way, I've seen it done the other way around particularly if your video gets picked up by the algorithm, and that's to go viral as well. Different ways to get to the road of success. But certainly I like to follow these rules. Rules are made to be broken but at least there are some guidelines there to consider.

Posting frequency is the next one. Now, on the topic of going viral what I say to my clients all the time is that you're not trying to hit a home run with every content every time. On the macro level, you're not trying to, if I use a stock analogy, you're not trying to pick the best stock every single time. But on the micro level, you want to try your guts out to make the best damn video you can. The analogy and very relevant here is that it is like exercise. You don't get a six pack by going to the gym once. You have to constantly turn up. You got to do the sets. Put in the work. Try your guts out with each individual.

Across the data, we see there is a direct correlation between a higher frequency of posting to faster channel growth. However, we do what's sustainable for you. I think focusing on quantity leads to quality. If you had to choose, try to produce more content more frequently first and that will eventually lead to better quality of videos because you are getting more runs on the board. I'll use [GaryVee](#) here for those who follow him. He is very prolific and well-known for publishing a lot of content as well.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

Next thing is thumbnails. You have to have a strong thumbnail game. Like I said at the start of the talk, just like how emails need to have a really good subject line. Thumbnails are the subject line of the video marketing world. If you can't get people to click and watch, then it doesn't matter how great your video is.

You can see here the difference between good and bad. I won't go into too much detail but you can generally discern what performs well and what doesn't perform well overall. You want to use the right thumbnail sizes. It sounds silly but the amount of times I see people not use the right resolution or aspect ratio is totally off is insane. This means your thumbnail ends up getting cropped and loses its impact. The resolution that you need to use is 1280x720 pixels. And for those of you who are savvy and understand aspect ratio it needs to be a 16:9 aspect ratio as well. You need to make your text bigger than you think it needs to be so when you are competing for attention against a sea of competition, bigger performs better in most cases. You only have a moment in time to capture the attention and understand what the video is about. You should complement your thumbnails to your titles, right. You don't write the exact title onto your thumbnail. Some of the best ones add an extra layer of curiosity. They have some shock. They have some value that will encourage your audience to click on it. You are creating curiosity gaps here. You want to use clear fonts. I know some of the more script fonts are beautiful, but again, if people can't read it properly at a fleeting moment then you've lost that opportunity. You also want to keep

February 2022 – Kan Huang – YouTube Business Growth Masterclass

[unclear], so repeat viewership and make sure that people know it's a video made by you. Have similar designs and you can even create a [YouTube](#) thumbnail template to use every single time that keeps things really super consistent.

This is actually one of the ones that people don't talk about enough when it comes to thumbnails or even just videos overall. You need to make sure your video delivers on the promise. For example, if you are providing the 10 Tips to YouTube Marketing Success, and you only provide 5 tips, you are selling yourself short. You can be pretty sure that people won't watch another video from you. Make sure that what you deliver in value is what is represented accurately in your thumbnails as well.

Lawrence: I've got a question, Kan. If a business owner wants to have various members of their team do videos, I know you might come into this, but showing faces and strong emotions seems to work quite well as you said before. Would it be that the owner of the business, I'm not sure if this is right, or maybe they know the business but the same individual should have their face on the thumbnail? So if it is the Marketing Director, whoever, it is just the same person rather than changing. Is that going to make a big impact?

Kan: I think consistency is key. It goes back to having the same consistency in terms of design. What we generally find particularly for personal trainers, you are in a lot of times the brand itself. There is a personal brand attached to the business brand, and so having that consistency of the same person

February 2022 – Kan Huang – YouTube Business Growth Masterclass

over and over again does drive benefits there. It's that familiarity that people seem to have that they go, "I enjoy watching this particular person therefore I would tune in to watch more."

Now, we do have clients in particular the bigger businesses, they start with one person, and then they eventually introduce new 'characters'. That could be other team members. But we usually start with one person. If you've got other team members then you can start introducing them as you go. We usually say also that you want to keep it a bit top heavy. If you start introducing someone, they might only feature on 20% of the videos. You don't want to go from 0 to 100 where one second it is person A, and then the next day you never see him again, it is person B for all the future videos. There needs to be familiarity and then start to slide people in and get familiar with that character as well.

