



# Cracking The YouTube Code:

How To Build A Channel That Drives Business

Michelle Villalobos (**vee** - **ya** - **low** - **bos**)







You're about  
to **Discover...**



# Gift



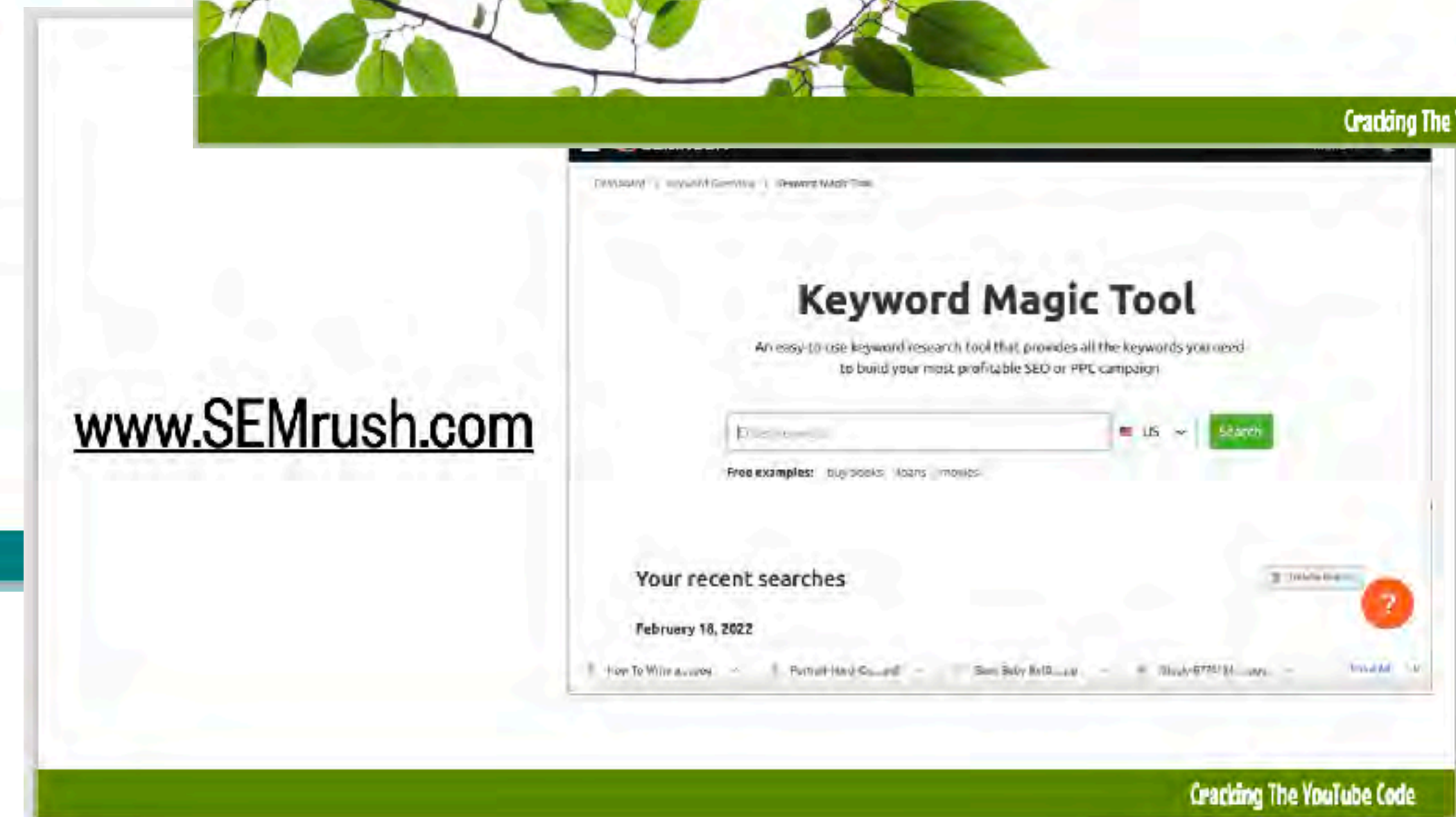
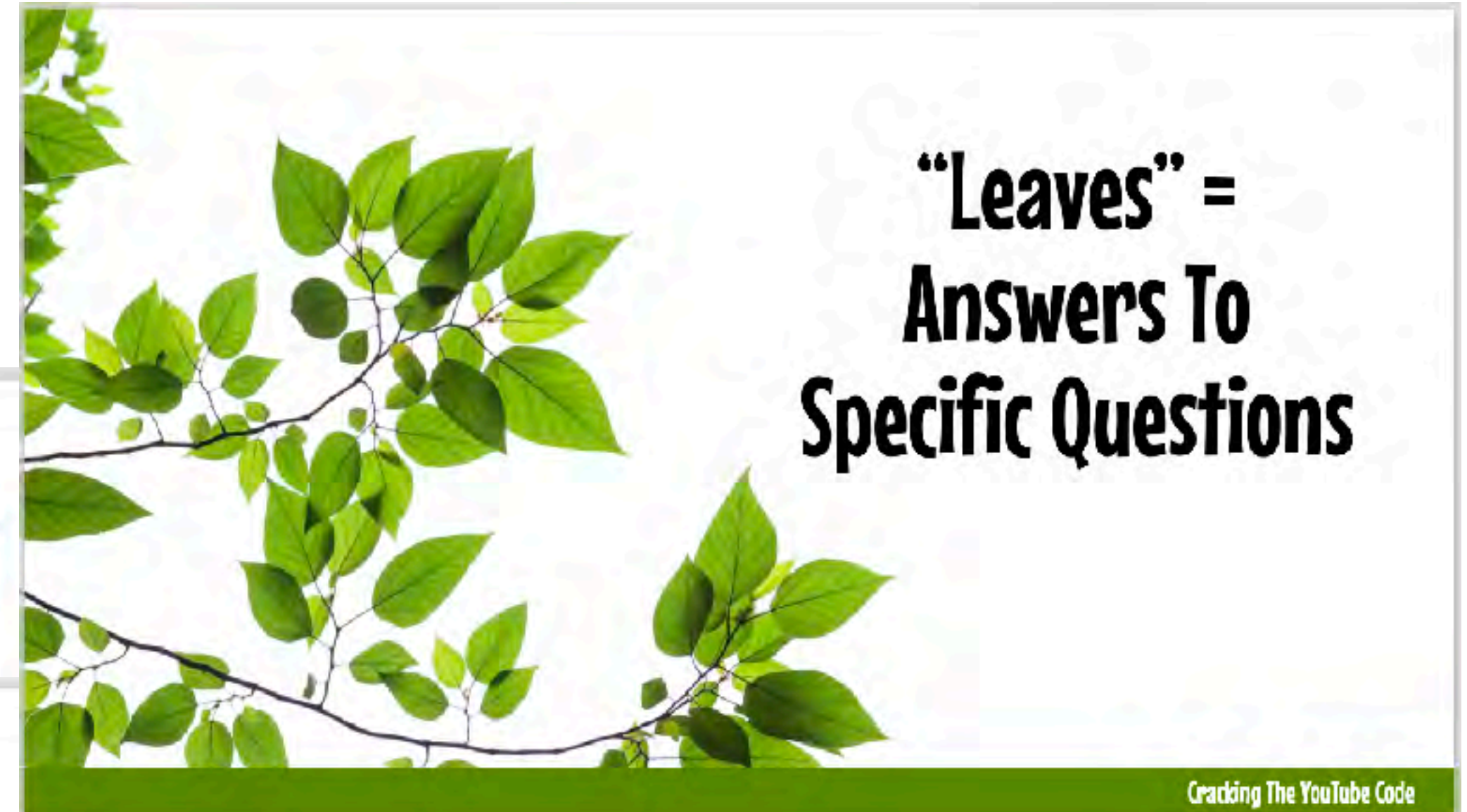
## Some Stats

