

The 20 Minute Work Day



The 20 Minute Work Day

2023 Edition

*Earn A Six-Figure Passive Income
In Just 20 Minutes A Day...*

The 20 Minute Work Day

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“Action is the foundational key to all success.”

– Pablo Picasso

1 INTRODUCTION

Congratulations on investing in the 20 Minute Work Day...

With this blueprint, you stand to make a great deal of money by taking just a little bit of action, and following the training I'm going to lay out in this guide.

Now I want you to imagine something.

You're sitting right where you are now, except it is six months from today.

The bills are all paid, you just ordered some fun stuff from Amazon, and you're ready to book a weekend getaway with your significant other. But before you do, you sign into your PayPal account and check your balance. The smile on your face extends from ear to ear.

What I just described is you in six months if you follow the steps in this training. What you are going to be doing is creating lead generation videos that you'll rank on Google and circulate on YouTube and other video sites.

You'll include a telephone number, so that when an interested prospect finds the video, they have a number to call right away. This method will generate an inbound warm lead, for which a business owner will pay top dollar.

The best part is that you don't even need to do the video production yourself. You can outsource every bit of this blueprint from the video production, to the research, posting, and sales of

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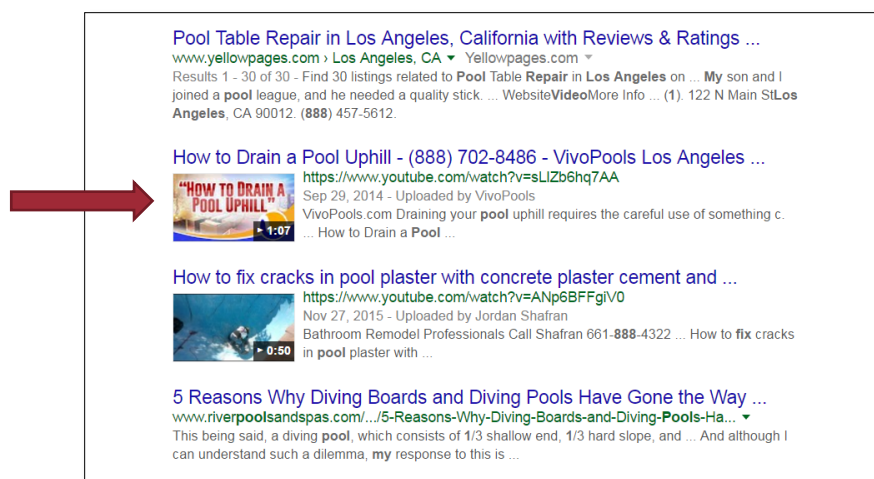
your leads and video campaigns, and do it part time in just 20 minutes a day. And the videos have staying power; remaining ranked, and generating phone calls and leads for years.

These leads are sold directly to business owners on a per-lead basis, or you “lease” the video to them for a monthly fee.

This works because there are people who search Google for the problems that they have. These searches use what we call “problem keywords.” Now, if a video is ranked for a term, Google will always serve that video for that keyword, and we know that web visitors often prefer video content verses the written variety.

The effect are phone calls to the number on the video.

I found the results below by using the term “Fix My Pool Los Angeles” in Google:



This video is a nicely produced tutorial on draining your pool, but it includes a number because the business wants to generate phone calls, which is a lead to whom they can sell pool services.

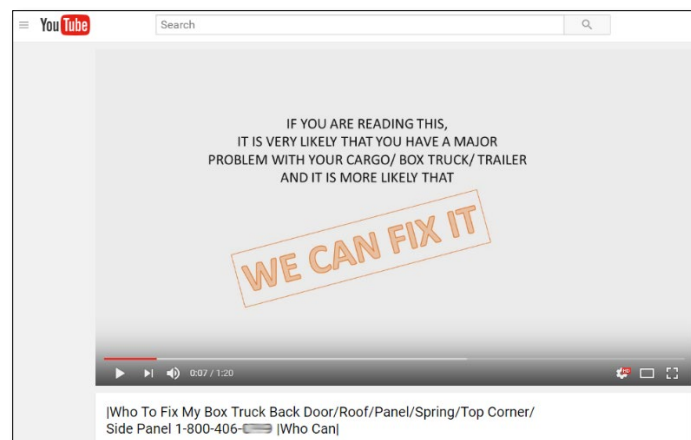
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So when your video shows up in the search results, you'll get a click and the visitor will watch your video. If your video is related to that immediate pressing problem the visitor searched for, they are compelled to call the number to seek whatever it is they need. These results also occur on YouTube directly:



This method works fantastic for consumer niches, lead generation, and services simply for the sheer volume of people searching for these keywords. The more compelling the video, the more likely the visitor is to pick up the phone and call the number.

And it works for practically any niche, problem, or business:



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This is practically untapped. Few local businesses are taking advantage of this method, so this means your prospects would have not been pitched on this service before.

It will be a novel approach, and novelty sells a business owner who has heard every marketing sales pitch under the sun.

And business owners will even fight you for access to your most popular videos. Most of the time, getting into bidding wars over who will get the most effective lead generation video in your inventory.

Since these types of business rise and fall on the amount of inbound leads they get, you can NEVER run out of clients. Some businesses will always want leads, no matter what, and they will always look for novel and effective ways to get them.

Each video you rank can generate dozens of leads each month, so you can sell each lead individually to multiple businesses, have a business owner pay you a premium price per lead for exclusive access to the leads, or rent the video out to the highest bidder.

The process is real simple:

1. Research a consumer-friendly niche for a local business
2. Find some trouble keywords that have search traffic
3. Get a Google number or use a forwarding service
4. Create a simple video using free tools
5. Rank it using a simple video SEO plan
6. Contact businesses who could service the leads it generates

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So, in just six steps, you have a means to generate income on a reoccurring bases. After you get a bunch of videos cooking and generating leads, you can just sit back and collect the monthly payments from biz owners.

And since you can outsource every aspect of this method, you don't have to do any hard work and can just get paid to be a 20 minutes-a-day project manager.

Now let's talk about the components of your video lead generation campaign.

Special Note:

The use of “A.I.” or Large Language Models has seriously revolutionized this business model, and using them for a variety of steps outlined in this course is a huge advantage!

You can now use ChatGPT to write and prepare much of the keyword research and video content.

You can also use A.I. voice actors to narrate!

Be sure to review the new AI Cheatsheet included with this course, available on the member's download page for this course!

-LL

Let's get started!

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“Your attitude, not your aptitude, will determine your altitude.”

– Zig Ziglar

2 PLANNING YOUR VIDEO CAMPAIGN

Besides making steady progress, selecting the right niche and keywords is the master key to making this method a success.

Let's say you work in a restaurant as a server.

Would you bring a customer a plate of French toast, even though they asked for a bacon, tomato, and cheddar omelet?

Of course not, the customer is looking for and ordered something specific, and the entire restaurant's staff, including the server, exists to meet this customer's need.

Likewise, you wouldn't make lead generation videos for a business that doesn't buy leads. And, you wouldn't rank a video for a term that is not searched for by their customer base.

We need to target a specific group of people (the business's customers) in order to effectively generate leads. They must need what your clients are offering and they need to be in the same location as our client's place of business.

2.1 OFFLINE NICHEs TO TARGET

The first step is to pick a niche to target. We will then do some keyword research to uncover the keywords and phrases we can use to rank videos for that niche, but more on that in a minute.

Remember our mission is to generate a lead for the business owner and get paid either per-lead, or for leasing the video on a monthly basis.

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Now, there are a great number of businesses that need leads. You can pick from any number of different niches, but below you'll find a list of businesses that will be most receptive to this method.

- Accountants
- Lawyers
- Mechanics
- Auto Body repair shops
- Dentists
- Doctors
- Chiropractors
- Construction Companies
- Carpentry and remodel services
- Plumbers
- Hair Salons & Stylists
- Carpenters
- Carpet Cleaners
- Cleaners
- Courier Services
- Electricians
- Estate Agents
- Fencing Services
- Flooring Services
- Landscapers
- Locksmiths
- Painters & Decorators
- Paving & Driveways
- Pest Control
- Printers
- Removals
- Roofers
- Sign Makers
- Storage
- Taxis

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- Van & Truck Hire
- Veterinarians
- Day Care
- Photographers
- Financial Advisors
- Plastic Surgeons

This isn't to say that a restaurant couldn't use this system as a promotional tool for their events & specials; I'm just pointing out that the method works best as a lead generation tool for businesses who already spend money on leads.

After you pick a niche, you'll need to do some keyword research to determine the ranking possibilities, which we'll talk about in the upcoming chapters.

2.2 OUR TARGET AUDIENCE

We need to understand exactly whom we are targeting so we can market to them effectively. Our videos need to target the potential customers of our clients and the keywords they use reveal exactly what the consumers are seeking.

For example, if our client is an auto body shop, we are targeting people who need to have their car fixed. More specifically, perhaps it is a problem with the transmission, or they need an oil change, or they need a dent fixed, or they have squeaky brakes.

Get the picture?

Let's say we are servicing dentists. We will be targeting people who want to have their teeth whitened, or they need a scaling & cleaning, or they have a dental emergency that needs immediate

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attention. The more specific and attentive you are to the customer's need, the better your keyword selection will be.

Who we are targeting is half the battle when trying to generate these leads. We also need to think about where our targets are located.

This video strategy allows you to collect leads and sell them to any business in world regardless of where you live. I personally only sell to businesses in the United States. However, business owners have no problem working with lead sellers from other states or countries, so long as you are able to sell them leads that are local to them.