Alright, so strong emotions, if you are in the game of getting the clicks showing strong emotions things like shocked faces, surprised faces, a myriad of other expressions. This is what naturally gets people hooked. I found that close ups on faces also have a great impact on click through rates. But I think it boils down to personal choice. Some YouTubers really go dramatic like this one here with the bitcoin one. They like to take things really extreme. But you can take things a little bit more reserved. Some people don't even show their faces. That's just a choice. But what we found is that strong emotions tend to perform quite well. I'd also avoid placing anything

February 2022 – Kan Huang – YouTube Business Growth Masterclass

in the lower right hand corner. These are usually blocked by the video linked or the watch later button. But look, at the end of the day I say test and experiment just like with the thumbnails, just like everything else I'm saying. You are not going to get it right every single time. What I tell you is you may not always work for your type of audience. But the point is to try different things to see what sticks and then whatever works, you double down on it and you do more of it. And then, shove what doesn't work.

Alright, let's move into channel optimization. I didn't mean this to be an intended pun, but if you've done the heavy lifting and made sure someone finds and watches one of your videos and you've done a great job getting them interested and wanting to watch more, then it is a shame if you didn't have an optimized channel. Just like a great website, it is designed, it needs to be laid out beautifully. Your channel should actually do the same.

I'm going to go through some of those. We've got your banner image. Your banner should showcase and communicate clearly what your channel is all about. This should include clear statements. Some channels include their publishing schedule just like a TV show. If you're really smart about it, you can actually encourage people to subscribe and check out the links on your channel. Just like thumbnails, make sure you use the right size for that banner image as well. It needs to be 2560x1440.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

In terms of the links, that leads me to the links in your channel so make sure you include any social media links you have. Any websites, any webpages, maybe you have a sales page. If you're in a business where you're selling a training or a service, like Lawrence said, you are offering free training sessions, then make sure you've got the links so that people can explore more about what you do.

Then you've got channel tags. You can't see that here. These are like the video tags. If anyone has uploaded a video before on [YouTube](#), you can do the same for your channel tags. If you've ever searched for things, you can see, instead of recommending videos, [YouTube](#) actually goes and recommends channels instead. That's because if you include channel tags, it helps [YouTube](#) understand what your channel is about and possibly recommend that. And then you've got channel trailers. If you build up a sizable library of videos then make sure you create a great channel trailer or promo. This is another layer of strategy that will help keep your audience sticking and wanting to watch more of your content.

Second last, you've got a playlist. I think travel influencers, travel vloggers are doing this really great playlist. They create a playlist for each destination. If you are particularly interested in a place then you watch that entire playlist that they've created. You can do the same for your business as well. If you focus on a specific area of personal training like powerlifting, obviously, you can talk about different techniques, different areas, different parts of the

February 2022 – Kan Huang – YouTube Business Growth Masterclass

body that you can work on and create a playlist based on that. And then the last one is your popular uploads, a lot of people want the highlights of the best hits, right? This is a default filter that [YouTube](#) has. Making sure you add that to the channel means that you can drive visitors to your channel to watch the best performing content. That's another easy way to make sure that they see everything and what you want them to see as well.

Moving into amplification. One of the key challenges that people have when it comes to growing a [YouTube](#) channel is that if no one is searching for the topics you want to cover, then how do you actually grow your channel? I'm going to share some tips but there are some things that we found in terms of key amplification and promotion strategies that you can use for your business.

Number one is [YouTube Shorts](#). [YouTube](#) actually brought in Shorts to compete directly with [TikTok](#) and [Instagram Reels](#). These are very cool videos. They are less than 60 seconds long. They are based on a completely different algorithm. We've seen our clients have really explosive growth for [YouTube Shorts](#) because it is not based entirely on what your audience is searching for. They are random videos that [YouTube](#) recommends and puts in front of you. They are usually found through that Shorts feature. Like I said, they pick it up randomly. They put it in front of people. Because it's a new feature [YouTube](#) is really pushing people to use it and adding lots of visibility to anyone who does use it. We've seen some Shorts for some of our clients pick up anywhere between 20,000 to 30,000 views in their space

February 2022 – Kan Huang – YouTube Business Growth Masterclass

for 24 hours. Sometimes that drives an additional, for some, we've seen 2,000 subscribers just overnight. Just like that. It's phenomenal in terms of getting additional exposure.

