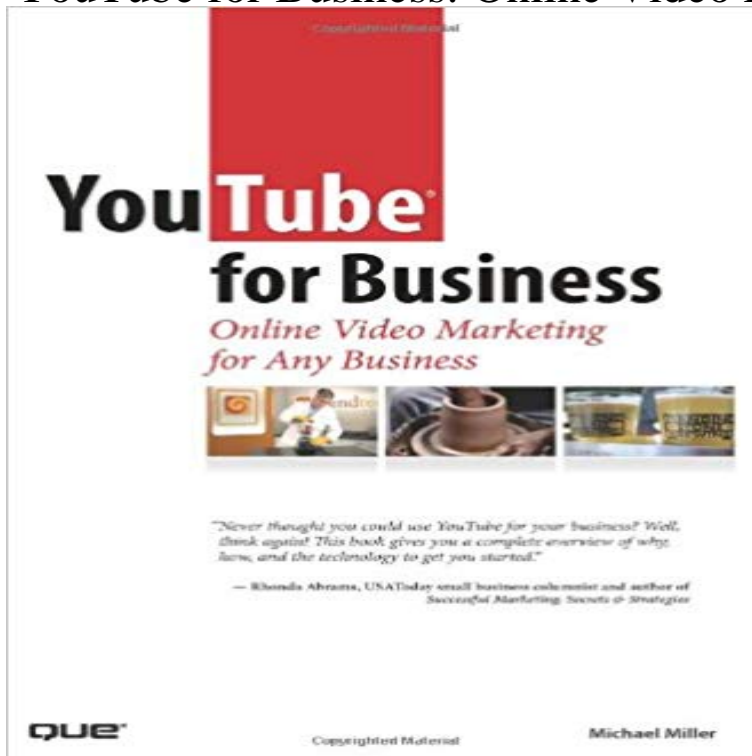


# YouTube for Business: Online Video Marketing for Any Business



To any businessperson or marketing professional, YouTube's 20 million viewers are a tempting target. How can you tap into the potential of YouTube to promote your business and sell your products or services?

The answers in *YouTube for Business* show you how to make YouTube part of your online marketing plan and drive traffic to your company's website. In this book you'll learn how to:

- Develop a YouTube marketing strategy
- Decide what types of videos to produce
- Shoot great-looking YouTube videos on a budget
- Edit and enhance your videos
- Create a presence on the YouTube site
- Manage a video blog
- Generate revenues from your YouTube videos
- Produce more effective YouTube videos
- Includes profiles of successful businesses: Blendtec, Charles Smith Pottery, Annette Lawrence, ReMax ACR Elite Group, Inc., Stone Brewing Company, D-Link

Author Michael Miller has written more than 80 how-to books over the past two decades, with more than one million copies in print. His best-selling books include *YouTube 4 You*, *Tricks of the eBay Business Masters*, *Absolute Beginner's Guide to Computer Basics*, and *Googlepedia: The Ultimate Google Resource*.

Front cover quote:  
Never thought you could use YouTube for your business? Well, think again! This book gives you a complete overview of why, how, and the technology to get you started.

Rhonda Abrams, USA Today small business columnist and author of *Successful Marketing: Secrets & Strategie*

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