

# HOW TO SETUP YOUR VIDEOS TO BE DISCOVERED ON YOUTUBE

Part Two – Human Elements

Tim Schmoyer

**You Tube**  
CERTIFIED



**DOMINATE**

**OPTIMIZE FOR PEOPLE,  
NOT FOR ROBOTS**



Assumption

MYTH



**TRUE/FALSE**

**IF SOMEONE KNOWS ABOUT MY  
CHANNEL, THEY'LL SUBSCRIBE.**



**TRUE/FALSE**

**IF SOMEONE KNOWS ABOUT  
MY PRODUCT, THEY'LL BUY.**



# Zen

MP3 Player





# iPod

MP3 Player



**APPLE**

**WHY IT MATTERS  
VS. WHAT IT IS**



## KEY POINT TO **CONSIDER**

Simply knowing that something exists and that it's valuable doesn't mean we care about it.



# Patrick Hanlon

Thinktopia





# Patrick Hanlon

Thinktopia

CREATE ZEALOTS FOR YOUR BRAND,  
YOUR COMPANY, AND YOUR FUTURE

Primal branding

PATRICK HANLON

Founder and CEO of Thinktopia, Inc.

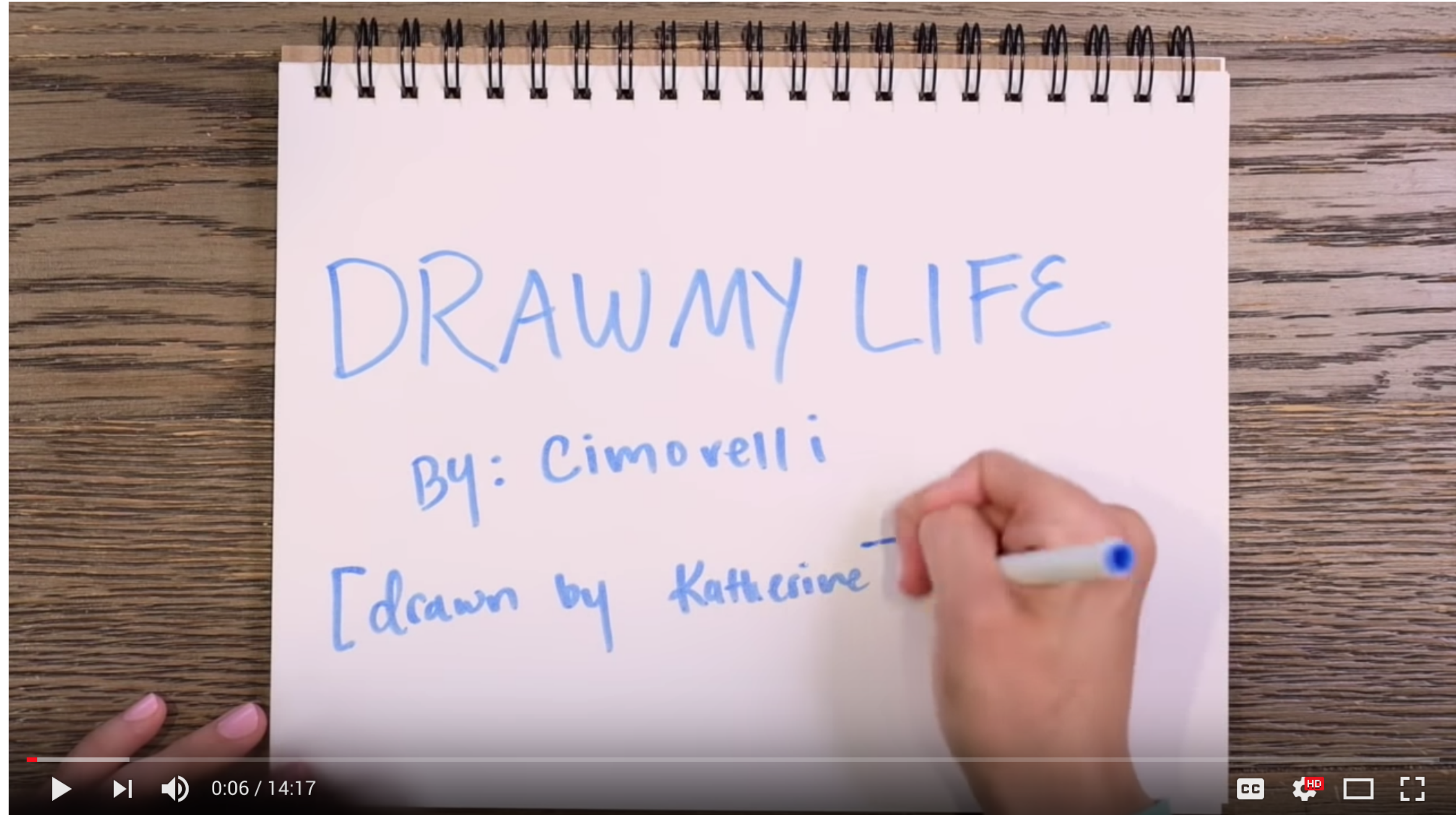
# Primal Branding

# 1.

## Creation Story

The creation story is the crucial first step in providing answers to why people should care about you, or your product or service. The creation story not only answers who you are and where you come from, but helps set up the further pieces of the primal code. It provides context; it provides meaning.





DRAW MY LIFE: 11 SIBLINGS, HOMESCHOOLED, AND LIVING IN LA

280,379 views

👍 13K

💬 76

➦ SHARE

⋮



Cimorelli

Published on Aug 12, 2018


SUBSCRIBE

4.3M

Thanks for watching our "Draw My Life"!!! We talked about growing up homeschooled and in a big

Up next


AUTOPLAY ☒

- 

FINISH THE LYRICS CHALLENGE

Cimorelli


416K views • 99%

24:02
- 

OUR MORNING ROUTINES

Cimorelli


829K views • 99%

14:28
- 

RECREATING OUR WORST FIGHTS

Cimorelli


328K views • 99%

8:50
- 

WHAT'S WRONG WITH OUR FINGERS

Cimorelli

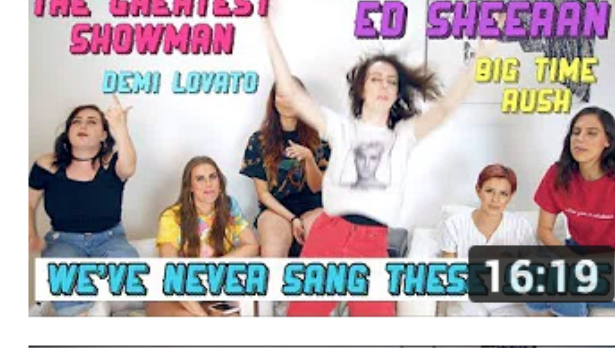
2.5M views • 98%

22:33
