

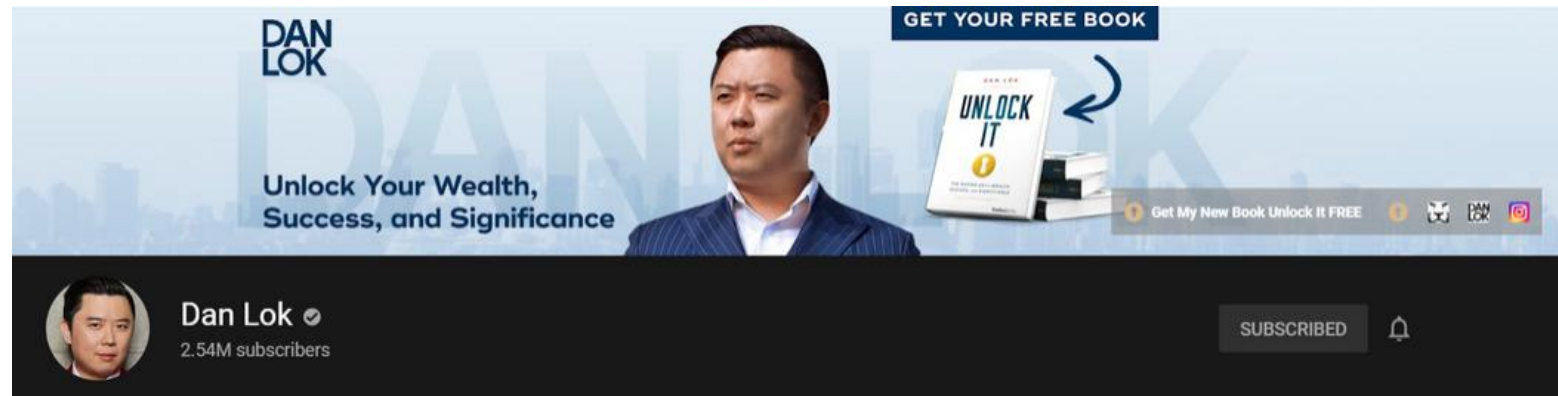
# MILLION DOLLAR PROFILE YOUTUBE SECRETS