[YouTube Ads](#), so if you've got some money and you want to throw the gasoline to the proverbial fire, then using [YouTube Ads](#) to get in front of a new audience can be a great way to grow your channel. Most people see ads as what we call a performance marketing channel. Meaning, leads to return on your ad spend as quickly as possible, right? But, I have a different philosophy that if you treat ads as another distribution or promotion channel, the guarantee that people will see it and you can target exactly how it gets in front of your audience. Why wouldn't you? If you are a personal trainer that wants to go after bankers then you could very easily say run [YouTube Ads](#) that target these guys and target channels that they watch. Things like entrepreneur.com, or they want to watch the economist, and placing your [YouTube Ads](#) this so that people can see that.

Lawrence: Did you do that for local geography as well?

Kan: Exactly. That's what I'm just about to say.

Lawrence: Oh, sorry.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

Kan: You can go really granular. You can really go and target geographically within a certain radius. Anyone who's actually ran a [Google AdWords](#), you run your [YouTube Ads](#) out of the same account. You will be able to target based on a geographical area, a local area if you really wanted to as well. You can run them as pre-roll ads. These are the ads that you see just before you watch a video. But what we found really handy, and this is a really good tip for a lot of them is, on the cheat you can do what's called discovery ads. I believe [YouTube](#) now calls them in-feed video ads. These are suggestions on the right hand side that it looks like a recommendation as opposed to interrupting someone who's about to watch a video. The point being is that if you've got a strong thumbnail and you've got a video that already performs really well, you can target people with that same exact video and get them to click it and watch it afterwards. This eliminates the entire issue of having to create video content that matches with keywords and search. You can actually target people very deliberately by doing that.

Some of the examples that I could give you is imagine doing something like an at home workout session that you can try and then doing, it could be 2 or 3-minute video, and then they get hooked. They see that video, they click on it, they watch it, and then they discover your channel. They start watching a whole bunch of other videos and go, "Well, this personal trainer obviously knows what they are talking about. They are based in my local area and I would consider engaging them for their services." That's where we see a lot of that happening.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

Another one could be existing audiences. You are creating content on [YouTube](#) but not everyone is on [YouTube](#). Not everyone actually knows that. You might have an email database so you built a following on social media. I know this sounds obvious but when we audit people's channels and their strategies we ask them whether or not they are sharing their videos with their audience on other platforms. They actually often say, "No, I don't do it consistently." You got to remember that. Once definitely is enough. Sometimes people don't see it because they are not online at that time you posted it before it gets buried underneath their feed. Other times it's because they don't notice. But the point is that repetition actually helps. I mean, you just want to be careful not to spam your audience and risk having the opposite happening. The point is that if you got other audiences elsewhere, you could repurpose your video for these platforms and drive people towards your [YouTube](#) channel or just use it as other ways to promote what you do.

Another one is collaborations and partnerships. If you know creators particularly in the PT space, the health and fitness space, there are a lot of them on [YouTube](#) pitching or reaching out to them to build collaboration opportunities is also a great way to get cross exposure. I do recommend that you always start building a library of content first yourself before you go out and start reaching out to other people. You want to make sure you are smart about it. You want to give value rather than trying to take. Again, it's

February 2022 – Kan Huang – YouTube Business Growth Masterclass

that one way ticket to burn your relationship even before it begins so you want to be really careful about that.

And then, finally enough, we talk about [SEO](#) in general – Google SEO. Because [Google](#) actually owns [YouTube](#), the obvious thing is that Google loves Google. If you publish on [YouTube](#), then you can be pretty sure that you're going to have a good chance to be on [Google](#) search results if you play your cards right. I often refer to YouTube as the how to search engine in the world. If someone is looking to find the answer and Google's algorithm actually determines that their video is the best type of video to show, you have the possibility of gaining viewers through [Google](#) even though there isn't anyone searching for these terms on [YouTube](#). On top of that, many people also search using the video tab on [Google](#) as well. You can see there are different opportunities there as well outside of just [YouTube](#) directly.

