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INTERNET LINKS*:

[CALENDAR](#) [MBA HOME PAGE](#) [WORKBOOKS](#) [MBA OFFICE HOURS](#) [CLASS REPLAYS](#)

LINKS IN THIS DOCUMENT:

[TOPIC 1](#) [TOPIC 2](#) [TOPIC 3](#) [HOMEWORK](#)

* If prompted for a password, use the password that was emailed to you.

WORKBOOK FOR SALES, MARKETING & COMMUNICATIONS SEMESTER #3 & CLASS #2 (ALSO CALLED SMC-3-2)**

3 TOPICS COVERED IN THIS LESSON: (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [SMC-3-2-1: INTRODUCTION TO YOU BEING YOU ON YOUTUBE](#) (We discuss accessing your inner creativity to unlock your YouTube personality...you being you!)
- 2** [SMC-3-2-2: HOW TO MAKE GREAT TITLES FOR YOUR VIDEOS \(RULES 1 – 8\)](#)
(A discussion of which titles get the most clicks Part 1 of 2.)
- 3** [SMC-3-2-3: HOW TO MAKE GREAT TITLES FOR YOUR VIDEOS \(RULES 9 – 15\)](#)
(A discussion of which titles get the most clicks Part 2 of 2.)

Please have this workbook open during the SMC-3-2** lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: “*Does Anyone Have Any Questions?*” You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the password that was emailed to you.

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in SMC-3-2. If you can't watch this class live, then Chris' team will have an edited replay of the lesson online within one day after this class has ended.

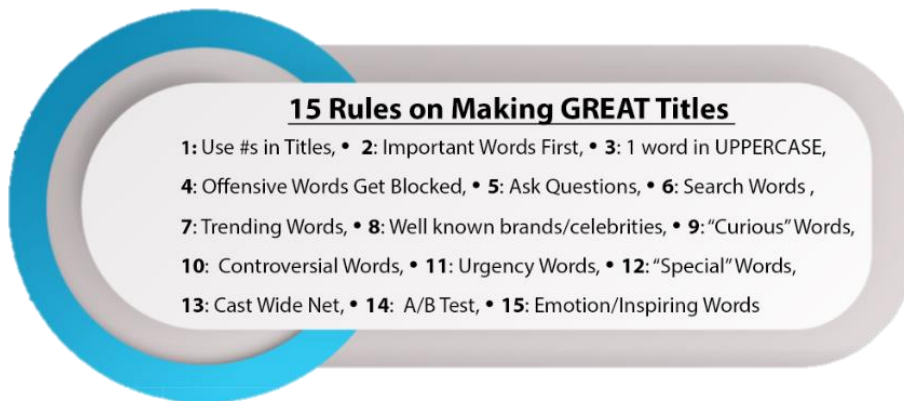
TOPIC 1 OF 3: SMC-3-2-1: Introduction to You Being You on YouTube

Optional: Type your notes for Topic #1 in this box:

Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

TOPIC 2 OF 3: SMC-3-2-2: How to Make Great Titles for Your Videos (Rules 1 – 8)



Here are the example links that Chris references in the lecture:

Rule #1: Example 1 of Using Numbers in Titles: Chris' Inc.com Column Articles:
<https://www.inc.com/author/chris-haroun>

Rule #1: Example 2 of Using Numbers in Titles: 10 Simple Excel Tricks To Make You Much More Productive (And It's Fun Too!):
<https://www.youtube.com/watch?v=TafJldlYw38>

Rule #1: Example 3 of Using Numbers in Titles: 3 Life Hacks to Help You Save Time, Money & Your Inbox: <https://www.youtube.com/watch?v=ENkDEAtu2eA>

Rule #1: Example 4 of Using Numbers in Titles: 10 Business and Life Lessons from Stan Lee:
https://www.youtube.com/watch?v=4USA_NsD-pE

Rule #1: Example 5 of Using Numbers in Titles: 6 Ways to Tell If You Can Trust Someone At Work (Are They Lying?):
<https://www.youtube.com/watch?v=bFh3iWVNaZM>

Rule #3: Example 1 of Using Uppercase in Titles: How to Interview Better than ANYONE! 3 Easy Tips: <https://www.youtube.com/watch?v=kdXMRP7SZsk>

Rule #3: Example 2 of Using Uppercase in Titles: Why is Sequoia the BEST Venture Capital Company in History? (What Can We Learn from Sequoia?):
<https://www.youtube.com/watch?v=GIU2UaTCgak>

Rule #3: Example 3 of Using Uppercase in Titles: How to Get ANYTHING You Want in Business:
<https://www.youtube.com/watch?v=0t9jaSWPoZk>

Rule #3: Example 4 of Using Uppercase in Titles: How to Write GREAT Articles Like a Journalist Does! (Excerpt from My Free Book):

<https://www.youtube.com/watch?v=rg24V2YmFms>

Rule #3: Example 5 of Using Uppercase in Titles: Why YouTube is the BIGGEST Gold Rush Ever!