**PRAYASH PAL**

*Pal.*

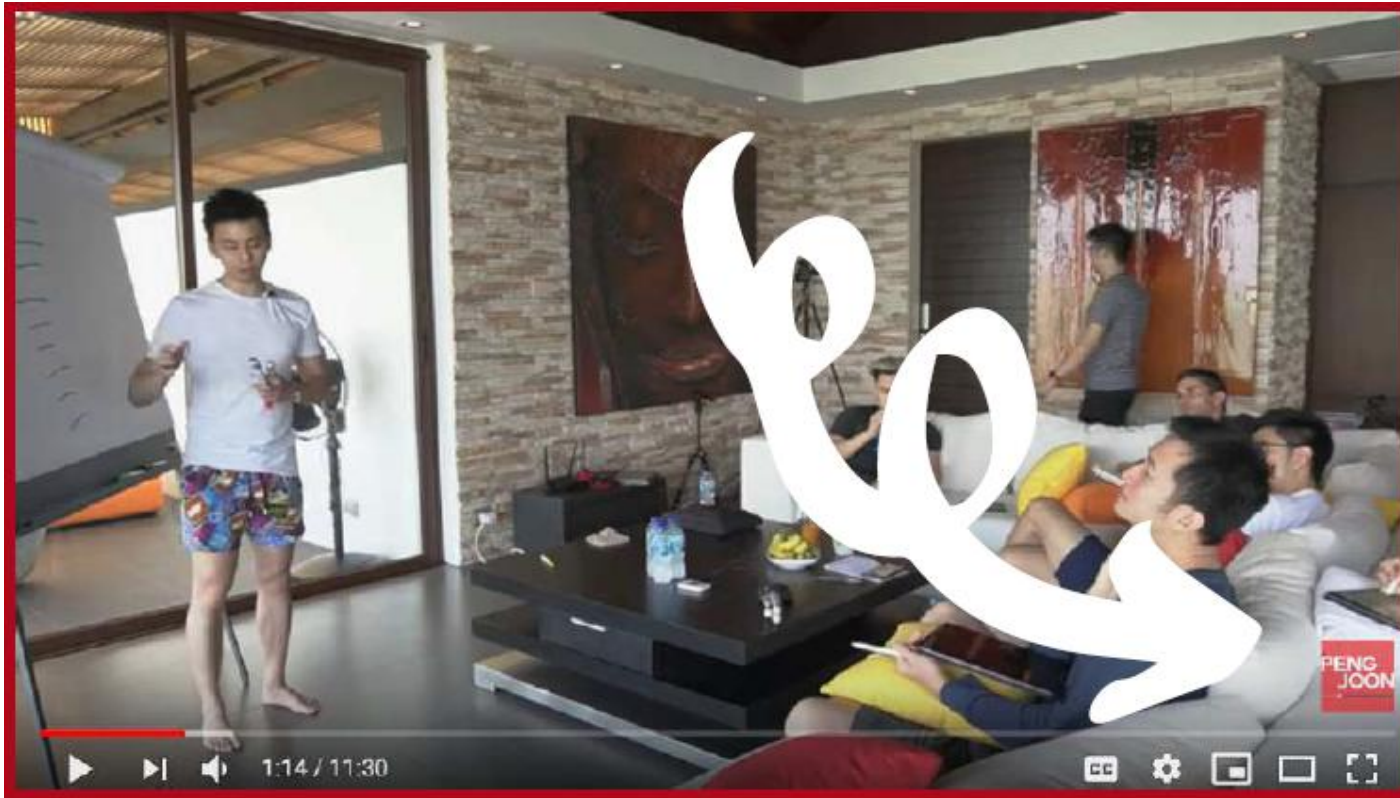
## 1. CREATE YOUR CHANNEL COVER PIC



**Have a cover pic that have your logo, slogan, Call to action (Get Your Free Book), link to your other social media Platforms**