Now let's say we want to service dentists in the Hollywood California area.

The type of customer a business like this wants is someone close to Hollywood who is looking for dental work like teeth whitening.

What might their ideal customer search for in Google?

- *“cosmetic dental work in Hollywood”*
- *“get my teeth cleaned in Hollywood”*
- *“cheap teeth whitening in Hollywood”*
- *“fix dental implants Hollywood”*
- *“family dentist in 33021”*

People who are searching for terms like the ones above are candidates for our client. They are actively searching for dental work in Hollywood.

This is why keyword research is so important – we are targeting a very specific group of searchers in a very specific area.

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Think about it – someone searching “get my teeth cleaned in Hollywood” sees a video at the top of their search results with a telephone number to call for the service they want.

There is a good chance they will pick up the phone, call for info, and the dentist office will schedule the appointment. The customer will then visit with the dentist.

Pro Tip: It is not your responsibility to close the deal for the client. In this example, you are not selling dental services. You are generating the inbound telephone traffic. The actual sale or booking of the appointment is the responsibility of the dental office’s staff. When you get their phone ringing, you’ve done your job.

We earn our lead fee or monthly video rental payment, and the dentist makes thousands from our lead, and the searcher gets their teeth cleaned.

This is a *win-win-win* business model that can last long term if you put the effort in to get the videos ranked.

2.3 CHOOSING A LOCATION

This step is as easy as just deciding from where we want our videos to solicit a lead.

To do this, we compile a list of geographic keywords.

A geographic keyword is a search term, combined with a word that defines the location for that search. These keywords will help us narrow down our targeting to the geographic location of our clients.

You can start with your hometown; however, you can use this method for any location without actually living there.

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So first, create a list of the locations you wish to target including:

- Town names
- City names
- Zip codes
- County names

This site can be of some help, listing all zip codes and cities for particular states, this is a gold mine for keyword research:

http://www.mongabay.com/igapo/zip_codes/index.htm

Once you have a list of offline niches and a list of geographical keywords we can move onto building our final keyword list.

2.4 KEYWORD LIST

Now we will be combining our list of niches with our list of locations to create a master list of keywords.

Each keyword in the master list needs to contain a problem or service in the niche, and one of the keywords in the location list.

“Problem or service” keywords are search terms that indicate interest in the offline niche. Using the dentist example from before, write down some niche keywords like so:

- *“teeth whitening”*
- *“fix chipped tooth”*
- *“dental emergency”*
- *“fill cavities”*

Next, you want to add the geographic keywords to the list:

- *“teeth whitening in Hollywood”*
- *“fix chipped tooth in 90210”*
- *“dental emergency in Hollywood”*
- *“fill cavities in Los Angeles”*

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We will refer to the combined “keyword + location” search terms as “Key Phrases”

Perform this step for each niche and each location. As you can see there are millions of possible combinations for this method, so it is important to realize that we only want to use the keywords that tie to a location and have some level of search volume.

Later in this guide we will do some research to find the best keyword combination for each niche and location, but for now it is best to create a master list that we can research later.

For each key phrase that fits our criteria, we will be creating a video and attempt to rank it in Google.

When one of our videos rank, it can generate 5-10 leads per month that you can sell for \$100 a lead, or charge clients flat fees of \$197 - \$497 a month for unlimited phone calls.

That’s \$497 per month per video, and as you can see there are millions of possible combinations for videos.

It is important to point out that not every one of our videos will rank. If you make 10 videos, you may only rank two or three of them. Yet, consider that those two ranked videos can make you 1000 a month for months, perhaps years.

If 2 out of every 10 videos you produce rank, and you can rank just 2 videos a month; in six months you’d have 12 videos ranked and pulling in \$6,000 a month **on autopilot**.

In reality, you can rank more than two videos a month with minimal effort, so following this method can easily grow into a six figure part-time business for you.

When you get to the video production section of this guide, I talk about ways to put together a video quickly, so you can focus on

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churning out videos (or have an outsourcer do it) – taking a shotgun approach to the various keywords to get them ranked.

When ranked, you now have the valuable lead generation asset the business owner is seeking and will pay you for.

I'm sure by now you can see how quickly you can get videos ranked, and how much your collected video/lead fees can add up.

This is a great part time business because you can research and throw a video together in 20 minutes, getting it out there, and when it ranks, you have a lead generating asset to sell or lease to a business owner.

Let's move onto analyzing the keywords so we give ourselves the best chance to rank and generate telephone calls for our prospects.

2.5 ANALYZING KEYWORDS

Once you have the master list of keywords it's time to pick which ones we will use to create videos and generate leads.

The first step in this process is to analyze the search volume and possible variations of the keywords.

There are a number of tools out there for keyword research, yet few can match Google's own keyword tool.

After all, most keywords tools just scrape Google's data anyway.

Sign up here to use the Google keyword tool:

<https://adwords.google.com/o/KeywordTool>

Enter your master keyword list into Google's tool and it will suggest other keywords based on the ones you provide.

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Add any suggestions that include niche specific and geolocation keywords.

You will also be able to analyze the search volume for the keywords – this is important because we will want to make sure that people actually search the term. In the next section I will go over the exact criteria I use to pick keywords.

The next thing we want to analyze is our competition. Perform a search for your keyword in Google.

I like to see videos on the first 3 pages of the term. It is best to find the pages that have just 1 or 2 videos already in results. This means videos do rank for the term, and there is still room for us to rank without much competition.

You will want to take note of the competing videos, and copy their web address. You can then analyze and steal their backlinks using this free tool here:

<http://ahrefs.com/>

Once you have Google's keyword data, you find the video that is already ranked for your keyword and you run a backlink checker.

2.6 KEYWORD FORMULA

You should have a list of keywords for a particular niche and location, so then you can choose for which keywords to create a video. Here is the formula to use when choosing keywords:

You want to target keywords that have *at least 250 to 500 searches per month*. **500 is optimal.**

500 minimum searches means you can expect around 5 phone call leads (1% conversion) just by ranking a video. If you sell these leads for \$20 to \$100 that means you are looking at anywhere from \$100-\$500 per month in income from just one keyword / video ranked.

Next we want to check the competition video that is ranked in the results. I like to see *less than 50,000 views* on this video and only 1-2 videos on pages 1 through 3.

The last criteria is *less than 10,000 backlinks* being sent to a video for a similar keyword. This tells us that the keyword will be relatively easy to rank.

Once we have 10 pairs of “trouble keyword” + “location” phrases that meet the criteria above, we can earmark these as videos to produce.

2.7 ABOUT INBOUND LEADS

Since we're generating phone calls, and not web form submissions, you'll need a way to forward calls from the video to your client's telephone number.

So we're clear; I don't recommend using a web link to a submission form or landing page with these videos.

While you can generate clicks and submissions, we want the searcher to take a direct action that sees them making direct contact with our clients.

Collecting email leads does have a purpose, but in that case, we're just adding a step to the buying process. A telephone call will have more value in the eyes of the owner.

An inbound leads is incredibly valuable because it is someone who is generally interested enough to pick up the phone and call. The lead needs something – and needs it bad enough to stop whatever it is they are doing at that moment to pick up the telephone.

This is why a business owner will pay you for leads, and also why he or she will lease videos from you.

In the next chapter, we'll talk about systems and methods for accepting phone calls and forwarding them to your clients.

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“You don’t have to see the whole staircase, just take the first step.”

– Martin Luther King, Jr.

3 BACKEND SETUP

We need to create a telephone number to put on our video, so we can forward calls to the client's business phone number.

3.1 SETTING UP THE PHONE SYSTEM

When learning how to implement this system, I recommend Google voice.

This is a free service, and you can create phone numbers in any area code you need:

<https://www.google.com/voice>

If you decide to use Google voice to handle your inbound calls, make sure you bookmark this link so you can refer back to it when setting up forwarding numbers:

<https://support.google.com/voice/answer/165221?hl=en>

If this is your first time using Google Voice, it will prompt you to enter a forwarding number and confirm it.

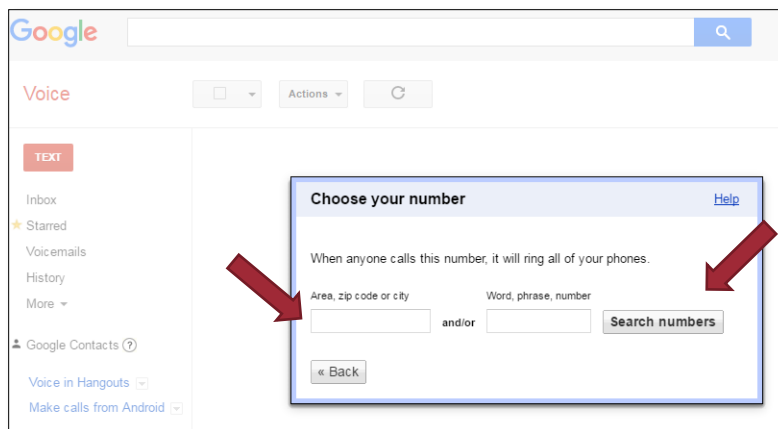
Google will call you with a two digit number you will enter on the telephone keypad.

Use your own number for now, follow the prompts, and confirm when Google calls you.

Next, choose your Google Voice number.

Enter the zip or area that you intend to service and click "search numbers."