- **First Video:** June 26, 2019
- **First Sale:** September 2020
- **Total Videos:** 464
- **Total Impressions:** 3.7 million
- **Total Views:** 297,346
- **Total Subscribers:** 7,616
- **Total Revenues From Ads:** \$2,729.45
- **Total Revenues From Sales:** \$264,000  
(Not incl. virtual courses / online sales)

## How To Do It

1. **Topic & Title Strategy**
2. **Timing & Format**
3. **Content & Structure**
4. **Post-Production**
5. **Back End Readiness**

[www.SEMrush.com](http://www.SEMrush.com)



# Nate Woodbury

Be The Hero Studios



# The **Problem** with (other) Social Media

**((Your Post Here))**



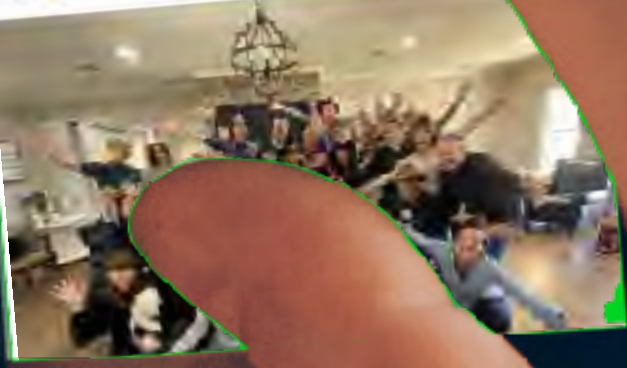




4:05

**Amy Patricia Lemire**  
19h

I have heard myself say over the past week: "I wouldn't have taken half the steps, action and made my personal and professional dreams become reality in the past several months without an amazing coach" / accountability. I often talk to people about results, happiness, confidence, or to be the best of themselves - alone. Are you supporting yourself with a tribe, mentor, or your life? The best investment you can make is in ourselves...staying STAY lonely choice 🥰 Thank you M Villalobos and the Inner Circle! 🙌





