

Ultimate Guide to YouTube for Business (Ultimate Series)

Jason R. Rich

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From video production to promotion, author Jason R. Rich details how to use the power of YouTube to promote business brands, products, or services, ultimately attracting new customers. Unfamiliar entrepreneurs receive a full tutorial on pre-production and production essentials, from developing video ideas that attract attention to overcoming lighting and sound challenges. Amateur producers receive a full list of equipment needed, and they gain tips from well-known YouTube users on how to produce quality spots without breaking the bank. After covering the basics, Rich

mdash; joined by YouTube-savvy entrepreneurs mdash; reveals how small business owners can drive viewers to contact their business. Rich also shows entrepreneurs how they can make money, while promoting themselves.