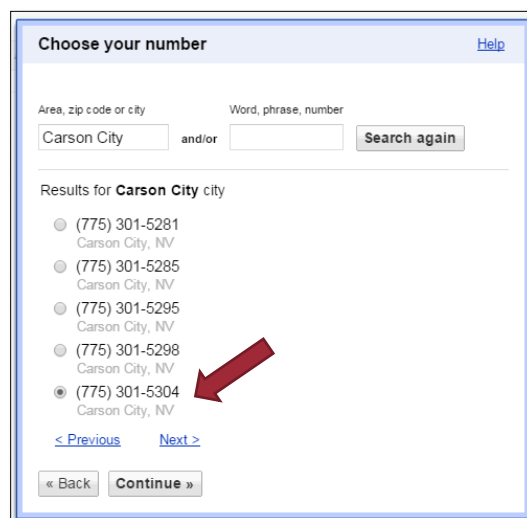
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Using phone numbers with the same area code as the location we are targeting is crucial. This one factor also increases the number of calls each of your videos receives. People recognize the area code as their own and will feel better served.

So if I am targeting Carson City, NV dental clients, I'll choose a number in the 775 area code. I'll also select a number that I feel is easier to dial or remember.

This is difficult to explain, but some telephone numbers are just easier to dial than others. I like numbers that use the same digits in the front three and the back four.



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Select the number and hit continue, and then finish. Record the Google number for your records.

NOTE: If you want to have multiple Google voice numbers, in the case of multiple campaigns and clients, you will need **multiple** Google accounts.

Once you're finished setting up your number and selecting a forwarding number, you can make changes to this account by clicking the little gear in the upper right of Google Voice and selecting "Settings."

1-800 Numbers

If you are willing to spend a little money to increase the number of calls that your videos generate, I recommend using a 1-800 or 1-888 number.

800 numbers also look more professional to the businesses you are selling too. I find that just having an active 800 number is enough for businesses to open their wallet and buy leads or the video from me (sometimes even buying the 800 number itself).

I use 800.com for my 800 numbers with this method. They are extremely affordable and easy to use:

<http://www.800.com/>

Using Twilio

Occasionally Google Voice will not have any numbers in an area code or you need more flexibility for your campaigns.

In this case, I recommend you try one of the best services ever offered to marketers, Twilio.

Twilio has tons of features and is straightforward.

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As you scale your business, you can use Twilio to maintain a book of numbers that can be used with the videos, all from one account dashboard.

<http://www.twilio.com/voice>

Note: Twilio will require you have a webhost and can setup a file that handles your telephone actions. If you are not comfortable setting up these files, you can find outsources who can set this up for your quickly on Fiverr or Upwork.

Please read this articles on setting up telephone numbers and setting up forwarding with Twilio:

<https://www.twilio.com/docs/quickstart/php/twiml#overview>

<https://support.twilio.com/hc/en-us/articles/223179908-Setting-up-call-forwarding>

Generally, we will be creating the phone numbers and signing up for these services once we have done the keyword research and picked a geographic area to target. For now, just bookmark these links for use later.

We need a unique number for each campaign, NOT each video. So if our campaign is geared towards generating leads for a dentist, then we can use the same number on each video that is focused on Lead Gen for the key phrases associated with the dental services.

This is why I don't recommend putting the telephone number in the video itself, unless you're making the videos for a specific client. When the number is not in the video, we are free to change that number without changing the video, so any two videos can direct calls to two unique dental clients in a given area.

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And considering we can also replace a video without the ranking being affected, we have full flexibility to serve content as we see fit, and as needed by our own interests and those of our clients.

3.2 SETUP YOUTUBE

The only other thing we need to get started is an active YouTube account. You can use a basic YouTube account if you already have one.

Otherwise, you if you don't already have an account, sign up and navigate to this page while logged in to activate a creator account:

https://www.youtube.com/intl/en_us/creators/welcome-creators/

Now we can start picking through our list of keywords and start making videos, and getting them ranked.

3.3 VIDEO RANKING FACTORS

Going into this, we need to be aware of a few factors for ranking videos. I've dedicated an entire chapter to this goal, but I want you to move forward with this in mind:

1. Put your telephone number in:
 - a. Title
 - b. Video Content
 - c. Video Description
 - d. Annotations
2. Put the key phase (keyword + location) in:
 - a. Title
 - b. Description
 - c. Annotations
3. Backlinks
 - a. Social Media & Web

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Summary

By just doing 5 minutes of keyword research, and 10 to 15 minutes of throwing a video together, we can build videos that get ranked in Google for the problem keywords that real consumers are searching for right now.

We can then sell the leads and/or the video to clients for hundreds of dollars, and simply repeat this method every day.

Do one or two videos a day, and after a month, you'll have about 25 to 30 videos. Perhaps 5 to 10 will rank and start generating inbound phone calls.

After a few months, you'll have dozens to hundreds of videos; all bringing in a few hundred dollars each all on autopilot.

This is a little-known method for ranking videos and selling the leads or the videos to local businesses who are always on the look-out for more sales & customers.

Remember, simply reading this eBook will not make you money. You actually have to put this training into action.

Speaking of action...

Let us now discuss, in the next chapter, how to put together an effective video quickly.

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“The difference between a successful person and others is not a lack of strength, or a lack of knowledge, but rather a lack of will.”

– Vince Lombardi

4 VIDEO CREATION

There is a tendency for people to think that video creation is some form of magic. It is not.

In fact, all of the videos you will produce (or have produced by an outsourcer) will be extremely easy to put together.

They need not be elaborate, complex, or overly graphical. Plus, all of the videos use public domain and royalty free image sources, and can use free movie editors to assemble. The entire video project can cost you nothing save a few minutes of your time.

4.1 CREATIVE FORMAT

These videos will contain exactly **10 slides** that consist of images and captions arranged in PowerPoint and exported to an mp4 video format. The video run time will be about 60 to 80 seconds, so each slide stays present for 5 to 6 seconds.

In the middle of the presentation and at the end, include a **call to action** and the phone number you set up through Google voice.

It will deliver a better user experience if the video has music. Make sure you only use royalty free music. A safe bet is to use YouTube's free built-in music library, which is available here:

<https://studio.youtube.com/>

First, start with a title page outlining the service and the area.

Use 10 images to create the rest of the slides with simple captions that **express the benefits** of the service that the business offers.

For example, captions for dentist could include:

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“Pain free experience for all patients”

“Quiet and comfortable recovery rooms”

“State of the art medical diagnostic systems”

The best thing to do is look at websites of potential clients, and pull off their features and benefits to use in the slides.

You’re seeking the language the target business is using to sell their customers, and using it in your video.

I usually use PowerPoint to create my slides, but you can also use Keynote, Adobe After-Effects, or Adobe Premier. You can also use Camtasia or VideoFX to put the slides together.

4.2 IMAGE SOURCES

I use royalty free images for all of my videos this way I never run into any copyright issues. Royalty free means you use these images commercially without needing to buy them or reference their source.

Royalty free images:

<http://www.morguefile.com/>

<http://www.publicdomainfiles.com/>

<http://www.pixabay.com/>

<http://www.4freephotos.com/>

You can also use Google Image Search. Search for an image term, and after you get results, click on **Search Tools**, and then click on **Usage Rights**. Select **Labelled for reuse**.

There are thousands of images in these directories, and unless you are looking for something very specific, they should meet all of your needs without needing to buy stock photos.

4.3 USING POWERPOINT

Microsoft PowerPoint has the built in ability to save slideshows as mp4 video so you can just upload it right to YouTube. This saves time and the expense of outsourcing. You simply create a 10 slide presentation with royalty free images, then export the file as an mp4 video, and upload it.

You can get PowerPoint here if you don't have it already:

<http://office.microsoft.com/en-us/powerpoint/>

If you don't have Microsoft Office, I highly recommend you get yourself an Office 365 subscription. Between Word, Excel, and PowerPoint; you'll have the essential software for working this method, and also doing business as a whole.

To output a slideshow as an MP4, build your 10 page slideshow, then click "file" and then "save as." On the popup box, select the file type "mp4" and then choose a name and place to save the video.

Now take a break. Depending on your computer, the video rendering may take a few minutes.

4.4 USING ONLINE SERVICES

There are a number of online resources that let you build videos both from slide show presentations and from scratch. These services are cheap and some of them are free:

Animoto: <http://animoto.com/>

Here is a guide on adding voice over to Animoto video which can increase conversions on your video. Just read out the benefits as they come on screen:

<http://animoto.com/blog/using-animoto/create-voice-over-video/>

And use this service to create animated slideshows and graphic videos that can be used for our video campaigns:

Gosnimate: <http://goanimate.com/>

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“Amateurs sit and wait for inspiration, the rest of us just get up and go to work.”

– Stephen King

5 RANKING THE VIDEO WITH SEO

Once you have your video created, you're ready to attempt to rank it.

First, make sure the filename is the same as your keyword.

Example: *teeth-whitening-in-carson-city.mp4*

YouTube stores the file on their servers with the original name and it seems to have at least some effect on the ranking of the video behind the scenes.

The next step is to upload your video to YouTube and perform some optimizations in the video settings.

We will do a handful of offsite optimizations including getting backlinks and syndicating our video. And we will look at other channel optimizations that can improve the ranking of all your videos.

5.1 YOUTUBE VIDEO OPTIMIZATION

Before doing this step, make sure you sign up for YouTube how I detailed in Section 3.2.

After uploading the video you will be presented with a number of options to edit, each of which will have a direct effect on your ranking.