**It has to give an over all view of who you are , what you do and Audience can expect from you.**

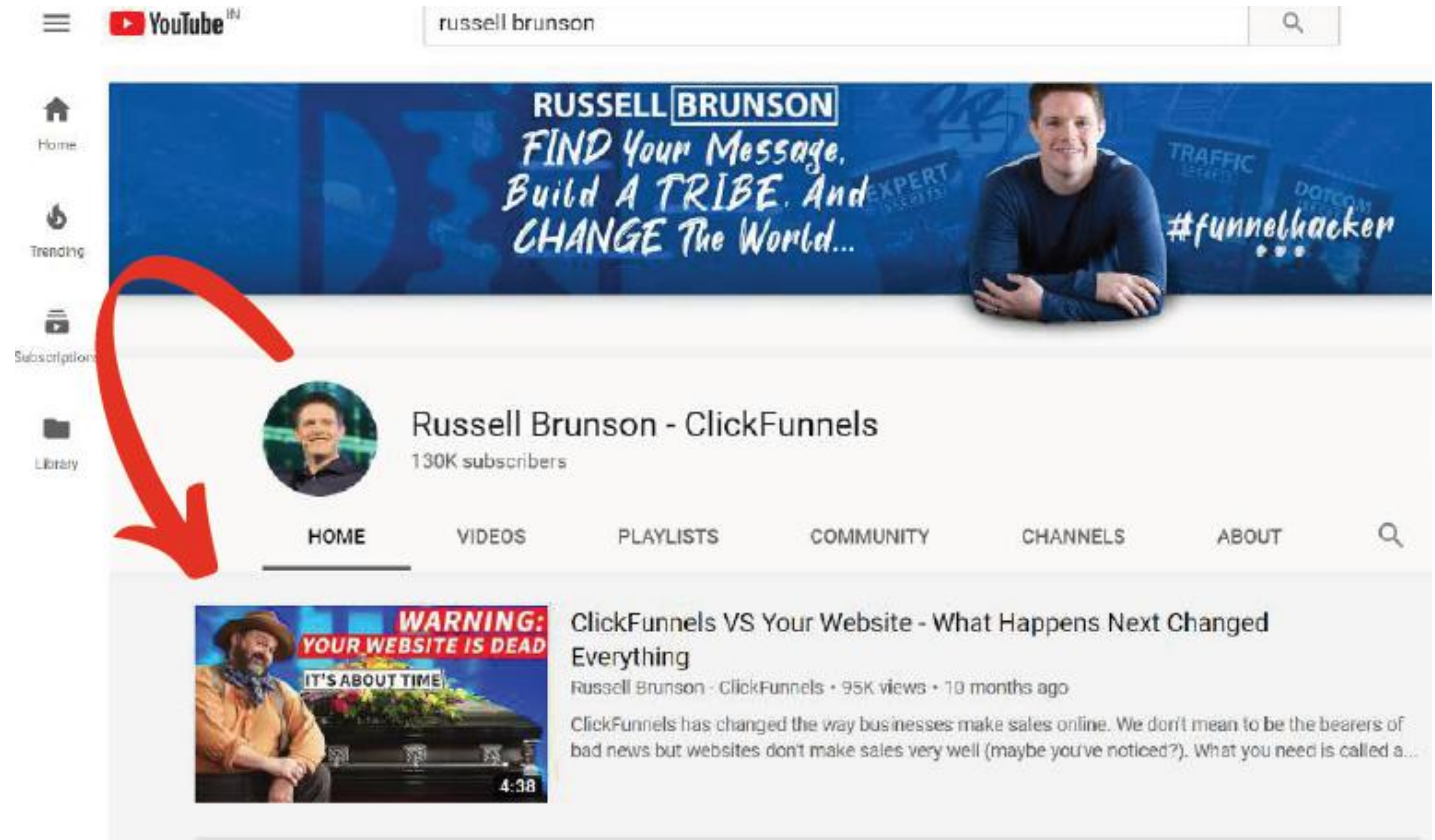
## 2. CREATE YOUR OWN YOUTUBE BRANDED WATERMARK



**This helps your audience to remember your Brand much longer. Whenever someone interviews you can tell him to use your watermark along with his watermark on his video. So that you can Steal his Audience also.**