Overall, key takeaways, right. You want to optimize. I just say optimize, optimize, optimize. Take every opportunity to optimize every part of the algorithm. But I want to make it clear that you don't want to also over optimize because that can have a negative effect. At the end of the day, you are creating content to be consumed by humans first and then the algorithm second. You need to make sure your content is still watchable because the content still needs to deliver on its promise. The precious commodity here isn't actually money. It is people's time. You need to be respectful of that. And having said that, now that you know what the major ranking factors are,

February 2022 – Kan Huang – YouTube Business Growth Masterclass

you should be able to optimize where it actually makes sense. There is some discretion involved.

Next one is consistency wins. [Charley Valher](#) who runs a very successful podcast production agency out of [SuperFastBusiness](#) where Lawrence and I are in. He talks about this thing called pod fade. It's sort of like this graveyard of podcasts out there. They've only got a handful of episodes because people gave up or they weren't consistent enough. The same applies when it comes to doing videos for [YouTube](#). There is a lot of [YouTube](#) fade happening or tube fade happening so you want to make sure you design an environment that allows you to consistently create and publish on your channel. Make it so that your audience is actually excited to tune in every week when you share your videos and at the same time see new content that you have to produce as well.

Lawrence: With consistency, is once a week adequate? I mean, you talked in the beginning about how high frequency can be important to grow and learn. What kind of frequency are we talking about specifically? Sorry if you already mentioned.

Kan: Absolutely. I mean, the weekly kaitens is where I actually recommend most people do it. It's the most sustainable. And then what happens if you get into a good rhythm, you can increase that to 2x a week, 3x a week as well. I spoke

February 2022 – Kan Huang – YouTube Business Growth Masterclass

about how you are not trying to create virality. You are not trying to do the homerun for every single video. The idea is that you can manufacture better chances of winning by just increasing the volume or quantity that you do as well. I would start with weekly. If you are finding that from a consistency standpoint is even a struggle, you could do fortnightly but you can expect that probably it will take longer to get traction as well.

That sort of led into the next one. Quantity leads to quality. If you are waiting for perfection before launching then you've started too late. You want to focus on the [80/20 rule](#). What that means by saying that is you want to focus on the small part of the process that delivers the disproportionate results and just ship it out. Rather than work refining that overtime you want to layer on improvements as you go. If you talk to any successful YouTuber out there they will tell you that their early videos were horrible and embarrassing. Don't judge yourself too much I think is just the point of it. Get the 80% good enough and ship it out and do that consistently and that will actually yield you better results. Same thing like going to the gym. Your reps, your form is not going to be great the first day in the gym. But overtime as your technique improves, your muscle memory gets better then you will become better at what you do. The same applies for videos.

Next one is to go narrow and deep. This is a problem that I see all the time. I'll give you an example. You know this kind of person. They flag themselves as an entrepreneur, I'm an NFT expert, I'm a crypto investor, I'm a mindful

February 2022 – Kan Huang – YouTube Business Growth Masterclass

wellbeing guru, right? Don't be one of those people. Pick one thing and only one thing and go deep on that topic. If powerlifting is your thing, go deep on it. If you are trying to be everything to everyone, then you are likely nothing to everyone instead.

Next one is to focus on delivering good value. When you deliver valuable and entertaining content, focus on that and that only. Do not try to sell. Do not manipulate. Don't skim. Your audience will sniff it out and you can lose trust and you'd spend a lot of the time building that and you can lose that in an instant. We sort of see how bad cancel culture is. You don't want to get yourself in that situation and the [unclear] will pay you back tenfold when the time comes as well.

Lastly, you want to play the marathon, not the sprint. [YouTube](#) is an [IronMan](#) event so just continue on with obviously the analogies here. Just like how an Iron athlete needs to be able to run, swim, and cycle at a high level for an extended period of time, [YouTube](#) is the same. You have to be great in front of the camera. Understand how to optimize your content for the algorithm. Design great thumbnails. Engage with your audience more. These athletes can't just train for one day and expect to win the race tomorrow, right? The same is true for [YouTube](#). You can expect that it will take time and you need to enjoy the process. Do not focus too much on the results. Things will actually take care of themselves when you do that, right? [GaryVee](#), again, talks about how he doesn't want his dream of buying the [New York Jets](#) to

February 2022 – Kan Huang – YouTube Business Growth Masterclass

happen because he enjoys the process way too much and doesn't actually care if he does or doesn't buy it. When you remove that expectation there is all of a sudden a lot less pressure. The funny thing is when the pressure lifts you often end up achieving the thing you set out to do which is grow an audience and revenue for your business.