- 

OPPOSITE SISTERS SWAP CLOTHES!!!

Cimorelli


755K views • 99%

9:26
- 

HARMONIZING CHALLENGE #2 - Big Time Rush, Ed Sheeran,...

Cimorelli

228K views • 100%

16:19
- 

NEVER HAVE I EVER: COPS, PHYSICAL FIGHTS AND EATING

New



# Primal Branding

2.

## The Creed

The creed is the singular notion that you want people to believe. ("All men are created equal...")





Why Are Taxes So Complicated? (The Musical?)

226,798 views



vlogbrothers  
Published on Nov 17, 2017

SUBSCRIBE 3.1M

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AUTOPLAY ☒



Why Are American Health Care Costs So High?  
vlogbrothers  
7.1M views • 98%



A look at some equipment you can use in live video...  
vMix  
Recommended for you • 98%



vMix Tutorials- Data Sources  
vMix  
Recommended for you • 100%



Hank vs. Hank: The Net Neutrality Debate in 3 Minutes  
vlogbrothers  
895K views • 97%



vMix Tutorials- Time and Countdown Timer Titles.  
vMix  
Recommended for you • 94%



The Secret Protocol for When the Queen Dies  
Half as Interesting  
4.8M views • 97%

HOW TO



How to Rank Videos on



# Primal Branding

3.

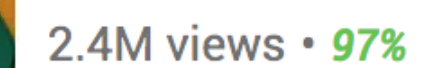
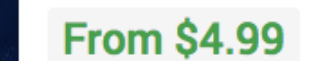
## The Icons

Visual icons should attract attention and assert requisite values of authority, leadership, and confidence. And they should provide relevance. Sound can also be used to summon feelings for a brand.





AUTOPLAY 



...





# Primal Branding

## 4.

### The Rituals

Rituals are the repeated interactions that people have with your enterprise. They take the chaff of everyday life — the seemingly ordinary events in our daily routine — and turning them into special moments is what helps successful marketers stand out.