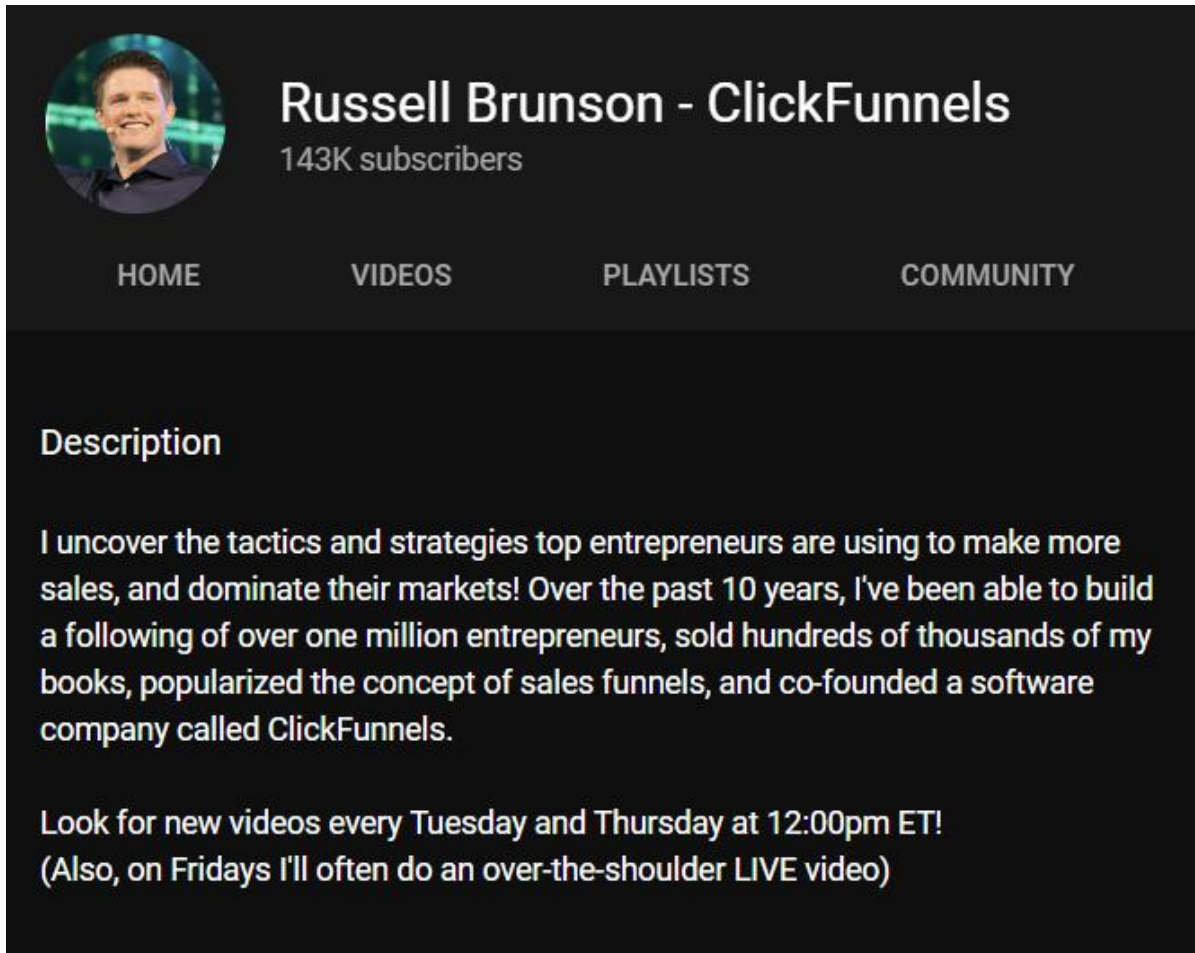


## 3. CHANNEL TRAILER



**Channel trailer acts has a hook for your Channel. This is the first Video your audience gonna Watch. It should cover the things such as who you are? what you do? what's your channel about? what your audience can expect from your channel? call to action**