Lawrence: Awesome. Just one thing quickly, [GaryVee](#) is obviously someone who really celebrates the grind. I think what resonates well with my audience here is, okay, how can I actually make sure this happens? And I do this, and take that [80/20 approach](#) rather than trying to post a video every single day which, as you said, isn't sustainable for most people, especially my audience who typically are managing a lot of seats in their business, unless they delegate this out which is obviously an option. But I think the more sustainable approach of one video a week makes sense. I think a lot of people look at [GaryVee](#) and it's just kind of frightening really. It's like, "How could I possibly do that?"

One other analogy I wanted to add, if this is fair to say, Kan. This is more like farming rather than hunting, isn't it with [YouTube](#)? It is like sowing seeds, constantly delivering value, having clear call to actions on your [YouTube](#) page. But understanding that over time that law of reciprocity is going to take effect and people are going to start clicking through to your site. But you've got to sow those seeds and post those high value videos that include that criteria of the holy trinity you talked about earlier on.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

Kan: Yeah, correct. It is classic know, like, and trust. If you are going to engage a personal trainer you better be damn sure that you know who they are, whether or not you trust them, and whether or not you enjoy interacting with them. Going back to the [GaryVee](#) thing, I know he is big on the hustle culture. That can be quite toxic as well. I think the thing about all of these is, if there is a comment thread or theme, it is actually sustainability. Making sure that this thing is something that you can do continuously over time. Again, that [80/20 principle](#) applies big time. The whole point of it is understanding to layer things on. You don't need to be doing all of these things at once. If anyone has read [Atomic Habits](#) by James Clear. It is the idea of starting with one thing, and then as you layer things on you progressively get better and better. That definitely applies to YouTube because it is a multifaceted, multi-skilled area to get very good at. No one gets good at that tomorrow. I've been running my agency for the last 2-3 years and we certainly are not the same agency as we were 2-3 years ago in terms of how we approach our strategy and what we do as well.

Look, that's really basically everything. If there is anyone who's got any questions, they can drop me an email as well. I'm sure Lawrence might have a few questions.

Lawrence: I have lots of questions.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

Kan: Yeah, absolutely. But I want to go back to the geographical thing you mentioned as well which is from a targeting standpoint. What I generally find is that you've obviously got the ads that you can target on the geographic location as well. But I think what [YouTube](#) is fantastic at is it's actually good for growing community. It is to build a following. It is to build true fans. Now, whether or not that is on a local geographic area or whether or not that is can be done virtually or maybe they just watch your videos and you cannot monetize them any other way. The idea is that if you grow your brand, you grow your awareness, you grow your presence, there are second and third order effects. What I mean by that is the person watching your video may not be your direct target prospect or maybe that they may not be located in a place that's best for you, but they have contacts. They know other people who may benefit. They may share your videos in your channel with others. It is that sort of network effect that you are looking for. By doing this with [YouTube](#), that's really, really important. It sort of goes back to me saying, don't worry about the end result, worry about the process, because at some stage this will reap you the returns. Not only that. Being able to, like I said, leverage the video content you create, repurpose that for some of the other stuff that you say on social media, your email marketing, other databases that you may have. That in itself is valuable because you essentially create content once but you can repurpose that 4, 5, 6, 7 other times in different formats. I thought I'd address that again.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

Lawrence: I appreciate that. This has been awesome. Thank you so much. Just a few questions on this. I guess I'll just really break it down and make it really simple. I think my members, my audience, probably all have a very, very similar call to action which is to book a free workout or maybe have a paid consultation where the business owner or personal trainer is understanding the client's needs. And then, basically bringing them forward into a program of some kind. Just with regards to the specifics of that, would it be that on the [YouTube](#) 'About' page, you talked about optimizing the page. You did cover some of these. But you can obviously add buttons there to prefer prospects to click through and book those consultations, right?

