

# TUTORIAL

## VIDEO MARKETING

# SECRETS

DISCOVER HOW TO MARKET YOUR BUSINESS USING TUTORIAL VIDEOS



- Exclusive Report -

# **Tutorial Video Marketing Secrets**

How to Market Your Business Using Tutorial Videos

Make no mistake if you want to become a solid brand in whatever online niche you are focusing on, you need to be an obvious authority. Now, you may be asking yourself, "How can I be an authority?" "I just started." "How can people look at me as some sort of expert when I'm just beginning?"

Well, there's a hard way and an easy way to do this. The hard way should be obvious. The hard way is to basically pay your dues. You go on all sorts of message boards, all sorts of online platforms and as well as on social media. You look for influential people in your niche and you prove to them your competence, credibility, and authority.

How do you do this? You share high-quality content regarding your niche. You ask a lot of questions. You supply answers. In other words, you pay your dues. Ideally, this is the answer. Ideally, this is the way you should do things but let's get real here.

This takes a lot of time. Also, there's going to be some mistakes along the way. Sadly, whatever authority and credibility you manage to build up prior to your mistake it's going to be put at risk by your screw up. I'm sorry to report but everybody screws up. This is why this highly time-intensive and effort-intensive approach is not a realistic option.

Thankfully, there is a better way to become a credible expert. Publish tutorials. There are many well-known online marketers like Brian Dean who got their start publishing tutorials. Brian Dean, for example, is a giant in the search engine optimization or SEO tutorial space. Both small and large digital marketing agencies ask for his professional help.

He charges top dollar for top notch SEO consultation. The name Brian Dean is the gold standard when it comes to SEO consulting services. But how did he start? That's right he started at the bottom. He produced tutorials helping people drill down on certain key topics in SEO. He came up with an amazing guide on link building. He followed that up with a comprehensive guide on picking the right keywords to target.

In fact, when you go to his website, there are tons of highly targeted very specific tutorials that are really impressive because they focus on a very narrow subject and they drill deep. Brian's obvious strategy is to tackle topics that are an inch wide but are 10 miles deep. For example, he would talk about video SEO or voice search.

Instead of using a shotgun approach and throwing everything but the kitchen sink into the guide, he focuses on a narrow range of topics but gives you everything you need to know in plain English. It's as if whatever question you

can come up with he has already anticipated and explained it clearly and plainly in his guide.

He has many of these guides and that's why he has become one of the most widely renowned Search Engine Optimization gurus on the Internet. Believe it or not, you can be like him. You can take a page from his playbook. Now it doesn't really matter what niche you're in. Maybe you're in the kid's shoes niche.

Maybe you're into knitting or figurine collecting. Whatever niche you're in, one of the best ways to become an instant authority or even a guru is to produce the right kind of tutorials. If you really want to turbocharge this credibility-building process produce tutorial videos. When I first came across Brian's tutorials, I got the impression that SEO was not only doable but easy. That's how clear, well-thought-out and well-laid out his tutorials were.

Believe me, this is the complete 180 degrees opposite of the impression I normally get when I read an essay or tutorial. If I look for SEO tutorials from other places, they throw all sorts of jargon at me. They try to make the process seem so mysterious. Basically, they end up more confused than when I started.

But it's also obvious to me what they're doing. The people behind these confusing guides are really in it to illuminate me. They're not really doing this to educate me. Instead, they are trying to impress me with what they know so that I can hire them. That's how the game works.

Brian Dean turned that model on its head. When you go to his website and you're trying to learn SEO, you will learn SEO. How's that for an innovation. This is why he has become a giant in the field. You should adopt the same strategy. Look at your competitor's tutorials whether they be in text picture or video format.

What are they doing wrong? Are they trying to impress people by throwing all sorts of ten dollar words at them? Are they trying to confuse people and scare them into thinking that they're the only experts and that customers should hire them?

You should produce tutorials that actually tutor people. You should produce materials that actually educate people. If you adopt this strategy, you stand out from the crowd.

It's so much easier to develop a solid brand because very few of your competitors are probably going to be doing the same thing. I've been in this game for quite some time. I know that the most common trick many

marketing agencies use to get corporate clients is to come up with seemingly helpful reports. When you read the report, it basically gives you the impression that what you're trying to do is very hard, very complicated, and you need professional help.