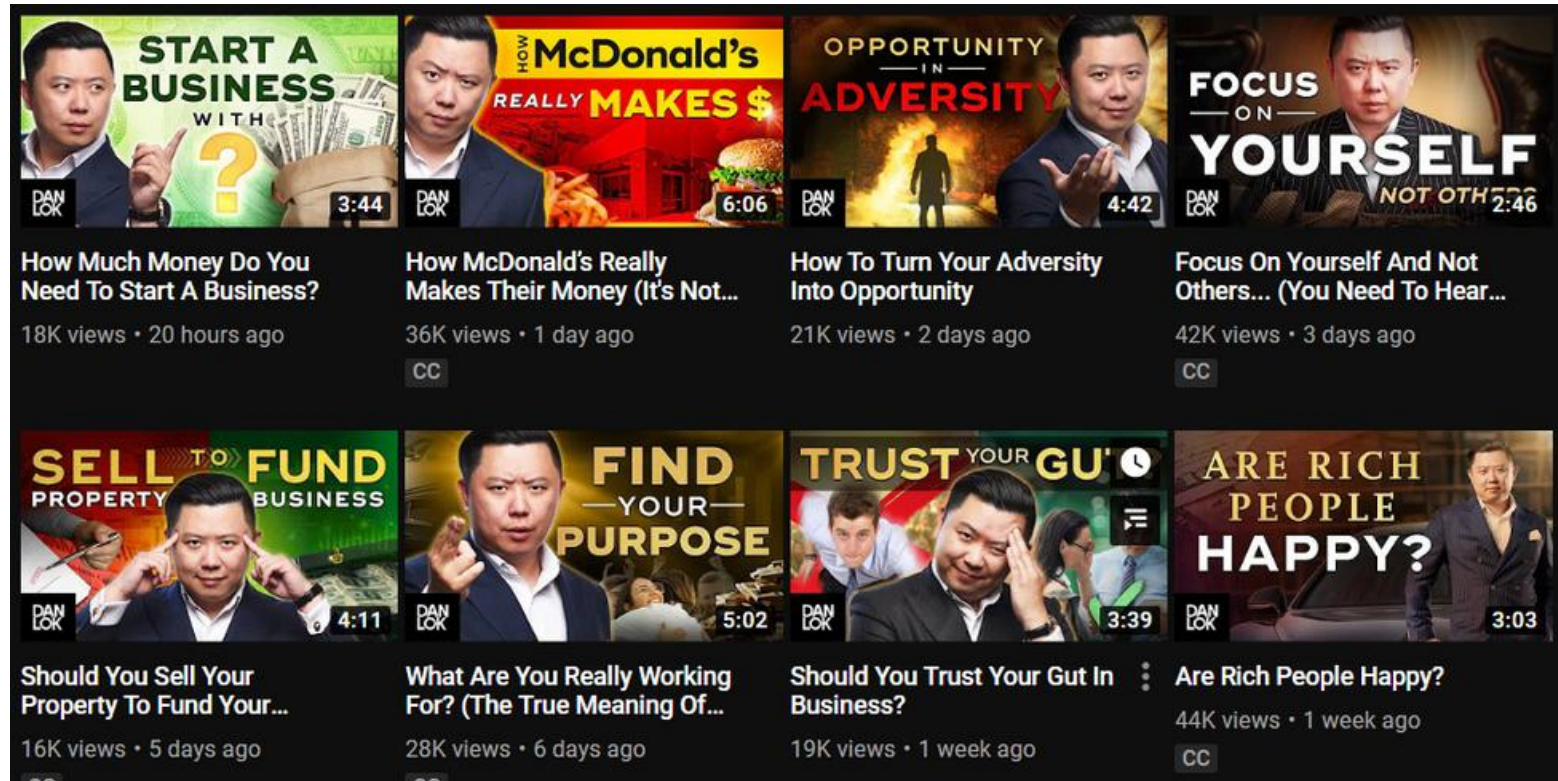
# 4. CHANNEL DESCRIPTION



Make sure your **Description is SEO Optimised** so that your Audience can find your Channel easily. You should include Type of videos you will be putting out , Posting Schedule , & Value Proposition.