Kan: Yeah. You can definitely. I mean, obviously you want to seed all of your links and all of your calls to action across all of the videos in your channel. Your video description, you need to make sure you include the links to all this stuff. Your 'About Us' on our channel. These things. Your banner image, right. But also in video. Meaning, when you do your videos, you should ensure you include any call to actions at the end. When you actually wrap up and you've given a lot of value. I know I said, "Don't sell." You can actually do this in a very tasteful manner which is to say, "If you are interested in getting fit. You want to do powerlifting or you are looking for a personal trainer to help you in tempo. I've got some links in the details below that you can check out. Or you can watch some of my other videos." It's that. Rather than having this one big [Super Bowl](#) commercial, you are just planting a lot of seeds in between. Because if people watch multiple videos, over time they will get

February 2022 – Kan Huang – YouTube Business Growth Masterclass

familiar with who you are and what you do. The idea is make it easy, make it frictionless for people to discover what it is that you do and what you want them to do. What I find, personally when I watch videos is I watch something very interesting. I'll go check out the description of the video and I just scroll through and see what links there are. I'll jump on their website. Maybe they got other social media accounts and I'll learn more about what they do. There will be calls to action in there. They've never been in there so make sure you do optimize that as well.

Lawrence: Just on that a little bit more. You have some examples for people to think about. Remind me of the holy trinity. It's the search volume... What are the other two things as well?

Kan: Search volume, low competition, and then relevant topics.

Lawrence: I'm curious how you think about this. I think one of the things I do because I have a studio business as well. Although I don't publish any [YouTube](#) content yet. But I'll say I suppose I'll do this for the online business for [HIT Business Membership](#) and [High Intensity Business](#), is to think about topics that I know that my audience care about or they may be emailing me about a specific problem or pain point in their business. That's really going to inform my content. I'm just curious, could you use that as a filter as well? You can also run that as a good search volume. Is that low competition for that as well? And then, I suppose we are really talking about suitability, that

February 2022 – Kan Huang – YouTube Business Growth Masterclass

third one, which is exactly what I'm talking about. Is it relevant to your particular areas? Is it something that your customers care about or your prospects care about? It's kind of the same thing I suppose.

Kan: Yeah, it is. I sort of have three themes or pillar themes that you want to think about when it comes to coming up with a topic idea. Number one, you mentioned it, it is a pain point. What are your client's pain points? It could be a time issue. It could be I don't know what exercises to do. It could be a myriad of those.

Lawrence: Fat loss.

Kan: Yeah, exactly.

Lawrence: Questions about flexibility or whatever.

Kan: Exactly.

Lawrence: You should keep it focused, right? You don't want so many topics.

Kan: Absolutely.

Lawrence: You want one topic per video.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

Kan: Yeah, correct. Exactly. You don't want to talk about too many things in that one video so they have the one takeaway. What's the one thing that they will learn as a result of that? Pain points are definitely number one.

Frequently asked questions (FAQs) is another area that people should come up with topics from there. Just for the mere fact that even if you do end up, they are not being searched volume, people are not searching for it, you can use that video and leverage that. You can go, "Let me just send you through the answers to that particular question." Rather than repeating yourself every single time.

The third one is the knowledge gap. What is that thing that they don't know that they need to know about? This won't necessarily appear because if people don't know about it, they won't be searching for it as well. But like I said, if you start growing your followership and you start having a lot of people engaging and subscribing to your channel, you can start creating content that is not as much focused on the keyword research and more about what you like to talk about. That's that growth phase where you are not keyword driven. You are more topic driven.

Lawrence: What about video length? What is the ideal video length to be posted?

Kan: Yeah, video length. Firstly, I'd say whatever I tell you now, you take away the grain of salt. Because you might only need 2 minutes to explain something.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

Try not to drag it out to 5-10 minutes. It's not going to serve your audience's best interest. Like I said, you are optimizing for the human and for the user experience first and the viewership experience. You are not optimizing for the algorithm completely. Now, in terms of the data that we see, the best performing videos usually range between 8-10 minutes. That's just because of the retention rate, so therefore, the number of minutes watched sort of determines what percentage you can retain a high retention meaning 80% or higher. That will get rewarded. [YouTube](#) goes, "This is a great quality video. I'll deem it that and I'll start recommending that through other discovery methods as well." 8-10 minutes is generally where we find the sweet spot for most people.