Premium

Search



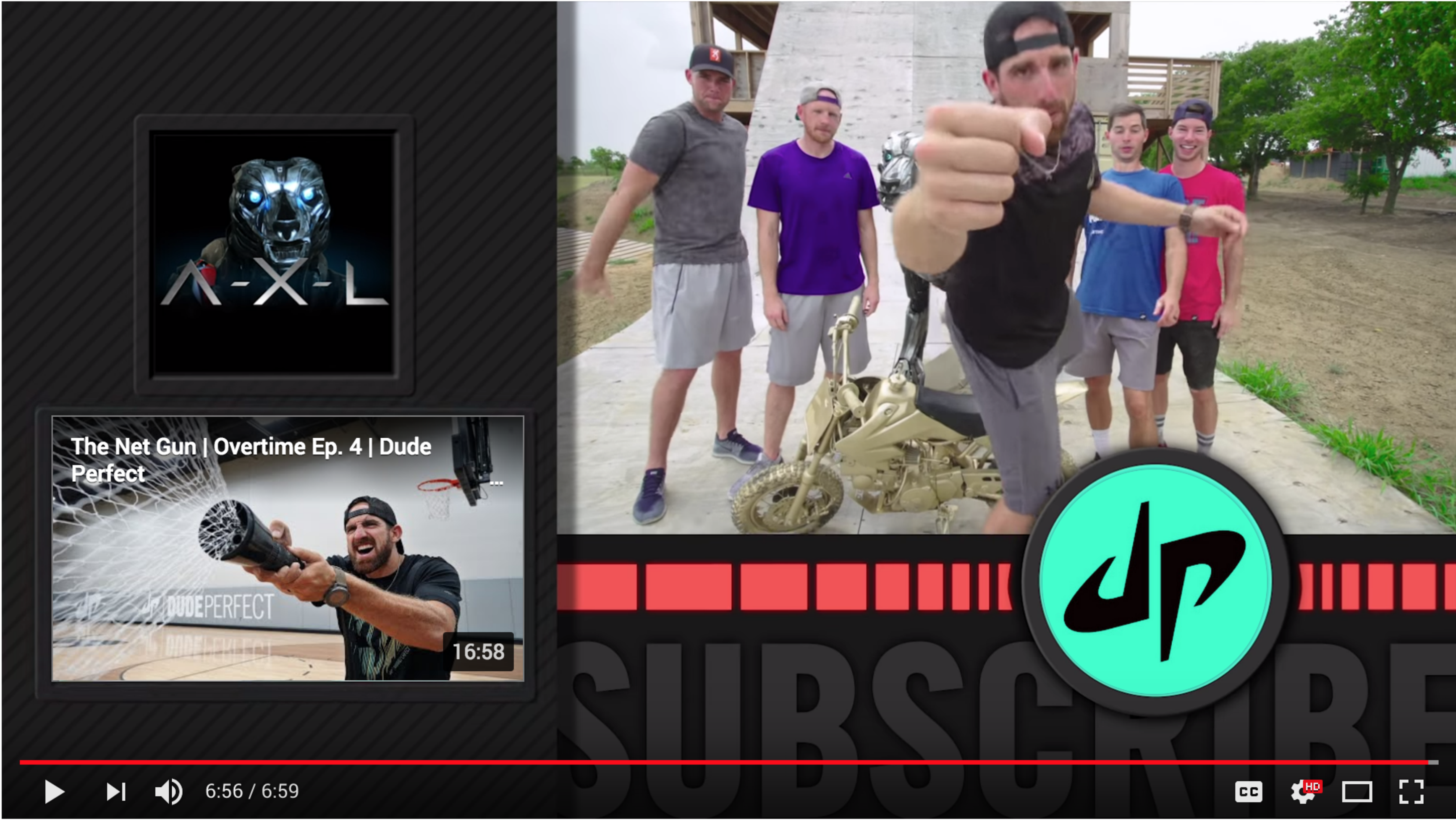
750

43k



60m

48h



BATTLES S1 • E38  
Dirt Bike Battle | Dude Perfect

19,271,995 views



431K



11K



SHARE



Dude Perfect

Published on Jul 30, 2018

SUBSCRIBED 33M



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AUTOPLAY



BATTLES S1 • E39

All Sports Golf Battle 3 | Dude Perfect

Dude Perfect

13M views • 98%



BATTLES S1 • E9

Nerf Blasters Battle | Dude Perfect

Dude Perfect

51M views • 98%



BATTLES S1 • E10

Plastic Golf Club Battle | Dude Perfect

Dude Perfect

49M views • 97%



BATTLES S1 • E16

Giant Basketball Arcade Battle | Dude Perfect

Dude Perfect

59M views • 97%



BATTLES S1 • E20

Endless Ducker Battle | Dude Perfect

Dude Perfect

22M views • 97%



BATTLES S1 • E22

Metal Detector Battle | Dude Perfect

Dude Perfect

37M views • 98%



DP vs NFL Battle | Dude Perfect



# Primal Branding

## 5.

### The Nonbelievers

Part of saying who you are and what you stand for is also declaring who you are not and what you don't stand for. Defining your pagans is important in defining who you are. Once you understand who the pagans are — those who do not and perhaps never will understand you — you open up new opportunities to be who you are and manifest your potential for what you can become.