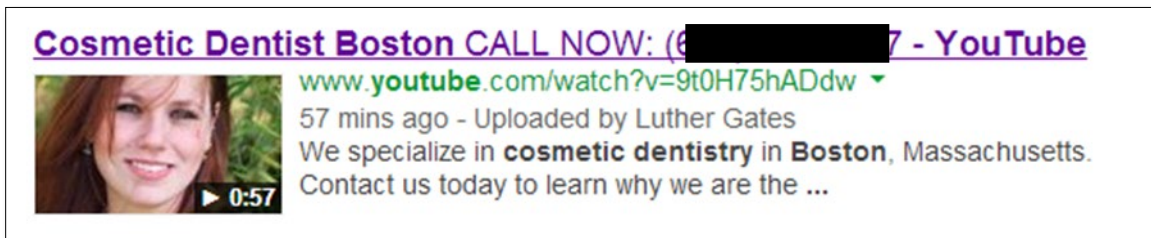
The title of the video is the first and most important part of the video. It must contain the keyword, and a call to action with the phone number you set up.

For example –

“Cosmetic Dentist Boston”

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When this video is ranked in Google, the number will be clearly visible:



NOTE: I've discontinued this number. If you need to reach me or need support – open a ticket at www.whitewavesupport.com

This increases the chances of the prospect calling, even if they don't click the video. I suspect a good majority of calls actually come from the title as opposed to people watching the video itself.

Make sure that your description includes your keyword.

Add some music, preferably something easy listening or upbeat. YouTube has the option to add royalty free music to the video, and there is plenty to choose from.

Add the location you are targeting in YouTube. This will help the video show up for searchers who are in that area.

Add annotations and closed captions and tags with the keywords in them. Google has limited ability to scan the actual content of your video so they use these to help determine the content and rank accordingly.

Next you want to purchase some traffic to your video from fiverr. Try not to go over 1000 views as YouTube can flag these views as spam.

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Pay attention to the engagement of your video, YouTube want to see a watch time of at least 50% which is why you want to keep your spam view count down. Spam views lower this rate.

5.2 BACKLINKS AND SOCIAL BOOKMARKS

The next step to ranking videos is to generate off site backlinks to your video.

A quick word on backlinks:

Google's algorithm changes constantly and although these changes are slower to effect videos, it's important to stay ahead of the curve and do what Google likes. They will reward you for your good behavior with higher ranking and more traffic.

Make sure you vary your anchor text. It is important to use the keyword, but only use it in about 20% of your backlinks.

The first and best way to get backlinks is to embed your video in as many relevant places as you can. This syndication will increase the view count as well as provide relevancy and backlinks to the video page ranking it higher.

I simply outsource my back links, but you can reverse engineer your competition's backlink sources to help you do it manually.

Using www.ahref.com on the videos that are ranked for your keyword. The top 10 organic results can uncover backlink sources you can use to rank your video. Simply look through their backlinks for any site that lets you post them.

If you are like me and hate the thought of going through hundreds of sites trying to get a backlink, you can just as easily spend a few dollars on fiverr and get someone else to do the work for you.

Here are the resources I've personally used on every video:

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Backlink sources

<https://www.fiverr.com/orientsol/make-contextual-dofollow-backlinks-for-google-ranking-in-24hrs>

<https://www.fiverr.com/awais449/provide-high-authority-da-90-plus-seo-dofollow-backlinks>

Another important factor that is becoming more important is social bookmarking. Google is starting to place more weight on social indicators for a page's rank, and this includes videos as well. Use this service to generate social backlinks and bookmarks:

<http://linklicious.me/>

5.3 YOUTUBE CHANNEL OPTIMIZATION

Everything outlined above is enough to rank your videos on the first page of Google quickly and get you generating leads as soon as you can take action on them.

Improving the SEO of your YouTube channel itself will boost the ranking of each and every video in your account and is something that you will want to dedicate some time to focus on.

The first thing you can do is to use video replies to increase your views and provide a sort internal back linking structure.

All of your videos should reply to each other in a chain format and if possible find other video creators who will exchange video replies in order to expand the video network.

The same resources I offered for backlinks to the videos can be done for both grouped playlists as well as your channel URL.

This makes the back linking look more organic, and gives an overall boost in the SEO of your entire account and all your videos.

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“To be a champ, you have to believe in yourself when nobody else will.”

– Sugar Ray Robinson

6 WORKING WITH CLIENTS

By now you should have your video created, uploaded to YouTube, and you've taken the steps to get it ranked.

It should rank in just a few days, however, I've seen videos rank using this method in **under an hour!**

Once you start getting phone calls from the video, it is time to find a client who can service the leads.

Now you would have already done the research on the niche and the keyword (the problem phrase that the consumer is searching for) so the type of business you'll be targeting shouldn't be a complete mystery.

6.1 SELL LEADS OR VIDEO?

This method gives you the option to sell the leads or sell the whole video once it is ranked.

When doing this as a service for a business, charge a setup fee of \$500 and a service fee of \$97 a month; where you will create videos and get them ranked with a telephone number.

Pro Tip: Make sure the number you use can be tracked via Google Voice or Twilio. This way you know how many calls the business is getting from the video. Never use the business's direct line.

I will sometimes completely waive or slash the setup fee by 50% as an incentive to get the business owner signed up.

It is nice to take some upfront cash, so when offering a setup fee, double the amount and then tell them you will cut it in half so the fee can just "cover your costs."

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Costs usually come in somewhere around \$10 to \$50 depending on how many videos we have and how elaborate of an SEO scheme we are using.

Remember that simple is better. It doesn't take much to rank a video for a term and you want to build in the most amount of profit for your efforts.

6.2 CLIENT CRITERIA

In order to work with the best possible client, I've developed a list of criteria:

- The client must be online (using digital marketing)
- They must have some presence in Google (website, places)
- Must have a social media account (Facebook, Twitter, etc.)
- Should be spending money on digital marketing

We need a list of businesses to contact, and the best place to start is in the search results for the keyword you are currently ranked for.

Look for any businesses who are ranked in the top of both Google places and organic results for your keyword.

Odds are they spent some money and took the time to get that ranking, and will understand the value of owning the rights to a video that is ranked above their own listing.

The other sources of leads that is use are:

www.yellowpages.com

www.manta.com

Both of these are industry standards and you will find more leads than you can handle in any niche, and any geographic location.

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Another route you can go is by paying for leads.

A source I've used is DataAxel, formerly known as InfoUSA. You purchase packages of leads and can request unique characteristics of the business that match most of our client criteria.

Whatever your source of leads, begin by making a list of all the leads you are going to contact, including all the contact information you can find.

Next, we will use an email or telephone script to get the sale.

I like email because it keeps me off the phone talking to “tire kickers” and it helps me find the owners who are truly interested in the video.

6.3 VIDEO SALES STRATEGY

There is nothing complex about this sales pitch so don't over-think this part. We already know the businesses who buy leads will be interested in more leads.

Once they start getting calls and customers from your videos, they will want the video all to themselves. They might also ask you to rank videos for other services that they offer.

This would be a great opportunity to upsell them on other video service, but we're getting ahead of ourselves.

If I had to summarize the strategy I use, it will be: *“I have a source of leads, and you need leads, please service my leads before your competitor does.”*

In light of this, getting a business owner to agree to try this strategy is somewhat of a no brainer. They pay \$100 to \$500 per month for the video, and in return they get leads to sell. Custom video production can also pull \$997 or more!

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Pro Tip: Target businesses who have a high customer value. The higher the customer value, the more the business owner will be willing to pay for this lead generation video service.

You'll be telling them that you have leads (or are generating them in real time over the internet) and that the leads call a telephone number. Whomever gets assigned the forwarding number will get the lead.

Make sure to stress the fact that your videos are exclusive – meaning only one business will get a chance to service these leads. And if your prospect wants to pass on this opportunity, their competitor will be more than interested in servicing the leads.

One trick that I've found exceptionally effective is to promise results in advance.

Tell the owner that your video is already ranked, and that you'll give them a month for free. When calls start coming in, you'll have a record (via Google Voice or Twilio) of calls forwarded so you can say, *"Look, I generated (n) number of leads for you last month."*

To ensure you get paid for your efforts, offer them a three month contract with one month for free if they sign up today.

You can take another approach, and flatly offer to rank a video specific to their needs. Just be sure to match their needs with the right keywords and phrases as discussed in the earlier chapters of this guide.

In the worst case scenario where they don't buy it, you can simple sell the video to another business owner.

6.4 COLD EMAIL TEMPLATES

The phone is one of the best ways to do that, and it is also the fastest way to prospect and sell.

Now, the phone might not be your thing.

There are people who just want nothing to do with telephone prospecting and sales. And you what, that's OK. You can still get clients interested and buying via email.

Email is my preferred approach to contacting businesses about these videos. This avoids gatekeepers and saves me the time talking to uninterested business owners.

Email allows me to deal with **only** the ones who are interested, and that's the angle we'll use.

On the next two pages are email templates you will use to soften the prospect into a warm lead for your video service.

These emails will inform the biz owner of what you are offering, and make a pitch for them to at least try out the leads that are being generated.

You'll send these templates out to businesses who you find fit your criteria and could service the leads generated by the problem keyword.

These videos sell themselves because an owner who is hungry for more leads will try almost anything, and invest almost any dollar amount to get them.

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Subject: free phone leads for your [business type]?

Hello NAME,

I have a YouTube video on Google that are generating inbound calls for [NICHE OFFICE PRACTICE] every month.

There is no cost for these leads.

I'm reaching out to [NICHE e.g. Dentists] in [TOWN e.g. your area] who want to service these local leads...

The people who call will be directed to your office telephone number, so you can service these hot web leads.

Just a heads up; these local videos go fast.

Shoot me a reply to this message if interested and we'll go from there. If not, simply ignore this message and I'll pass these leads to your competitor in [TOWN].