Lawrence: Awesome. What about people, the total rookies, when it comes to recording video? Maybe they feel confident in front of the video but they don't know what equipment to get. Where would you send people to learn about the right video equipment for video marketing?

Kan: It's funny. I say gear is not important, and I run a video marketing agency. The thing is like whatever tool. You can give a wrench to a plumber and he can do magical things with it. You give a wrench to me and I can't do anything.

Lawrence: Same.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

Kan: Absolutely. And so the idea is that you use the tools that you're most familiar with that you can use best. I find that the modern day smartphone is more than adequate in terms of videos. Where I actually say when it comes to videos is audio quality needs to be decent. Find a quiet space. Get yourself some what we call lav mics. These are little mics that you pin to yourself if you want good quality. I think [RØDE](#) is a great brand obviously - [RØDE Mic GOs](#). They are generally quite good brands and items that people can buy. But the idea is good quality audio. Use your smartphone that's quite a recent smartphone. In terms of framing... If anyone wants to look into understanding how framing works, they need to understand the golden rule of thirds which is how do you frame yourself up. Just like us on a [Zoom](#) call right now, we sort of torso up. If you divide your screen up into three different sections, three panels, you want to be positioned in between the two of the panels basically. Those are some quick tips. Obviously, I'm sure there's a lot of content out there. Even if you just go on [YouTube](#) to find out how to frame yourself up with videos. It can be quite good if they explain better than I do.

Lawrence: No, that's fine. I get you. People can search [YouTube](#) like how to or what video equipment should I get, or whatever. We'll probably just create a tiny checklist in the [Membership](#) though for people to get started. I'm just taking some notes there about lav mics, [RØDE](#). Andre, when you are watching or listening to this, please can you see if you can put a list together. I'm also thinking of lighting as well. You want pretty good lighting, right? I have

February 2022 – Kan Huang – YouTube Business Growth Masterclass

shocking lighting in this office. It's like coming from a bath. But really, you've got great lighting. Do you have a light behind you?

Kan: Just in front.

Lawrence: Yeah, okay. That's important too, right? You do want to have decent lighting for your videos.

Kan: What you want is soft diffused natural light. That's essentially what people want. If you can, I say, if you are shooting outdoors, don't shoot during the middle of the day because the light is directly above your head. It casts very long shadows on your face and it's not very well lit. Usually what we say is either shoot mid-morning or early morning and then afternoon. We call it the golden hour. That usually gives you the best kind of lighting. Now, if you don't have natural light you can use artificial light. You can jump on Amazon and get yourself some of the [Neewer Lights](#). That brand is generally quite cheap and affordable but really great quality as well gets the job done. They come with diffusers so this is how they soften the light. The light is not very harsh and just doesn't blow out all your features. It's a lot of experimentation. It's sort of like turning on the lights, just the power of the lighting, and then see how you look on camera until you get it to look quite natural. But what we generally find is if you buy yourself just one or two panels of lights, those classic studio lights, they cost a couple of hundred dollars. You can get really great lighting from that as well.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

Lawrence: Awesome. One last question and more like a clarifying question. Apologies if you've already kind of answered this. Just regarding, again, geographical local area, I know there will be a fair amount of members who will be interested in the idea that they can actually promote a virtual service or maybe online health coaching, nutritional coaching perhaps to a wider audience globally. I think the majority will want to book those free consultations with local prospects. Just remind me if someone is on [YouTube](#), and they search for personal training or whatever, will it buy us the result to the local area first? How do we ensure that that's actually going down to the paid route which is obviously more surgical that we are going to be able to generate leads from the local area through [YouTube](#)?