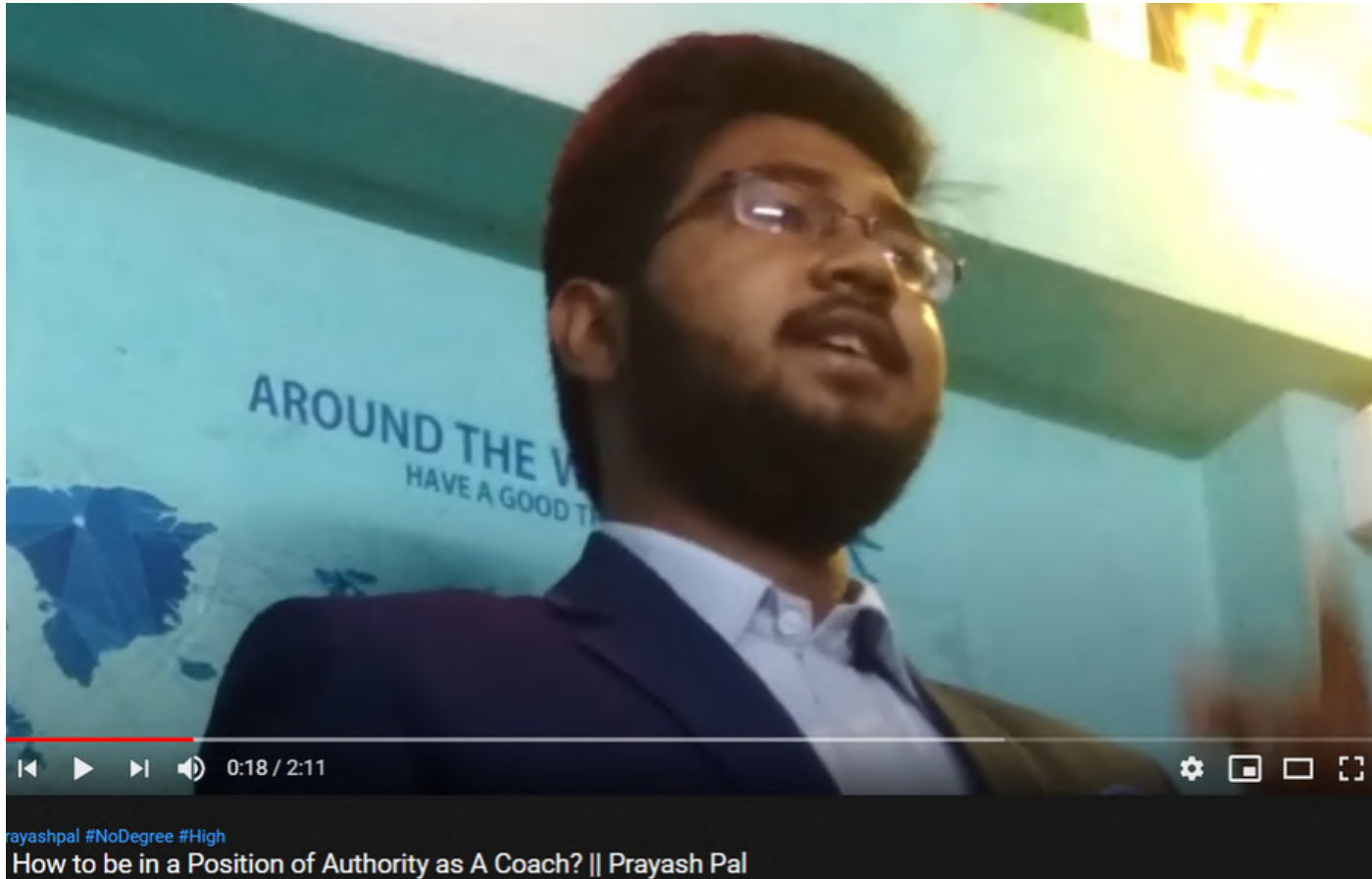
## 5. VIDEO THUMBNAILS



Thumbnails Plays a Very important Role and Helps you to stand out of the crowd and get more clicks and traffic.

Your Thumbnail text should have **maximum of 2-3 words**. Your Title words should not be the same as your thumbnail words.