Best,
-Name

P.S. Check out the video here:

<Link to Video>

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Subject: unlimited leads for free?

Hello Name,

I own a video on the first page of Google that will generate leads for your [TYPE] business.

Right now, I'm getting 5 to 10 phone calls per month from leads that I can't service, because I am not a [NICHE PROFESSION NAME]!

I'm offering this video to [NICHES] for \$247 per month.

I have a few more [NICHE NAMES] to reach out to today, but wanted to give you first crack.

Do you want to service these leads?

If so, please give me a call, or reply back as soon as you can.

Best,
NAME

555.555.5555

P.S. Check out the video here:

<Link to Video>

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"Spend eighty percent of your time focusing on the opportunities of tomorrow rather than the problems of yesterday."

– Brian Tracy

7 USING LINKEDIN FOR PROMOTIONS

I've leveraged LinkedIn to bring in over \$100k in new business, and it will be an incredible source of leads, and a promotional powerhouse for you, as well.

7.1 LINKEDIN FOR OUR PURPOSE

You may already know what LinkedIn is, but to summarize; it is a social network for professionals.

It is worth noting that LinkedIn is NOT a social network in the usual (Facebook – funny content) sense of the word. The member wants to network with other professionals and forward their business goals, find employment, and locate specialists who can help them.

To put simply; your LinkedIn profile is a sales letter. A means to generate prospects for your video service, gain referrals from people in your network, and reach as many professionals (buyers) as possible.

We'll use LinkedIn in the "specialist" capacity; making it known that you create and rank videos for lead generation.

A great tactic here is to specialize in a niche or industry. Don't try to be a specialist for everybody; be one for the medical industry, or for insurance agencies, or realty ...whatever niche you choose.

This will help present your profile and services as something engineered specifically for an industry. These owners respond more positively to services they believe are geared towards their unique industry needs.

LinkedIn has the added benefit of allowing you to contact business owners directly, but without a pre-existing relationship (such as you already know the business owner's email address or

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account name) you'll need LinkedIn Premium to conduct outreach.

Premium has a free trial that you can sign up for and use without paying a dime. You can use this to get a few clients onboard before the trial ends.

Now, let's get a LinkedIn account and page setup.

7.2 JOINING LINKEDIN

If you already have a LinkedIn account, you can skip this part.

Head over to the LinkedIn Signup Page:

<https://www.linkedin.com/reg/join>

Enter your name, email address, and select a password. Then, click Join.

Confirm your email address and then go login at:

<https://www.linkedin.com/uas/login>

7.3 EDIT YOUR PROFILE

Once you're logged in, click on "Profile" and start populating it.

LinkedIn makes this easy for us by asking a series of questions about your professional life. Just follow the prompts.

Add a portrait picture of yourself, and add a background header image.

For more info on editing your profile, follow this link:

<https://www.linkedin.com/help/linkedin/answer/5>

When answering questions about your profile, be truthful and steer your experience towards lead generation and video creation. Even though it is part of what we do, there is no need to

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mention SEO at all because we don't want other professionals to think we're "just" another SEO consultant.

Lastly, create a public profile URL. This is a search engine friendly style URL that can help you get found.

1. Click Profile and then Edit Profile
2. Click the Settings Icon
3. Click your URL Link under your profile photo to edit
4. Type the last part of the URL and click Save

Use a portion of your name and something related to what we're doing with this project. **For example:** */Luther-The-Lead-Specialist*

Read this article for more info about custom URLs:

<https://www.linkedin.com/help/linkedin/answer/87>

7.4 USING LINKEDIN GROUPS

Once your profile is populated, we can move onto joining groups that interest us, AND can benefit from video lead generation.

Joining groups and having an enticing profile is a great way to attract inbound leads to our video lead service.

Remember, while your profile is a sales letter, we don't want to use overtly sales-style language. No buy buttons, or ugly sales letter formatting is necessary. We simply want to put out the information that we help a certain kind of business with lead generation.

When you have an interesting and valuable profile, people will naturally want to read your profile.

So getting your profile valuable should be your next goal. Get the attention of business owners by offering valuable lessons that can help them.

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Don't give away your specific methods, but share why they work and how they help by expressing the benefits of your service.

Joining Groups

So to join a group, click on the down arrow on the right side of the search box at the top of your LinkedIn profile. Select 'Groups'

Next, search for associations and other groups related to the niche you are targeting. Join these groups and start studying them.

Learn the topics they cover. See who is most active. See if there are any 'lead generation specialists' in that group, and check out their profile.

This will offer you some ideas and inspiration on how to shape your own profile.

Creating Groups

Another great way to get attention is to create a group of your own.

Focus your groups on particular missions that a business owner might have. Don't be too generic; a marketing group needs to have a purpose, mission, and actually be helpful to its members.

What works well are regional groups of professionals who have an interest in a common topic. The people who join this group would be looking to learn and grow their knowledge of that topic, so publish posts that educate and inform.

To create a group, select "interest" and then "groups" from the top navigation bar. Then select "Create Group."

Choose a logo, name, and enter a brief summary for the group.

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Then write a more elaborate description about the purpose of the group. Follow the prompts and select, Create Group.

7.5 USING INMAIL

LinkedIn has a messaging service called InMail.

InMail is your laser guided bomb. When you absolutely, positively, need to get a message to that one person who you are sure can use and would buy this video service, InMail is your foot in the door.

In order to use it, you need a premium account, and you'll also need to buy InMail Credits. InMail is used to make connections with people who are not in your direct (1st degree) network.

If you have a sales navigator account, you automatically get 15 InMail messages and access to a lead builder. Use them wisely because InMail is limited to prevent abuse.

Check out LinkedIn's summary of InMail and their crediting system below:

<https://www.linkedin.com/help/linkedin/answer/1584>

Summary

LinkedIn can be a powerful tool for reaching professionals and finding that gold-star client you've always wanted.

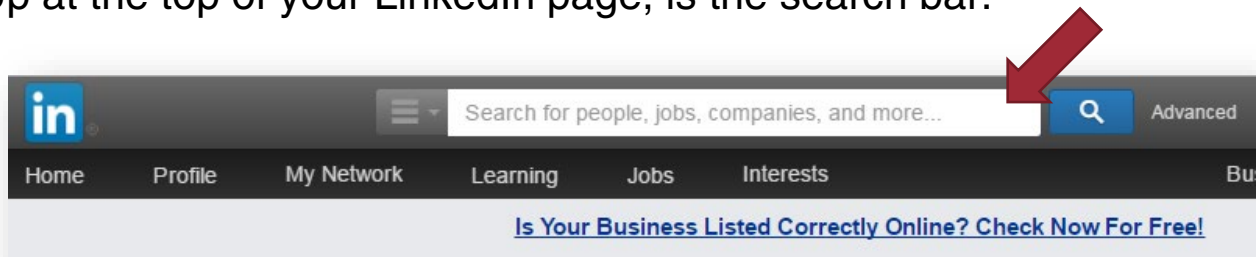
Now, I recommend you cut your teeth on traditional prospecting and sales methods before using LinkedIn, even though you could jump right in and start using it.

Prudence says sharpen your sword; master the art of selling and performing this video service, and then use the laser-guided precision of LinkedIn to your advantage.

7.6 FINDING PROSPECTS ON LINKEDIN

LinkedIn has an amazing solution for finding prospects and clients who will buy video marketing and lead services from you.

Up at the top of your LinkedIn page, is the search bar:



You can use this search to find the target businesses owners who are both in a position to consider and make a purchase decision.

Here is the basic structure of a LinkedIn search query that produce huge lists of business owners:

“Niche” (“Location”) + “Modifier”

So for example, let’s say we want to find insurance professionals who own agencies in the US state of Ohio. These types of buyers would be able to decide to purchase the solution from you:

“Insurance” (“Ohio”) + “Owner”

Now consider that you can sell these lead generation services to other marketing agencies, so they can use them to service their clients. To find directors (who can make the buyer decision,) search for their profiles:

“Marketing” (“California”) + “Director”

This and other custom search queries will reveal tens of thousands of leads; people who will buy your videos and video services.

7.7 LINKEDIN CONTACT TEMPLATES

Use these templates to contact people on LinkedIn to get them interested or to make a direct offer:

Compel Interest:

Hey [name]

I saw your profile earlier today and wanted to get your opinion on something related to your business.

There are videos ranked on Google that are generating phone calls for your [niche,] so I'd like to know:

If you received these calls directly, would you or your sales team be able to service these leads?

Click here for a sample: [YouTube Video Link]

-Your Name

Compel Purchase Decision:

Hey [name]

If you received a sudden influx of free inbound leads from consumers looking to buy from [their company name], would you be open to testing them?

I ranked some videos for [their niche] that are generating phone calls and I can't service them because I am not a [profession] – so I'm seeking partners who can handle these leads, but first I'd like you to try them out before paying a dime.

I am offering a free month of lead generation (5 to 10 red-hot leads expected per month) to partners for the [niche - industry] and would very much like to work with your company.

Just reply back with "I'm interested" and I'll send over some more information.

-Your Name

P.S. Here is a sample video: [YouTube Video Link]

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Buy-Now Reply Handling:

Once you get a reply, send this template to the business owner or decision maker:

Hey [name]

Thanks for the reply!

I'm glad you're interested because the leads I'm generating are real and are seeking services from companies like yours.

Here's the deal:

I'll give you one full month of inbound leads for free, sent directly to your office telephone number. I will setup and track these leads so at the end of the month, we know exactly how many leads were transferred. There is NO cost-per-lead or any hidden costs.