Kan: Unfortunately, I think from an organic level there isn't any space on the data that we see. Although I wouldn't be surprised if there is. It really depends on the keyword and what people are searching for as well. Like I said, we perceived [YouTube](#) particularly in the personal training space where you got a locality requirement. Generally, [YouTube](#) is a bit more broad and all-encompassing. It would definitely benefit those who have more productized things to offer. If you are more of a local area thing, then you're going to have some limitations on the way you can target. Having said that, for those who are based in large population centers like your capital cities, then generally you'll find that you're going to end up capturing a portion of those audiences where you are. Unfortunately, for those who are in more remote areas or

February 2022 – Kan Huang – YouTube Business Growth Masterclass

smaller populations then you're going to struggle a little bit more. That's the factors that matter when it comes to the algorithm as well and hence why you probably do need to go down on the ads route.

Lawrence: Okay, so go down on the ads route. Again, this is at the end of the day one marketing tactic. There are other things. Lots of things that my members will do to attract prospects to their business. Just to keep in mind that this is just one thing and it might not be for everyone. Is that a fair point?

Kan: Yeah, absolutely. I think you need to do a sales assessment. I think it goes back to the sustainability thing. It's a high barrier of entry to do [YouTube](#) and do it successfully. There's not many people who sort of cracked the code unless you almost made it your "full-time" job if you really wanted to make this work. Now, having said that, I think it just goes back to consistency. If you can do this consistently then eventually I believe that it will work out. Having said that, that's in the context of a greater marketing strategy. Where I see those benefit areas, I treat [YouTube](#) as a pillow strategy. What I mean by that is that's your long form content, say your 8 to 10-minute video. But again, it goes back to that repurposing model. You can actually repurpose that into graphic carousels, social videos, snippets. If you really want to, you can share it with your email marketing, and everything else that you want to do that's a bit more targeted and a bit more surgical as you said.

February 2022 – Kan Huang – YouTube Business Growth Masterclass

Lawrence: You're right. Sorry, I know we're on the hour sort of very quickly. But you're right, the video marketing has so much [unclear] on [YouTube](#). Just like you're saying, you create a video, you can repurpose it across lots of platforms. You can email it. You can embed it on your website. Lots of people enjoy learning through video or being informed through video. It's really good from that perspective. I'm just sharpening the sword and getting good at creating video content as well. I do think there are a lot of transferred benefits there even [YouTube](#) doesn't necessarily deliver a great ROI right from the get go. That's important to keep in mind.

Kan, I'm really, really appreciative of you taking the time. You did share your details there. But can you just repeat if people want to contact you, maybe they want to work with you, learn about your services, how do they do that?

Lawrence: Most of them can either jump on our website which is socialwave.com.au. I'm based here in Sydney but we work with clients all around the world. Pretty much what we basically do is we are both your strategic and your marketing arm. A lot of our clients reach out to us because they don't have any in-house marketing team and they are looking for an extended team that can bolt into their business and actually help them with all aspects. That ranges from video marketing whether it's to film, shoot, edit, write through strategy, and could be copywriting, graphics, SEO. We do a full service here. But obviously, for those who are interested in [YouTube](#) then we offer very specific [YouTube](#)

February 2022 – Kan Huang – YouTube Business Growth Masterclass

growth packages that people can inquire about as well. Yeah, jump on our website and we'll be able to have a chat.

Lawrence: Awesome. Thank you so much, Kan. Any other parting thoughts?

Kan: No, not at all. I mean, if there's only going to be one thing it is just consistency. If you are going to get into it, do it for the long haul. Don't tap out after a month.

Lawrence: Thank you so much for doing this. Thank you to the members who are watching. Just keep in mind this will be recorded. This obviously has been recorded, that's why you are watching it. I say that because sometimes we do these things live. But this will be transcribed for future reference inside the [Membership](#). Thank you so much for being a member. Just a quick teaser. We also have content from [Tom Bisson](#) on getting equipment when you first start your strength training business. That's also going to come out at some time in February so I'm excited to bring you that as well. If you are just starting out, you're really going to enjoy learning about how you can utilize all sorts of different tools and different pieces of equipment just to get started. Thanks again.

Kan, have a great evening because I know it's late where you are. I'm really thankful for your time. Hopefully we can do something again soon.



February 2022 – Kan Huang – YouTube Business Growth Masterclass

Kan: Absolutely. Thank you, Lawrence. I appreciate it.