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WORKBOOK FOR OPTIONAL SALES, MARKETING AND COMMUNICATIONS SECTION

Please watch the Introduction lecture of this section.

There are no quizzes for this section.

There are 9 parts in this section, which can be accessed by clicking on the links in the blue box above.
Thanks

Sales, Marketing and Communications Optional Section Part 1 (Meaning Video #1):

Fast forward in the lecture to access the following topics:

00:17 What skills are a sure way to increase my value?

02:55 What type of naming convention do you use for your video files, and how do you stay organized with your recordings? Any tips?

04:43 How do you upload both video and audio to your editor? If you record audio on a separate device, are they two separate? Can you tell me I'm working on a video first?

07:51 You've mentioned that public speaking was a challenge for you, how did you get comfortable speaking to a camera versus a person?

09:21 I'm studying search engine optimization these days and I'm trying to write some blog-type articles; it feels tough to start off writing, it's always been a nightmare for me. Any tips will be greatly appreciated.

10:57 How do you become a better salesman and convince customers and effectively tell your story?

11:52 With a limited budget, where would you suggest allocating funds in a small business? I want to build the business, should I focus on social/sales marketing?

17:22 How do you attract salespeople to work as freelancers to promote your products and services based on commission, also, how should we price products and services?

Sales, Marketing and Communications Optional Section Part 2 (Meaning Video #2):

Fast forward in the lecture to access the following topics:

00:17 I've got a Canon M50, do I need to get an HDMI capture card to stream from it, or can I connect it through my computer with HDMI?

04:55 When did you decide to go live? How did you choose Wirecast over OBS?

11:42 What do you think of 1080P vs. 4K?

16:03 What CRM are you using to manage your students' data?

Sales, Marketing and Communications Optional Section Part 3 (Meaning Video #3):

Fast forward in the lecture to access the following topics:

00:17 What are the effective ways to promote online courses?

13:46 When starting a YouTube channel, is it important to veil your true identity to protect your privacy?

17:34 Why do you stress that one great speech could change your life?

Sales, Marketing and Communications Optional Section Part 4 (Meaning Video #4):

Fast forward in the lecture to access the following topics:

00:17 Where is the line between acceptable and unacceptable promotion?

06:45 How do you decide what's controversial and what's not?

07:13 How can you position your videos on YouTube to show in top results?

07:48 What is more important, content, or thumbnails?

10:43 Should all thumbnails have the same layout?

17:06 I'm playing around with OBS with my M50, and I have 11 megabits per second upload, what should my video bitrate streaming be?

Sales, Marketing and Communications Optional Section Part 5 (Meaning Video #5):

Fast forward in the lecture to access the following topics:

00:17 How can I increase the number of views on my LinkedIn video?

10:11 How do I get people to reshare my content?

12:42 When you first started Haroun Education Ventures, how did you approach SEO, marketing, content creation, and distribution?

Sales, Marketing and Communications Optional Section Part 6 (Meaning Video #6):

Fast forward in the lecture to access the following topics:

00:17 Can you share a list of equipment for a home studio?

06:55 Can you provide some marketing strategies for a book release?

08:34 Can you share a little bit about the psychology of consumer behavior?

11:10 How much can we trust social media numbers? As most startups and people manipulate the numbers.

13:21 What's the best content to have on your website, videos, or articles to get ranked highly on Google searches?

14:39 You stated that it's not worth to spend money on advertising a product that's less than a hundred dollars, what are the most effective ways besides email to market a lower priced product?

16:41 What is the ideal size for a first book?

Sales, Marketing and Communications Optional Section Part 7 (Meaning Video #7):

Fast forward in the lecture to access the following topics:

00:17 Which focal length for lenses do you use or recommend for videos?

13:35 Which gimbal and tripod model/brand do you use?

Sales, Marketing and Communications Optional Section Part 8 (Meaning Video #8):

Fast forward in the lecture to access the following topics:

00:17 How to create a successful market funnel page for a product or service?

06:22 Can you explain how you created the seamlessly bright white background seen in your YouTube video “The Idiot’s Guide to Interest Rates as Explained by an Idiot”

10:53 What is the best way to track attachments?

13:17 In terms of content creation for YouTube videos, which is the better: quantity or quality?

17:34 What challenges have you had with starting your webcasts and office hours?

Sales, Marketing and Communications Optional Section Part 9 (Meaning Video #9):

Fast forward in the lecture to access the following topics:

00:17 How to become a CEO in the corporate world?

05:51 How did you meet and get to work with Sacha Stevenson?

06:59 Which camera do you prefer to use for YouTube and teaching online?

11:14 Do you use OBS?

12:06 How do you express yourself in this day and age of demonetization like on YouTube?

13:52 I am offering my consulting skills to clients. What should I put in my proposal to be competitive?

15:57 What is the best way to raise money for a startup?

21:00 What are your thoughts on click funnels as a sales strategy?