All I ask is that you agree to try my lead generation service for 3 months. Your first month is free and you can cancel anytime.

The monthly cost for this service is [\$97 per month] and includes all of my expenses and management fees.

To sign up; simply visit the link below:

[PAYPAL SUBSCRIPTION BUY LINK (\$97 x 2)]

I'm looking forward to our new relationship and hearing about all the new leads you are getting.

If you have any questions, just reply or call 555.555.5555

Thank you,
-Name

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“If you’re going through hell, keep going.”

– Winston Churchill

8 MANAGING ACCOUNTS AND GETTING PAID

Throughout this guide, I've walked you through the video lead generation method, creating those videos, ranking them, and finding & selling prospects.

In this chapter, I'd like to cover some of the important facets of this business model that most courses simply overlook.

8.1 PRICING SERVICES

The general pricing guidelines are \$97 per month per video generating leads. You are free to sell as many videos as you'd like, and charge them \$97 (or more) for each video every month.

Selling packages of videos can also generate large sums of cash flow, while offering your clients more leads and value. Now a regular video is priced at \$97/mo, so selling 5 videos per month is \$485. Offering a 20% discount if they sign up for 3 months would yield you $\$388 \times 3 = \$1100+$ in revenue, which is more over time verses just a single month of services provided.

The flexibility in pricing allows you to service customers large and small, for at the end of the day, owners evaluate your pricing based on the return they stand to obtain when they make a sale.

Offering Discounts

Discounts are a great way to push owners over the fence.

If the biz owner are not keen on paying full price or stuck on paying the regular fees, then use this to your advantage by offering a promotional price PLUS scarcity.

Keep in mind that when you offer a discount you're taking money out of your pocket, but if you use scarcity, then you can book them for a longer term, which puts MORE cash-flow into your pocket.

8.2 ACCEPTING PAYMENT

One of the easiest and well know methods for getting paid is PayPal. Asides from being a household brand, and thus trusted, PayPal affords us some helpful features for billing and taking payment.

The most important features are creating Buy Buttons and subscription Payment Links.

Create a PayPal Payment Link

The easiest way to get paid is via PayPal.

You can accept other forms of payment, such as a check or electronic transfers. I just found PayPal to be easy and trusted.

The two types of payments you will commonly need are:

- a. One Time Payment
- b. Monthly Recurring Payment

Note: You may need a business PayPal account to use certain features.

Instagram is used as an **example** for this tutorial. Be sure to customize your buttons and invoices for the service you are offering!

8.3 CREATING A ONE-TIME PAYMENT LINK ON PAYPAL

For fixed payments, you can send a buy link or button placed on a checkout page.

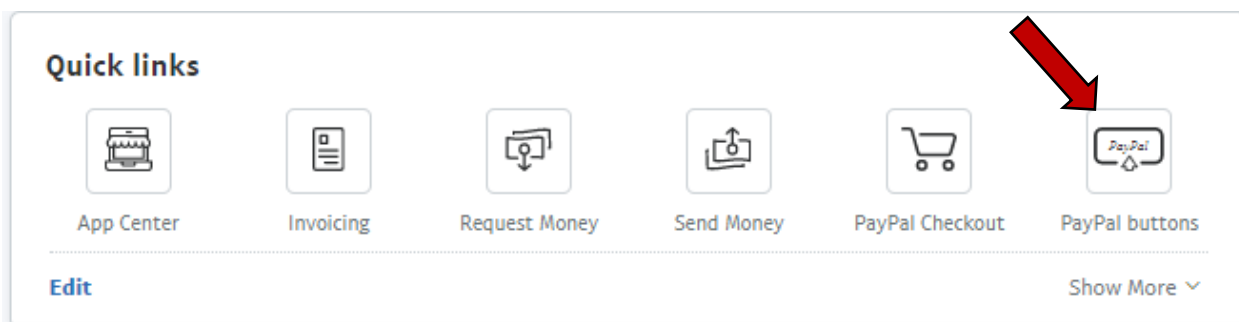
For dynamic payments where the price fluctuates, it is often just easier to send an invoice.

PayPal offers us option for both buttons and invoices, and with just a few minutes of setup, we can be ready to accept payment.

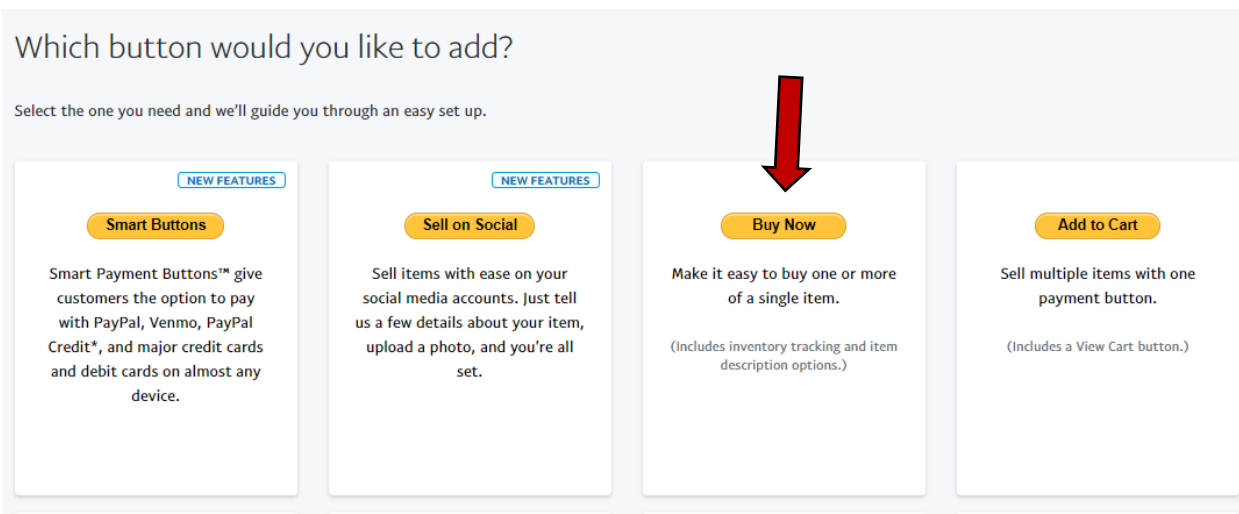
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Log into PayPal.com and **click** “PayPal Buttons” in the “Quick Links” section or go to www.paypal.com/buttons/

Buttons may be visible in PayPal’s new quick links bar, or you will need to add it there for the future by clicking “edit” on the lower left.



Select “Buy Now”



On the next screen (called STEP 1), set the following:

Item Name = Instagram Initial Setup

Item ID = IGRMKTG

Item ID helps you track sales. Notice it is an abbreviation of Instagram Marketing. You could also add letters or words here to help you track the service at a glance on records.

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Price = enter the price for the initial setup (\$500)

Next, click STEP 2 and make sure “Save button at PayPal” is checked.

Now, click STEP 3 and just notice the section called:

“Take customers to this URL when they finish checkout”

This is the “thank you” page URL that will be served post-checkout.

If you use one (you don’t have to), you can send them to a page that sets expectations and/or upsells them on other offers & services.

▼ Step 3: Customize advanced features (optional)

Customize checkout pages

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Do you want to let your customer change order quantities?

☐ Yes
☒ No

Can your customer add special instructions in a message to you?

☒ Yes
Name of message box (40-character limit)

☐ No

Do you need your customer's shipping address?

☒ Yes
☐ No

☐ Take customers to this URL when they cancel their checkout

Example: <https://www.mystore.com/cancel>

☐ Take customers to this URL when they finish checkout

Example: <https://www.mystore.com/success>

You do not need their shipping address.

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If you want to get creative, you can add a cancel-checkout page, which can help you capture lost clientele.

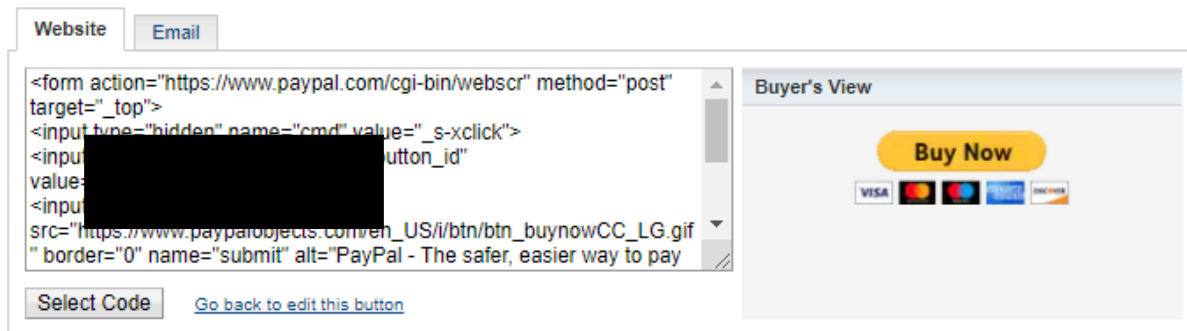
Now, **click CREATE.**

On the next page, you will get the Buy Button Code for embedding on webpages (which I don't recommend you use!)

Click the EMAIL TAB and grab the EMAIL BUY LINK.

You can use this link in emails or add it to a much nicer looking button on your website.