# 6. KEYWORD RICH TITLE



**Format: "Keyword rich title" (Hooks) || Your Brand**

**Eg:**

**How to be in a Position of Authority as A Coach?(What other experts don't show you) || Prayash Pal**

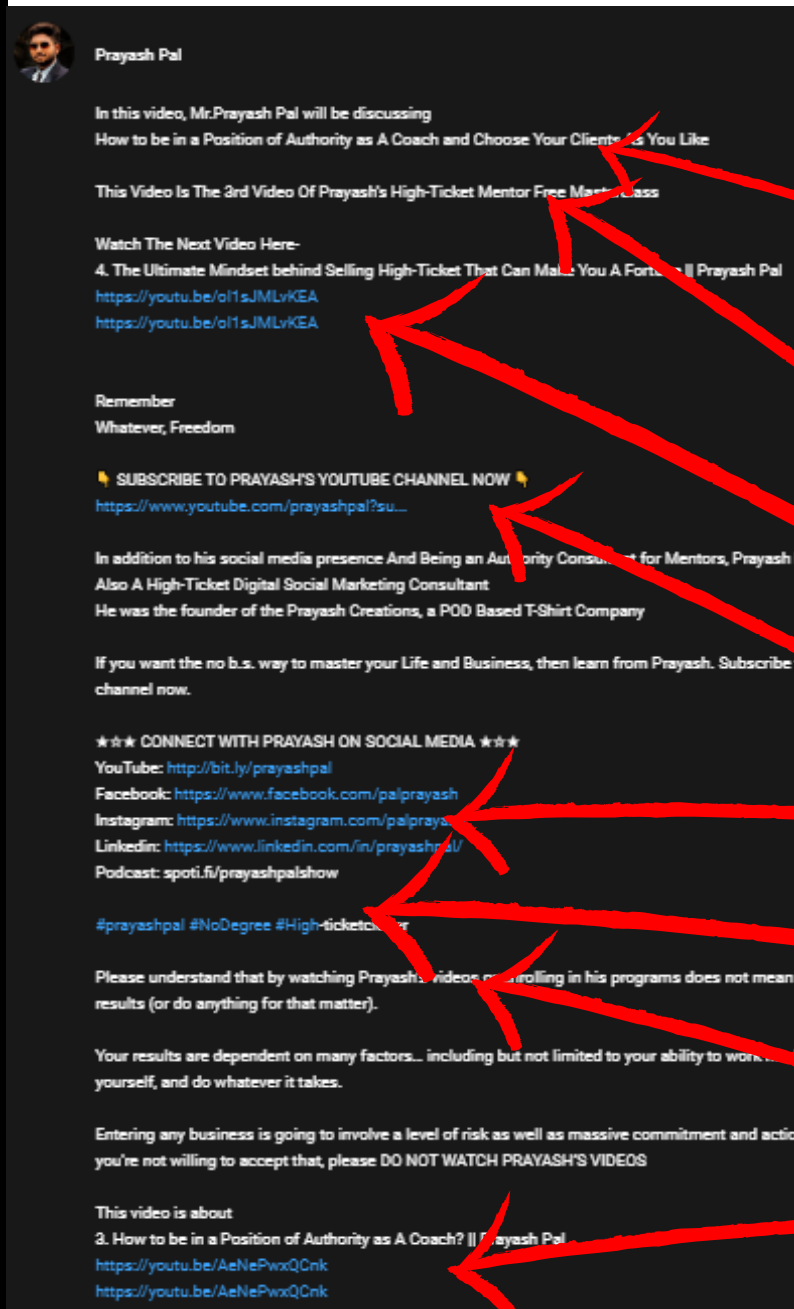
**YouTube**

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*Pal.*

## 7. VIDEO DESCRIPTION



### VIDEO DESCRIPTION FORMAT

- Introduction (quick overview of the video)
- Further Elaboration
- Related video Links
- Call to actions
- Social Links
- Hashtags
- A Basic Description
- Same Video Title And Link

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# 8. VIDEO TAGS

Video Tags plays a very Important Role in Youtube Seo.

How to steal top performing keywords related to your Video?

Download Keywords Everywhere Chrome Extension.

## Steps

- Search for a keyword related to your Video.
- Copy the keywords from the RANK #1 video.
- Use those keywords along with your
- Personalized keywords.