Why **YouTube** Is So Cool









# This strategy works especially well\* if you...

\*but not only

✓ Have **BROAD** and **DEEP** expertise

✓ Love creating **CONTENT**

✓ Like the **CAMERA**

✓ The camera **LIKES YOU BACK**

✓ Require **MINIMAL PREP** to speak

✓ Have offerings for **INDIVIDUALS** too

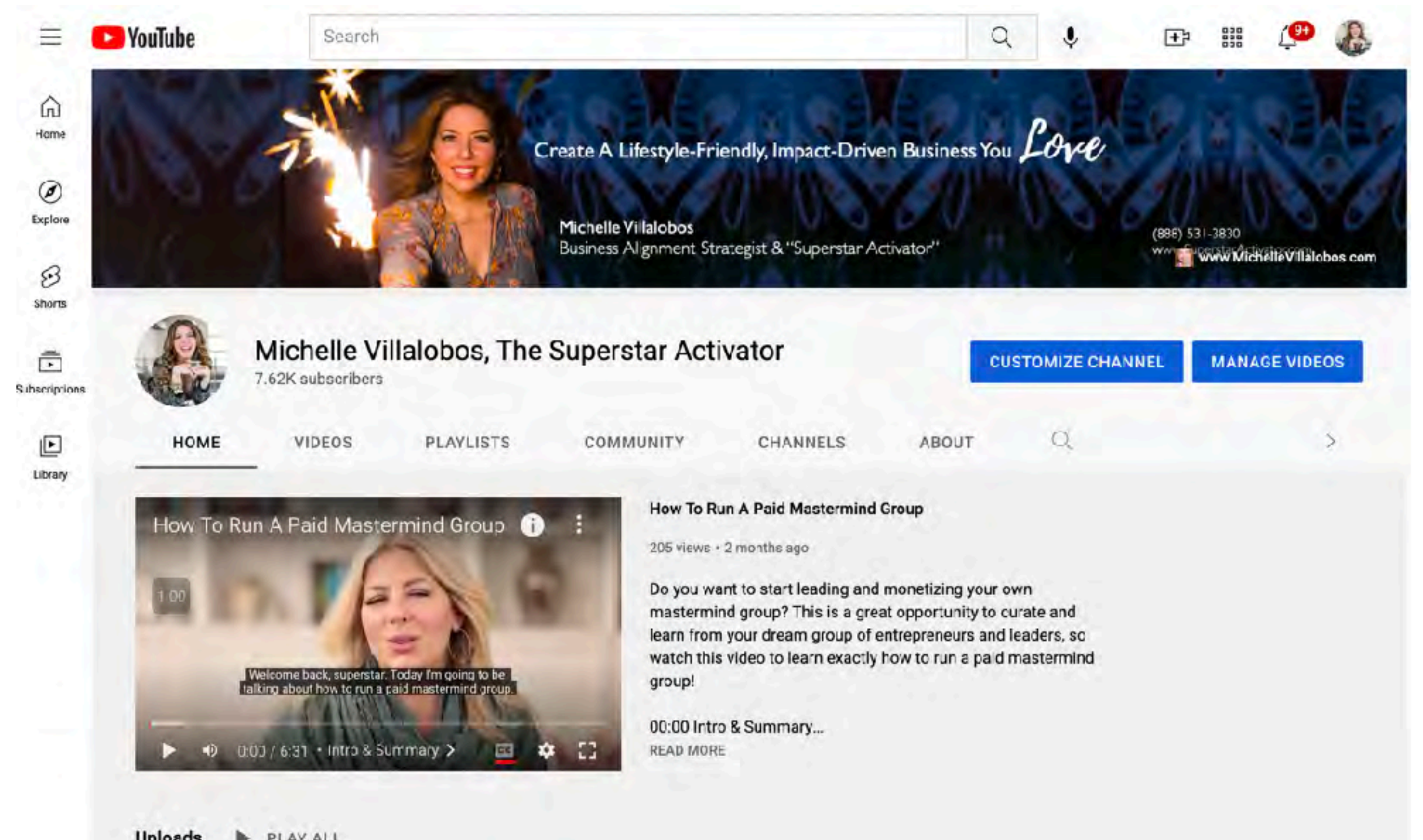


# The Big Question...



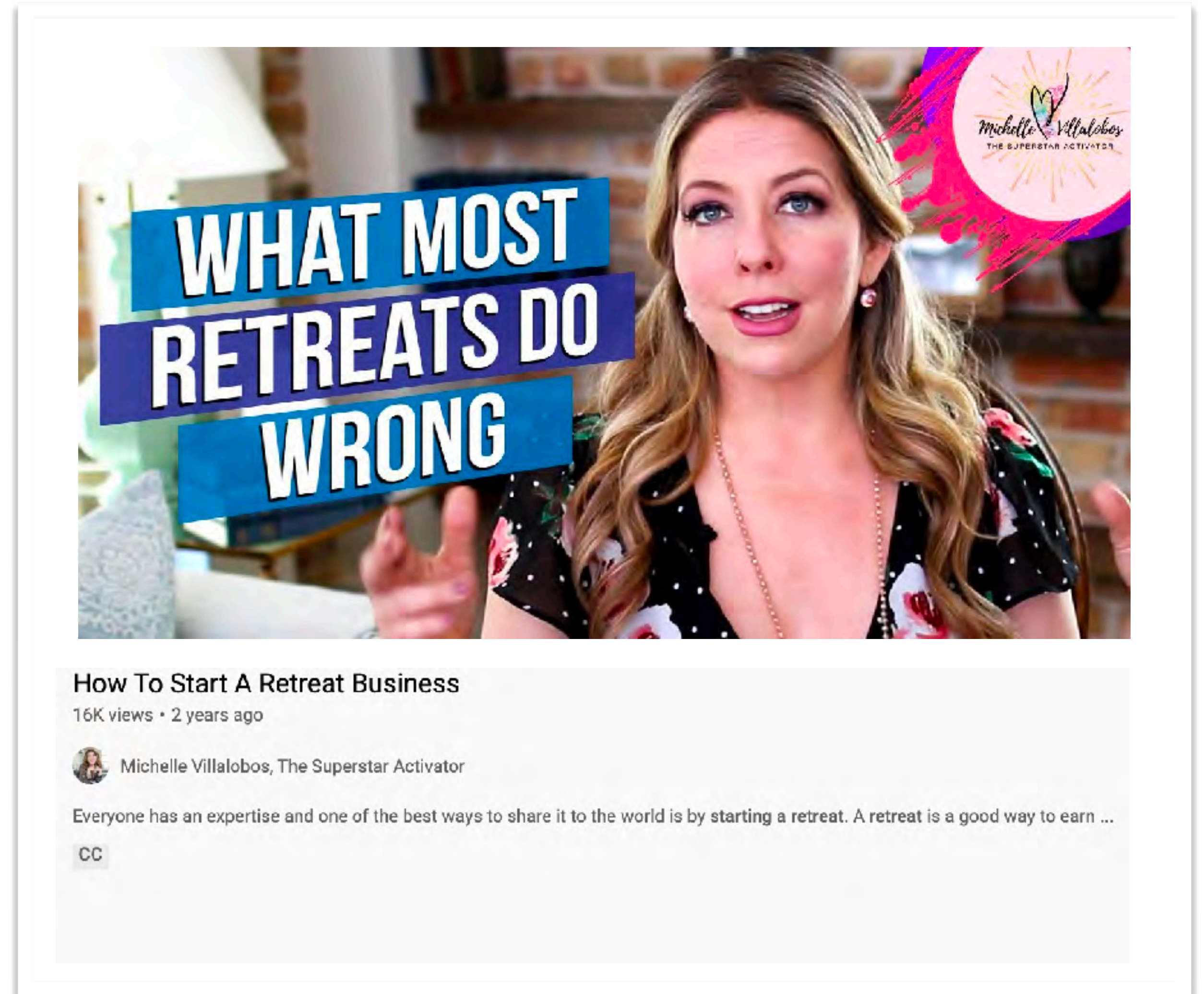
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- **Total Subscribers:** 7,616
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- **Total \$\$\$ From Leads:** approx \$290,000