And then they present themselves at the end. How convenient. Stop playing that game. If you want to succeed with your tutorial videos, people need to watch your video to learn how to do something. Give it away for free. Make it clear. Give them the sense that it's easy and that they can do it.

Now, this doesn't mean that you're going to let them go. Okay. Remember it's all about perception of value. You want to give them that light open feeling that they can figure things out after watching your tutorial videos but this does not mean that you should just give them information, pat them on the back, and wave them goodbye.

I'm sorry but if that's how you play the game, you're going to run out of money. That's not the way you play the game. Pay attention to the guide below so you can get a clear understanding of how to create tutorial videos that work.

# Start With the Most Common Problems in Your Nature

The first thing you need to do is to reverse engineer your competitors based on the problems that their videos address. It's going to be very hard for you to do this firsthand using direct consumer research. It's going to take a lot of time and it's probably going to be expensive.

**Use a shortcut:** learn from your competitors. Reverse engineer the topics of their videos. Most of the time these deal with the most common problems in your niche.

## Use an Episodic Approach

Create many different videos that are cut up by episodes. Each episode solves a specific common problem. Tie one video to the next. Basically, when somebody is trying to wrap their mind around a common problem and you explain it clearly, tell them in the video to watch the next video in the series. This is how you tie them together.



## Structure Your Video to Sell

Understand that your tutorial videos must give people the answer they're looking for. Oftentimes, this answer is really a feeling. In many cases, people really do not want to get their hands dirty. In most situations, they don't want to roll up their sleeves figure out the intricacies and the exact science behind the problem and come up with a solution.

Most people don't want to do that. Just as most people would rather not get under their car to change their oil so they would rather have a mechanic do it. The same applies to the problems your particular product or service offerings solve.

Still, people would want to know it just in terms of emotional security or a sense of intellectual curiosity what is going on. Give them that information. But you have to structure it properly.

You have to structure this information to sell. So how do you do this? Well, first you start with a general or 'conventional wisdom' solution. You tell them this is how it's normally solved. Next, you tease them with your own solution. You basically say, well this is how other companies do it. Generally speaking,

this is the industry answer. However, this is how I do it. Now, here's the trick to teasing your customers.

Remember your tutorial videos must give them the answer. They get them as walk away from the video knowing what to do. So for example, you offer a custom-made ice cream. So at the end of the tutorial video, they would know how to make ice cream. But this doesn't mean that they're going to roll up their sleeves and go straight to the bakery supply store and come up with their own ice cream.

That's not going to happen. They're probably too busy. They probably don't have enough time. They probably have better things to do but however, they have this emotional impression that you have made things simpler. You've opened up their mind and things seem more doable. That is the emotional state you want to get. But you have to pair that up with your solution. What is your solution? You basically tell them in so many ways.

Well, if you try to come up with your own custom ice cream, you probably are going to get your hands dirty. You probably are going to screw it up the first few times and it probably will take too much time, effort, and energy. My solution, on the other hand, is faster, better, cheaper.

I've done this before. I've made thousands of people happy and I'd like to make you happy. That's the case you're going to have to make in your tutorial video. You're going to have to keep coming back to that subbed message.

## **Remember to Call the Viewer to Action**

If you teased your viewers properly, calling them to action would not be a problem. They would know that they would have to take action. But if for some reason or other, you do a poor job teasing your solution then you have to be obvious with the action that you want them to take. Don't assume that they know what to do. You have to gently let them know what action you want them to take.

You want them to fill out a mailing list form. You want them to pick up the phone and call you. You want them to click on a link and fill out a form with their credit card information. Whatever action they need to take that will end up with you having more dollars in your bank account, tell them to take. Always call the viewer to action.

But here's the secret when you call them to action, phrase it in terms of the benefits that they would get. Don't just say click here or fill out the form. You'll have to tie the benefit that they will get. And I'm not just talking about

figuring out how to make ice cream. I'm not just about enjoying tasty ice cream. But focus on the human benefit that they would get.

For example, if you teach people how to make ice cream and that's your business, what real benefit are people really getting? Let me tell you, it's not just being able to make yummy ice cream. It's about challenging themselves to learn something new. It's their sense of possibility.

You're appealing to their sense of adventure and the overarching human need to better oneself. Those are the real benefits that you should speak to.