THE RESPONSE

CLICK TO  
SUBSCRIBE!



I TOWED JOEY GRACEFFA'S CAR

3,977,658 views



154K



23K



SHARE



Nate Clark

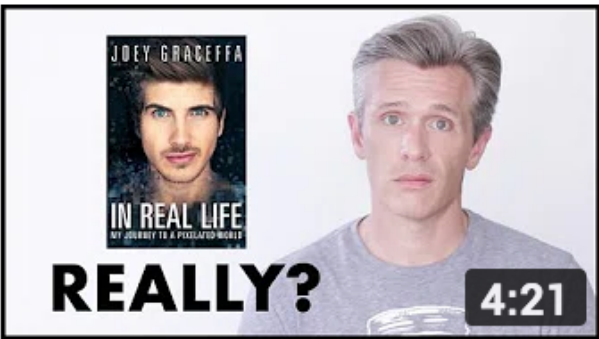


Published on Oct 22, 2013

SUBSCRIBE 30K

Up next

AUTOPLAY



JOEY GRACEFFA WROTE  
ABOUT ME IN HIS BOOK //...

Nate Clark

127K views • 49%



Advice for New YouTubers — 10  
Mistakes New YouTubers Make

Video Influencers

Recommended for you • 98%



A look at some equipment you  
can use in live video...

vMix

Recommended for you • 98%



Video SEO - How to Rank #1 in  
YouTube (Fast!)

Brian Dean

Recommended for you • 96%



Play to Your Strengths w/ Cody  
Wanner

Story Greenlight

Recommended for you • 98%



VFX Core Concepts 101

RocketJump Film School

Recommended for you • 99%



STEREOTYPES S1 • E13

# Primal Branding

6.

## The Sacred Words

All belief systems come with a set of specialized words that must be learned before people can belong. If you know the language, you belong.





Blind Chicken Wing Taste Test

3,132,517 views



61K



3.3K



SHARE



Good Mythical Morning



Published on Jul 23, 2018

SUBSCRIBE 14M

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GOOD MYTHICAL MORNING WITH RHETT & LINK S11 • E79

Nasty Food Jenga

Good Mythical Morning

6.4M views • 98%



GOOD MYTHICAL MORNING WITH RHETT & LINK S13 • E34 • 1/3

International McDonald's Taste Test

Good Mythical Morning

2.7M views • 98%



GOOD MYTHICAL MORNING WITH RHETT & LINK S13 • E56 • 1/3

Munch Madness Taste Test: Meaty & Cheesy Snacks Ft....

Good Mythical Morning

1.7M views • 98%



GOOD MYTHICAL MORNING WITH RHETT & LINK S7 • E72

Can You Eat That? (GAME)

Good Mythical Morning

17M views • 98%



GOOD MYTHICAL MORNING WITH RHETT & LINK S9 • E72

Blind Chicken Nugget Taste Test

Good Mythical Morning

8.5M views • 98%



GOOD MYTHICAL MORNING WITH RHETT & LINK S9 • E78

Fish Bait Taste Test

Good Mythical Morning

6.4M views • 98%



# Primal Branding



## The Leader

Vision is the most powerful ingredient to being successful, and that doesn't mean keeping people revved up, it means keeping people, period. The equity in our YouTube channels is our people.





\$30,000.00 Camera

452,041 views



20K



1K



SHARE



Peter McKinnon



Published on Mar 9, 2018

SUBSCRIBED 2.3M



Up next

AUTOPLAY



I was a HORRIBLE PHOTOGRAPHER

Peter McKinnon



971K views • 99%

15:52



Getting THE SMOOTHEST possible footage!! Unboxing th...