## 9. VIDEO STRUCTURE

### STRUCTURE OF YOUR VIDEO

- Hook - 5 sec
- Intro video 3- 10 sec
- Personal Story 10-15 sec
- Content
- Call to action



# 10. ADD CARDS AND ENDSCREEN TO YOUR VIDEOS



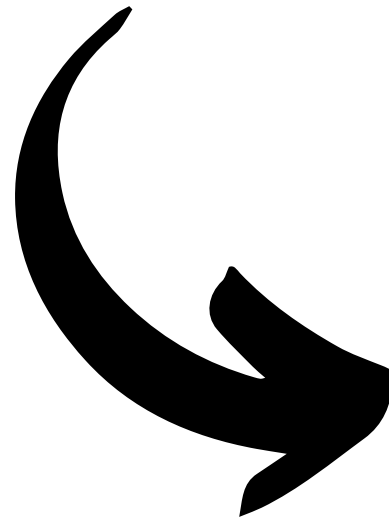
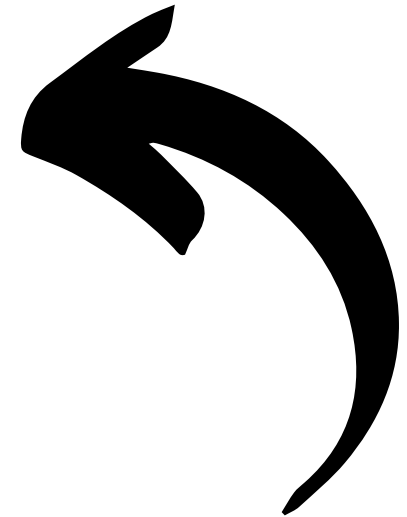
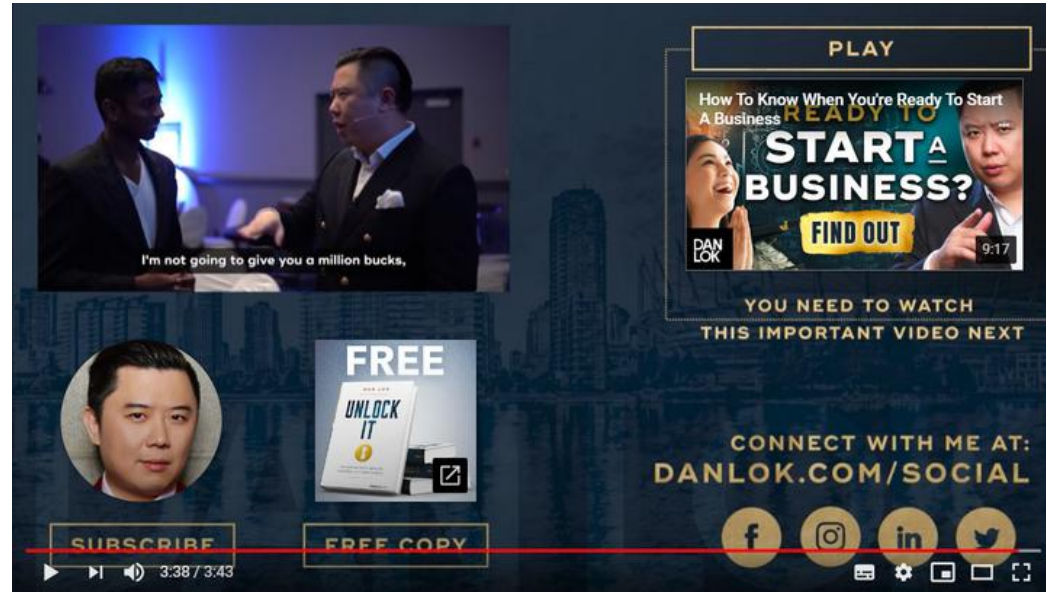
This helps you to keep your Viewers Engaged with  
your Content

YouTube



# YouTube

## 11. ENDSCREEN



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