Website Button Code



Website Email

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="QXHS[redacted]" />
<input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_buynowCC_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to pay" />
</form>
```

Select Code [Go back to edit this button](#)

Buyer's View

Buy Now

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

Email Buy Link



Website Email

[https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=QXHS\[redacted\]](https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=QXHS[redacted])

Select Code [Go back to edit this button](#)

You can use a service like www.clickmeter.com to pretty up your links with friendly redirects and make them links on your domain.

Example:

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<http://links.example.com/setup/> would redirect to your email buy link.

This way you're not sending this big ugly string of text in your email when asking for payment. You can also use another link shortener service but be mindful of who you use.

Such shorteners are often abused and get your emails labeled as spam.

Repeat this setup for other one-time payment services you are offering.

We discussed these in the start of this chapter.

Record each link to a notepad or text document so you have them when you need them.

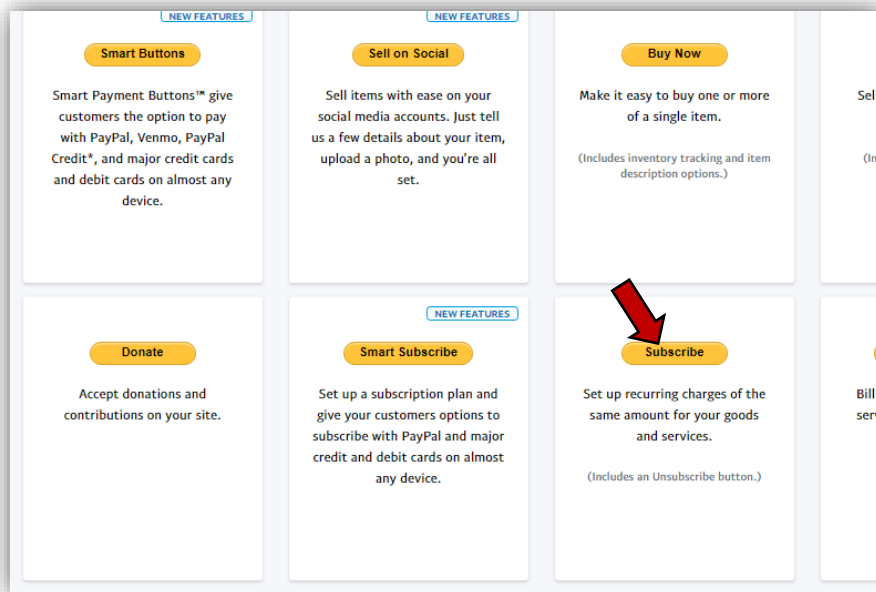
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8.4 CREATING A MONTHLY RECURRING CHARGE

The next payment link we need to make is the recurring payment for monthly Instagram management.

Go to <https://www.paypal.com/buttons/> and select “Subscribe.”

Note: You may need a business PayPal account to use certain features.



On the next page, set the following:

Button Type: Subscriptions
Item Name: Monthly Video Management
Subscription ID: MVM1 (optional, helps you track orders)
Billing Amt Each Month: \$500.00
Billing Cycle: 1 month
Cycles Until Stop: Never

*If you'd like to add a thank you page after checkout, go to STEP 3 of this button process on PayPal and check the box that says:

“Take customers to this URL when they finish checkout.”

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Then add the URL to the thank you page you wish to use.

Finally, Click **CREATE**.

The screenshot shows the PayPal 'Step 1: Choose a button type and enter your payment details' form. The form is divided into several sections. At the top, there's a 'Choose a button type' dropdown menu set to 'Subscriptions'. Below this is a note: 'Note: [Go to My saved buttons](#) to create a new button similar to an existing one.' The 'Item name' field contains 'Instagram Monthly Management' and the 'Subscription ID (optional)' field contains 'IGMM1'. The 'Currency' dropdown is set to 'USD'. There's a link 'Which button should I choose?' with a question mark icon. Below the item name and subscription ID fields, there's a 'Customize button' section with three checkboxes: 'Add a dropdown menu with prices and options [Example](#)', 'Add a dropdown menu [Example](#)', and 'Add text field [Example](#)'. There's also a link 'Customize text or appearance (optional)'. To the right of this section is a preview titled 'Your customer's view' showing a yellow 'Subscribe' button with payment icons for Visa, Mastercard, American Express, and Discover. Below the 'Customize button' section, there's a checkbox 'Have PayPal create user names and passwords for customers [What's this?](#)' with a note: 'Notes: [IPN and server modifications required](#). Auto Return is not compatible with this feature.' The 'Billing amount each cycle' field is set to '500.00' and the currency is 'USD'. The 'Billing cycle' is set to '1' and 'month(s)'. The 'After how many cycles should billing stop?' dropdown is set to 'Never'. There's a checkbox 'I want to offer a trial period'. At the bottom, there's a section for 'Merchant account IDs [Learn more](#)' with two radio buttons: 'Use my secure merchant account ID' (selected) and 'Use my merchant account ID'. The form is titled 'Step 1: Choose a button type and enter your payment details'.

Once you **click Create**, and just like the previous buttons, you'll get a screen with the website button code and an Email link.

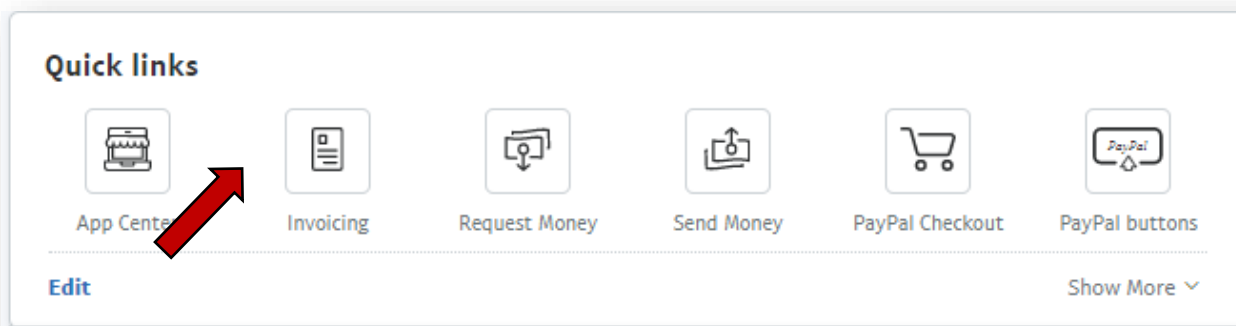
Record those links to your notepad or text document.

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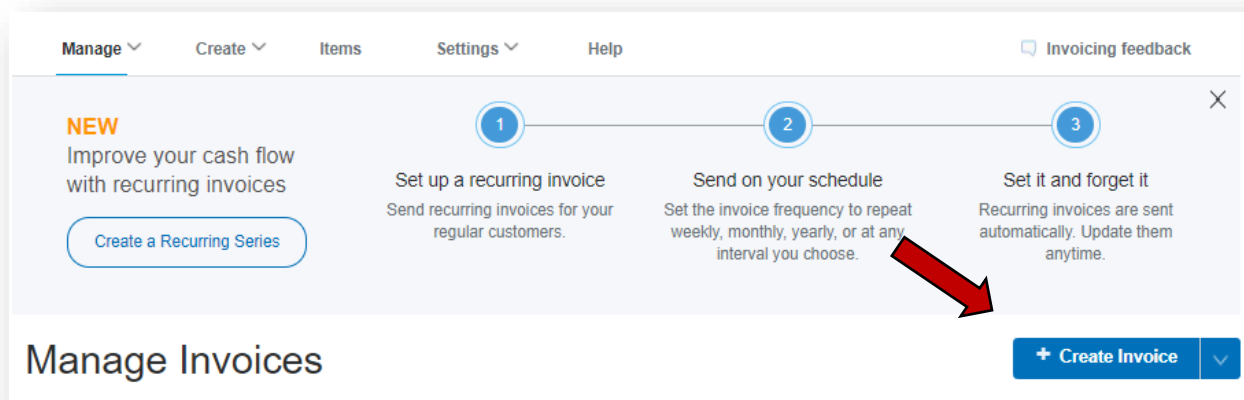
8.5 INVOICING CLIENTS

You will often get invoicing requests from your clientele. In truth, most clients should get regular invoices.

PayPal makes this easy for us, too.



Click the **Create Invoice** button.



On the next screen, you can customize and send the invoice. See the next page for a breakdown...

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The screenshot shows the 'Create Invoice' interface. At the top, there are buttons for 'Preview', 'Send', and 'Save as draft'. Below this is a section for 'My business information' with a 'Due date' dropdown set to 'Due on receipt'. The 'Type' dropdown is set to 'Goods: Digital goods'. The 'Bill to' field is labeled 'Email address or name' and the 'Cc' field is labeled 'Email addresses'. Two red arrows point to these fields from an orange callout box that says 'Select Digital Goods and enter the client email address.' Below the business information is a 'Customize' section with dropdowns for 'Quantity', 'Add/remove detail', and 'USD - U.S. Dollars'. The main table has columns for 'Description', 'Quantity', 'Price', 'Tax', and 'Amount'. The first row has 'Item name' in the description, '1' in quantity, '0.00' in price, 'No tax' in tax, and '\$0.00' in amount. Below this is a text input for 'Enter detailed description (optional)'. A red arrow points to this input from an orange callout box that says 'Enter the item description and price: Instagram Setup Monthly Holiday Packages'. Below the table is a button '+ Add another line item'. To the right of the table is a summary section with 'Subtotal \$0.00', 'Discount 0 % \$0.00', 'Shipping \$0.00', and 'Total \$0.00 USD'. At the bottom left is a checkbox 'Allow customer to add a tip.'.

Create Invoice

Preview Send Save as draft

[+] My business information Edit

Due date Due on receipt

Type: Goods: Digital goods

Bill to: Email address or name

Cc: Email addresses

Customize Quantity Add/remove detail USD - U.S. Dollars

Description	Quantity	Price	Tax	Amount
Item name	1	0.00	No tax	\$0.00
Enter detailed description (optional)				
+ Add another line item				

Subtotal \$0.00

Discount 0 % \$0.00

Shipping \$0.00

Total \$0.00 USD

☐ Allow customer to add a tip.

Select Digital Goods and enter the client email address.

Enter the item description and price:
Instagram Setup
Monthly Holiday Packages

To see what your invoice looks like, click “Preview”

When you’re ready to send, click the SEND button to fire it off!

The client can now pay online and have a copy of their invoice automatically.

Once in the system, you also now can track it and offer payment options.

8.6 USING STRIPE TO ACCEPT PAYMENT

Stripe is a useful alternative to PayPal, but it is not preferred because it is a bit more difficult to use (in my opinion) and also has a much lower tolerance for sellers.

Should you have an abundance of problems with a buyer, Stripe tends to side more with the buyer than the seller.

And unless you're using a merchant with Stripe integration, deploying a payment system with them can be somewhat involved, and sometimes best left to a developer.

Nevertheless, you can use Stripe to accept one-time and subscription payments.

Check out this article on setting up subscription payments:

<https://stripe.com/docs/subscriptions/tutorial>

8.7 COLLECTING A CHECK

You can collect checks from your local clients, and even have non-local clients mail you one each month you service them.

Some businesses will prefer this method over all digital payment options.

If a client asks if they can pay by check, say "sure," but try to steer them into paying via PayPal, preferably via a subscription so you never have to bug them to pay you.

Note if you don't have a business checking account and a registered corporation, you'll have to accept a check to your personal account. There could be some personal tax implications, so check with your accountant or tax professional for the best advice.

8.8 ACCEPTING CASH

There's a saying – Cash is King – and you know it is!

Who doesn't like cash?

The problem is that cash requires you to ask for it each time a payment is required.

For one-off sales, cash is fine, but for monthly contracts or long term campaigns, cash is really not ideal unless the business owner pays you for the entire campaign upfront.

This is for your protection, since if they only partially pay you in cash and you do the work, there is no recourse for you to get the balance from them.