Peter McKinnon



493K views • 99%

13:38



What's in my CAMERA BAG?! 2018

Peter McKinnon



770K views • 99%

15:13



BATTLES S1 • E28

Giant Sumo Battle | Dude Perfect

Dude Perfect



Recommended for you • 99%

6:57



split second disaster

Peter McKinnon



317K views • 97%

15:26



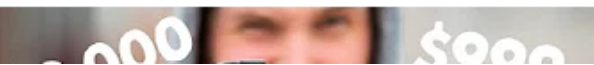
Card Throwing Trick Shots | Dude Perfect

Dude Perfect



Recommended for you • 98%

6:47

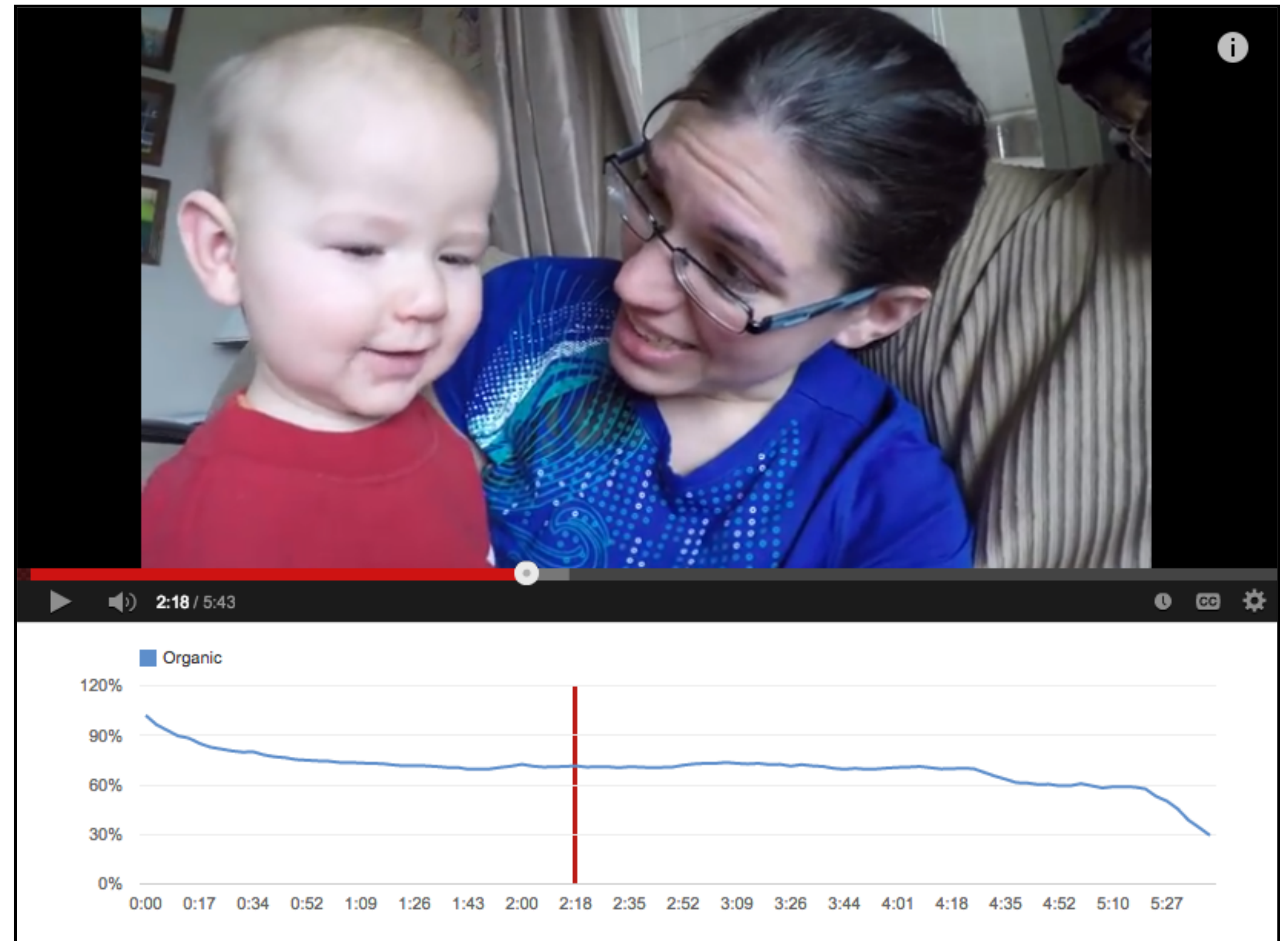


\$1,000 Camera VS \$8,000



# Retention

Evaluate how people are responding to your content.







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**YOUR FREE STEP-BY-STEP GUIDE TO  
GROWING YOUR FOOD BUSINESS WITH YOUTUBE**





# **VC** *VIDEO* Labs

**[VIDEOCREATORS.COM/VIDEOLABS](https://videocreators.com/videolabs)**



# Tim Schmoyer



“Video Creators” Podcast



[youtube.com/videocreators](https://youtube.com/videocreators)



[tim@videocreators.com](mailto:tim@videocreators.com)