<https://youtu.be/RfOjLt5U54A>

Rule #5: Example 1 of Asking a Question in Titles: What Happened to Bitcoin?

https://youtu.be/xWI_9uLcjlQ

Rule #5: Example 2 of Asking a Question in Titles: When Should You Start Your Company?

<https://youtu.be/tae5X-1yg3o>

Rule #5: Example 3 of Asking a Question in Titles: What Are Options and Derivatives?

<https://youtu.be/-WgejDW7Nh4>

Rule #5: Example 4 of Asking a Question in Titles: How Do You Predict the Next Big Thing in Tech?

<https://youtu.be/0P4xoYUmakM>

Rule #5: Example 5 of Asking a Question in Titles: What is The Future of School?

<https://youtu.be/tbUAoGRc93k>

Rule #6: Example 1 of Anticipate What Users Will Search For: Finance Jobs Explained:

<https://youtu.be/n-Vk6izJ3OM>

Rule #6: Example 2 of Anticipate What Users Will Search For: How to Soundproof a Room in Your Home (or a Door)

<https://youtu.be/QDTyIWsf3AA>

Rule #6: Example 3 of Anticipate What Users Will Search For: How to Achieve Your 2019 Goals & Thank You!

<https://youtu.be/aqa1R9oGdjM>

Rule #6: Example 4 of Anticipate What Users Will Search For: How to Accomplish Much More Every Day (A Simple Productivity Hack That Works):

<https://youtu.be/HqT27vfPUcE>

Rule #6: Example 5 of Anticipate What Users Will Search For: Best Business Books:

<https://youtu.be/fT0Gt-b9Nak>

Rule #6: Example 6 of Anticipate What Users Will Search For: How to Find Your Passion:

<https://youtu.be/k5U5djNkxs>

Rule #6: Example 7 of Anticipate What Users Will Search For: How to Network Using LinkedIn:

<https://youtu.be/ljzngl8l6eM>

Rule #6: Example 8 of Anticipate What Users Will Search For: How to be a better investor...

<https://youtu.be/leabs4Y-Mh0>

Rule #6: Example 9 of Anticipate What Users Will Search For: How to Burn Calories While You Work:

<https://youtu.be/uFgo6-Sfsas>

Rule #6: Example 10 of Anticipate What Users Will Search For: Should You Get a Job in Venture Capital? (If So, When?):

<https://youtu.be/8m06kPcdgBk>

Rule #6: Example 11 of Anticipate What Users Will Search For: Advice for New Engineers:

<https://youtu.be/CVyBI5j3w7M>

Rule #6: Example 12 of Anticipate What Users Will Search For: My Thoughts on Motley Fool: <https://www.youtube.com/watch?v=lk2tS3FUA3g>

Rule #8: Example 1 of Use Well Known Brands or Celebrities: How I Met Bill Gates...& Why Microsoft Decided Not to Hire Me:

<https://youtu.be/JoXaHdeSaxU>

Rule #8: Example 2 of Use Well Known Brands or Celebrities: Goal Setting Advice from Derek Jeter And Tony Robbins That Changed My Life:

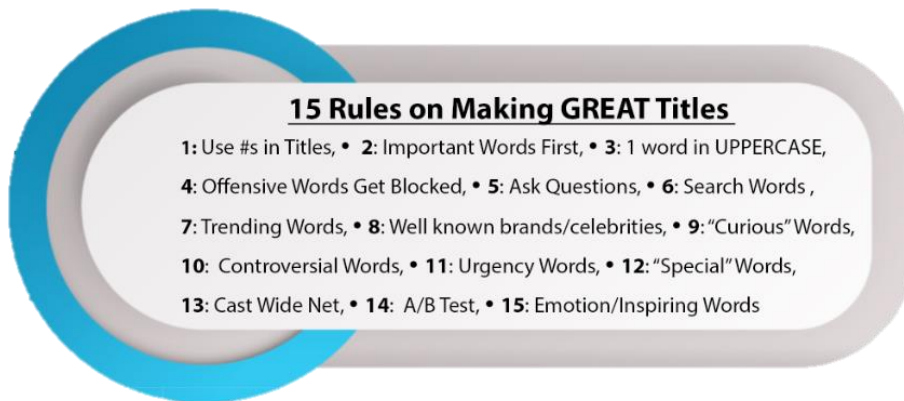
<https://youtu.be/RYifFuy3FTI>

Optional: Type your notes for Topic #2 in this box:

Optional: How can you apply what you have learned about Topic #2 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #2. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #2. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #2, please look at the first page of this document to see what he will discuss in Topic #3 (in case your question will be addressed during Topic #3). Thanks:

TOPIC 3 OF 3: SMC-3-2-3: How to Make Great Titles for Your Videos (Rules 9 – 15)



Here are the example links that Chris references in the lecture:

Rule #9: Example 1 of Use Curious Titles: Cut These People Off (Get Them Out of Your Life):

<https://youtu.be/d3uAaz1jaDg>

Rule #9: Example 2 of Use Curious Titles: Learn What Not to Do When You Work for Other People:

<https://youtu.be/wwLcJCSPyaY>

Rule #9: Example 3 of Use Curious Titles: You Are 26 Years Younger Than You Think (And 16 Other Positive Things About the World!):

<https://youtu.be/VVYjrVg-wW0>

Rule #10: Example 1 of Use Controversial Titles: Why the US Dollar Won't Crash:

<https://youtu.be/LBNlyNsbVNo>

Rule #10: Example 2 of Use Controversial Titles: Why Mutual Funds Are a Scam (There Are Better Options):

<https://youtu.be/fM7eRInkSwU>

Rule #10: Example 3 of Use Controversial Titles: Day Trading Is Not A Career:

https://youtu.be/9kuN_87ehBc

Rule #10: Example 4 of Use Controversial Titles: Do You Need an MBA (or is 2/3 of HBS BS?):

<https://youtu.be/f9vzkyN2DkM>

Rule #11: Example 1 of Use Urgency Titles: Quit Your Job and Start Your Own Company Right Now. (I Want to Help You Do This):

<https://youtu.be/f03iSbl-C2M>

Rule #11: Example 2 of Use Urgency Titles: Video Production 101: Everything You Need to Know About How to Make Videos:

<https://youtu.be/ly25myDhDds>

Rule #12: Example 1 of Use Special Words in Titles: 3 Killer Management Tips from Amazon's Jeff Bezos:

https://youtu.be/PyIfj_H9eLo

Rule #12: Example 2 of Use Special Words in Titles: Technical Analysis Tips (Prosper by Being Unemotional About Business & Stocks):

<https://youtu.be/bWzk9fLLEbM>

Rule #12: Example 3 of Use Special Words in Titles: Learn Finance and Accounting the Easy Way!:

<https://youtu.be/x5UflZcd2E4>

Rule #13 Example 1 of Appeal to Large Markets: How to Fix Every Problem in the World (The Future of Education and Lifelong Learning):

<https://youtu.be/NKua2OnWq1g>

Rule #13 Example 2 of Appeal to Large Markets: The Complete Business Plan Course: Everything You Need to Make a GREAT Business Plan!

<https://youtu.be/Tzh8Nh7y05I>

Rule #13 Example 3 of Appeal to Large Markets: 1 Random Act of Kindness Daily Changes EVERYTHING in Your Life:

<https://youtu.be/iX3v3SMXM7k>

Rule #15 Example 1 of Developing Your Own Style: Finding Your Career Path and Happiness (What Hat Should You Wear)?:

<https://youtu.be/ucZz5IZ3mjo>

Rule #15 Example 2 of Developing Your Own Style: How to Build Unstoppable Confidence:

<https://youtu.be/U0ePCHL21Kw>

Rule #15 Example 3 of Developing Your Own Style: How to Stop Worrying and Start Living:

https://youtu.be/hR0bTwler_Y

Rule #15 Example 4 of Developing Your Own Style: Liberating Your Fear of Failure:

<https://youtu.be/UFthZckqsnI>

Rule #15 Example 5 of Developing Your Own Style: Goal Setting! A Simple Way to Increase the Chances of Achieving Your Goals (& Beautiful Brazil!):

<https://youtu.be/-imAvAlZC44>

Rule #15 Example 6 of Developing Your Own Style: Don't Let Anyone Tell You How to Live Your Life:

<https://youtu.be/uTUKe8LMeGw>

Rule #15 Example 7 of Developing Your Own Style: All You Need is What You Have:

https://youtu.be/GjP4EuQ_r0c

Rule #15 Example 8 of Developing Your Own Style: How to Get Back into Your Genius Zone (So You Can Be More Productive and Enjoy Work):

<https://youtu.be/PDBnCl3olwM>

Optional: Type your notes for Topic #3 in this box:

Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?

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HOMEWORK

After this lecture, please complete any exercise(s) in this workbook that you have not yet completed (if applicable) and the quiz associated with this lecture. The quiz is always in the last lecture for each class.
Thanks