Look, if someone offers you cash, you'd be dumb not to take it; just don't put yourself in a position where you can get burned by only taking a partial payment and getting stiffed on the remaining balance.

8.9 ACCOUNT MANAGEMENT

A CRM allows you to track leads and clients, and keep tabs on the client's specific needs.

Without a CRM, you're relying on your memory or notes scribbled on a piece of paper to ensure the client is served properly.

That's a bad place to be because it will be easier to misplace or forget the important facets of your relationship with many clients.

Using a CRM will help you keep track of everything, but you have to discipline yourself and commit to using it for every single case that requires it.

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This means making CRM a strong habit of yours. At first, this will slow you down, but the more you use it, the faster and more efficient you'll become.

CRMs allow you to have a vast attention to detail on every single client, thus earning you top marks from them as a professional.

Checkout: www.zohocrm.com.

Zoho is very useful and inexpensive.

You can even use the CRM to track your videos and telephone numbers so you know which videos are working and which are not.

Just enter each video as a resource or customer, and use custom fields for the telephone number, account logins, and track which client the video is servicing.

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“Mentors have a way of seeing more of our faults than we would like. It's the only way we grow.”

— George Lucas

9 OUTSOURCING

One of the best ways to grow this business quickly and get tons of videos out there ranked and generating phone calls is to get some help.

Below are a list of outsourcers who can help you with the various portions of this business model.

Feel free to use all of them or just for the parts of this business model where you think you're a little weak.

9.1 VIDEO PRODUCTION

<https://www.fiverr.com/gogugmg/create-3-amazing-video-intro-animation>

<https://www.fiverr.com/cwiney/create-a-professional-whiteboard-animation-video>

<https://www.fiverr.com/senthudms/do-video-editing-and-title-making-with-in-24hrs>

<https://www.fiverr.com/crslaytor/do-professional-video-editing>

9.2 SEARCH OPTIMIZATION

<https://www.fiverr.com/volarex/do-seo-linkwheel-pyramid-backlink-to-website-blog-or-youtube-to-rank-on-google>

<https://www.fiverr.com/ozzieuk/create-10-pandapenguin-and-hummingbird-safe-backlinks-from-pr9-authority-sites>

<https://www.fiverr.com/twistedweb123/search-engine-optimize-your-website>

https://www.fiverr.com/seo_backlinks90/high-quality-dofollow-seo-backlinks-high-da-authority-white-hat-link-building

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9.3 COPYWRITING

<https://www.fiverr.com/erapport/create-your-sales-video-script-for-you>

<https://www.fiverr.com/rafaelmenesesjr/deliver-the-only-copywriting-you-will-ever-need>

<https://www.fiverr.com/pjangid/write-high-converting-sales-copy-for-your-business>

<https://www.fiverr.com/mongiardo/write-content-for-your-website>

9.4 SALES ASSISTANCE

<https://www.fiverr.com/cherylleisten/cold-call-your-b2b-prospects>

https://www.fiverr.com/writer_19hours/cold-calling-appointment-setting-telemarketing-inbound-outbound-call-center

https://www.fiverr.com/leads_expert199/do-b2b-lead-generation-targeted-business-leads-with-linkedin-sales-navigator

<https://www.fiverr.com/cubellic/make-your-sales-soar-with-facebook-ads>

<https://www.fiverr.com/milanboz/do-telemarketing-for-1-hour-in-the-us-and-canada>

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“There is nothing I like better than conversing with experienced men. For I regard them as travelers who have gone on a journey which I too may have to go, and of whom I ought to inquire...”

- Plato

10 PARTNER WITH ME

I'm looking for 5 people who want to partner directly with me to launch a product to my subscribers, and I think you fit the bill.

Everyone who has taken me up on this offer in the past has built 6 and 7 figure businesses as a result. The most recent one pulled in \$30,000 in sales his first month!

Here's how this partnership would work:

First, we work together in a one-on-one call to come up with a simple product idea that my customers and affiliate's would love.

You can either create this product with my help, or I can help you find an outsourcer to get it done cheaply.

Next, I'm going to help you develop the perfect sales funnel and copy to earn as much money as possible from the launch. Over the past 6 months, my launches have been pulling in 6-figures each using strategies and ninja copywriting that has been developed and tested for the last 5 years.

And on the day we launch your product, I am going to promote the funnel to my customers and subscribers which will give you an immediate boost in sales.

This would be your product, you would keep all the profits and keep the buyers list (*which is worth more than just the sales*).

The last promotion I did for a student brought in over \$5,000 in sales from my list alone, and the student went on to do over \$30,000 in sales on their launch... Not to mention having a buyers list that is pulling in 5-figures a month consistently for him.

This is not for everyone.

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You will have to commit to doing the work in creating a product and putting this launch together. I will guide you every step of the way to make sure you create a funnel capable of bringing in 5-6 figures however you must be willing to do the work.

We'll start with a 1 on 1 coaching call to establish a game plan and determine what first steps need to be taken. After that we can correspond via email/skype to keep everything on track until the day we launch your product.

As I said before, I am only looking for 5 serious people to partner with.

To make sure that you are willing to commit to doing the actual work, and will follow through until we have a launched product you will need to make a small deposit of \$2500.

This is only to make sure I am paid for my time. My normal fee for 1 hour of coaching is \$2,500 so I'm sure you'd agree that a \$2500 deposit for unlimited access to me is quite a bargain...

...especially since you are getting an email blast to my subscribers when you launch (which can easily pull in over \$5,000 in sales)

Here's what you can expect after having gone through this launch partnership:

- \$10,000 - \$30,000 in sales on a typical first time launch
- Buyers list that you can email new offers daily earning money every month
- Be part of my inner circle of affiliates so you always have people ready to promote your offers
- A proven system you can repeat for every launch (you will have short cut the learning curve by years with this)

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Remember: These benefits only apply to you if you are willing to follow through and do all the work involved.

I will guide you, help you, and tell you what to do step by step, but YOU must be willing to take the actions necessary.

Send me an email right now **with the subject “Partnership.”**

Just put a simple "I'm interested in this partnership" in the body of the email and we'll go from there.

My direct email is: Luther@landroinnercircle.com

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“In a moment of decision, the best thing you can do is the right thing to do, the next best thing is the wrong thing, and the worst thing you can do is nothing.”

– Theodore Roosevelt

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“Be miserable. Or motivate yourself. Whatever has to be done, it’s always your choice.”

– Wayne Dyer

11 IN CONCLUSION

That's it for this video course, the only thing left is for you to take the first step, and follow the training I've given you in this guide.

Remember: Reading this book will not make you any money, only going out there and contacting clients who need the leads this video service will generate.

Set yourself an easy goal. A few videos a week, or 1-2 per day if you are really ambitious. The more videos you create, the more will be ranked, and the more calls you will generate. The more calls you get, the more leads you'll have, and when you have the leads, business owners will do almost anything to get them. This means clients that will pay you; money you can put right in your pocket.

Now, I'd love to hear from you personally, your successes, your troubles, and any suggestions you may have for me.

If you have a question or comment for me directly, feel free to drop me an email here: Luther@landroinnercircle.com

I do get a lot of email, but I try to check it every day and respond when I can.

If you need faster help, submitting a ticket to our help desk is the **fastest** way to get a response. Create an account and submit your ticket at the link below:

<http://whitewavesupport.com>

And remember, the more action you take... the more money you will make.

-LL