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Title: 3 Ways to Get the Most Video Views (And Some New Clients, Too)

#1 EMAIL LIKE A PRO

Have you ever put off writing an email because you weren't sure what to say or how to say it? Don't let that hold you back because emailing your video link is one of *the best ways* to get your videos viewed by the right audience.

The good news is there's an easy button for emailing your videos to clients and prospects: A cheat sheet.

Create a Google or Word doc that houses everything you would need to put in an email to share that video

- Start with a short paragraph introducing the video
- Then add the video thumbnail with play button
- Finally, hyperlink that play button to the video and add the video link below the thumbnail for good measure
- Oh, and don't forget to sign off with your name at the bottom of the email!
- Pro Tip: You can also add a line encouraging them to share the video if they know someone who might benefit from it.

When it comes to using this cheat sheet, wait for the right moment. The next time a topic comes up in conversation with a client or prospect, just say, "I'll email you a video about that later today." After your meeting, you can go to your cheat sheet, copy all the information you need, and paste it right into the email. Voila!

Here's a short video on how to add your thumbnail and hyperlink it:

https://youtu.be/BV8Vws_aOuw?si=n5mx3sTeMH5OTaxs

#2 Make Website video views easy

Unless you have a specific reason to keep a video private, find a home for every video you produce on your website. SEO loves video so your website moves higher in the organic search race. And you're giving prospects a better way to get to know you as they navigate around your website before they pick up the phone.

How do you know where your videos go? Use logic. Think about where you would go to look for a certain topic.

Consider creating landing pages for a video or series of videos that are related.

And don't forget to use custom thumbnails (with a play button if your website does not auto-generate a play button) that show your face. This shows the viewer that they are getting custom content from you, not something served up from the home office.

#3 Smart Social sharing

Social sharing can be a little tricky. You want to avoid doing anything that will anger the algorithm gods into downgrading your post so that the only people who see it are your parents.

One way to get into trouble is to include a link in your post. They don't want viewers lured away from their platform.

So, on platforms like LinkedIn and Facebook, you want to directly upload your video file. In addition to keeping the viewer on the platform, it also makes for a more seamless experience for them because the video will start playing immediately.

If you do want or need to include a link in your social post,put it in the comments once the post has been published.

What you do want to include in your post is keyword-rich copy. That's how algorithms know to suggest your post to people viewing similar content.

PRO TIP:

> *Right after you post, send out an email to your staff and encourage them to go and like, comment, and share the post.*
>
> *The more interaction your post gets soon after publishing, the more visibility it will get on the platform.*

BONUS 4TH TIP: YOUTUBE

There is a ton of content on YouTube. Way more than those cat videos you secretly love. And after someone watches one of your videos on the platform, you can control what they see next.

Create video playlists so that after watching your video, YouTube will serve up another one of your videos to watch next, not someone else's.

You'll want to add keyword-rich copy to YouTube posts as well to make them more searchable and, just like the other platforms, it gives the YouTube bots more insight into what your video is about so they can serve it up to viewers who want that type of content.

And since we're all about easy buttons, you should know there's a way to make YouTube posting easier as well. You can set up a pre-built template that already includes keywords, links, and industry-relevant hashtags. Ready to save yourself some time? Here's how.

How to Optimize YouTube