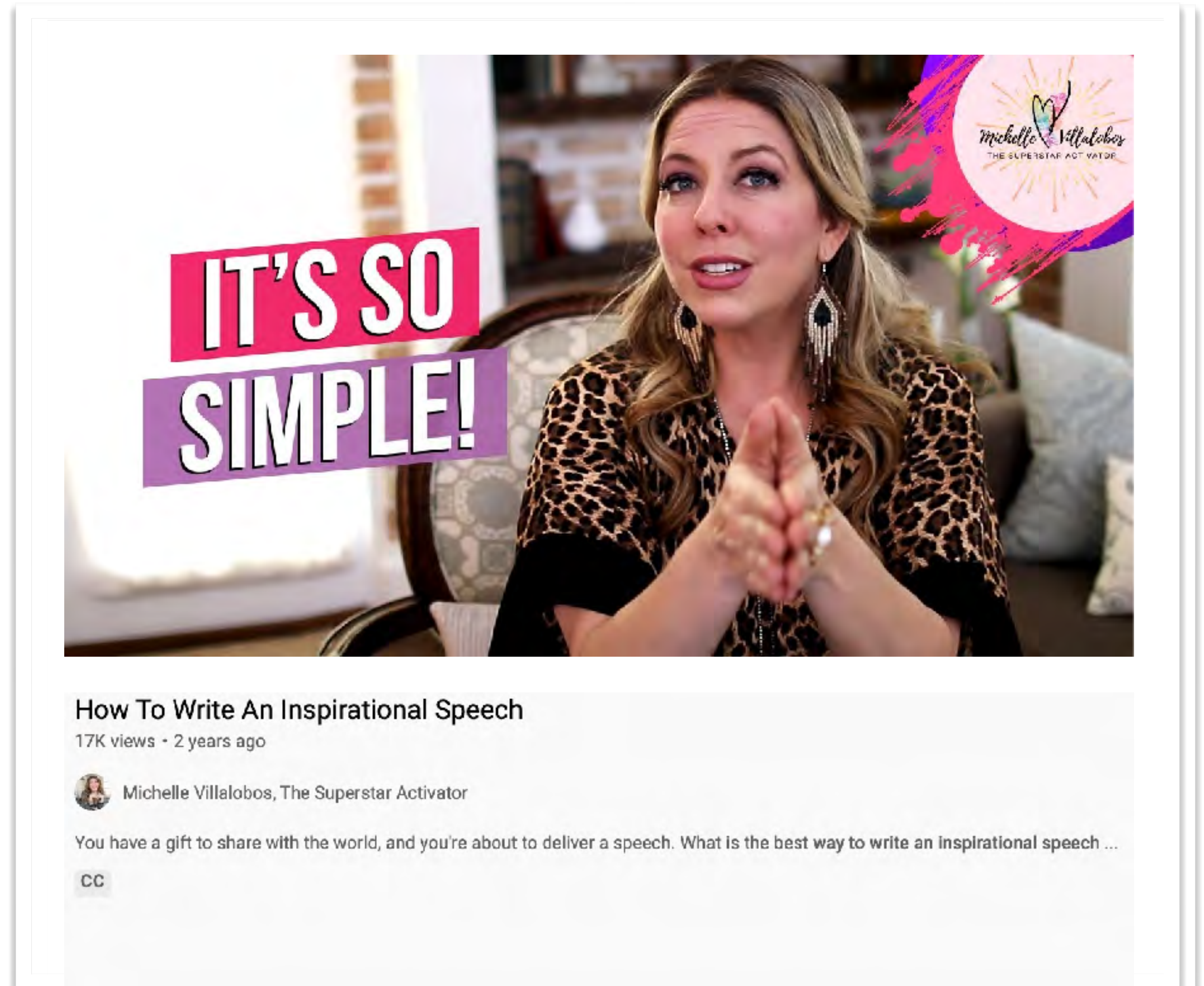
# In The Past Month

- **Views:** 18,900
- **Average View Duration:** 4:43
- **Estimated Revenue:** \$219.93
- **Total Impressions:** 254,600
- **Unique Viewers:** 10,100
- **Returning Viewers:** 1,000
- **New Subscribers:** +488
- **Top Video:** “How To Start A Retreat Business”



# Top Video of All Time

- **Topic:** “How To Write An Inspirational Speech”
- **View Count:** 17,156
- **Video Length:** 7.26 minutes
- **Average View Duration:** 3:37
- **Date Published:** April 20, 2019
- **Estimated Revenue:** \$61.01
- **Total Impressions:** 156,800



**YouTube**

- Home
- Explore
- Subscriptions
- Library
- History

Sign in to like videos, comment, and subscribe.

[SIGN IN](#)

retreat business

Laughter, Cooking shows, Music, Live, Trailers, Trucks, Scene, Gaming, Olympic Games, Tools, Chill-out music, Comedy, Gadgets, Ho





**YouTube Music**

Get family plan. YouTube Music ad-free and background play for up to 6 household members.

[GET IT NOW](#)

**BEST OF YOUTUBE**

- Music
- Sports
- Gaming
- Movies & Shows
- News
- Live
- Fashion & Beauty
- Learning

-  **Never Pause an Encanto Song**  
Stanimaniacs  
7.4M views • 1 month ago
-  **How Long Does A Pencil Last?**  
Beast Reacts ✓  
15M views • 13 days ago
-  **lofi hip hop radio - beats to relax/study to**  
Lofi Girl ✓  
26K watching  
[LIVE NOW](#)
-  **Documentary Of Marble Quarries Based In Greece (Marble...)**  
Mega Machines Channel ✓  
2.4M views • 1 month ago

youtube.com/results?search\_query=retreat+business+mode

retreat business

Sorrel River Ranch & Spa - Sorrel River Ranch™ Moab UT

Corporate Experiences Are Personally Tailored to Meet Your Needs. Custom Catering & More. Includes...

https://www.sorrelriver.com/ VISIT SITE

How To Start A Retreat Business

16K views · 2 years ago

Michelle Villalobos, The Superstar Activator

Everyone has an expertise and one of the best ways to share it to the world is by starting a retreat. A retreat is a good way to earn...

Retreat Business Model

4K views · 2 years ago

Michelle Villalobos, The Superstar Activator

What do you need to do to start your own retreat? Like any business, you will need a model to guide you through it. In today's...

How to Easily Start a Retreat Business | Retreat Center | Wellness Retreat

1.3K views · 6 months ago

Shaun Academy

Retreats provide a peaceful setting in which people can commune with themselves, allowing them to disconnect from their daily...

NO RETREAT: Business Bootcamp | World Premiere Trailer CNBC Prime

3.6K views · 4 weeks ago

CNBC Prime

NEW SERIES! TUESDAY MARCH 8, 10P ET "True Success" requires Extreme Sacrifice" - Joe De Sena when bottom lines turn...

Starting A Retreat Business

2.6K views · 2 years ago

Michelle Villalobos, The Superstar Activator

Having your own retreat business is a great way to create a sustainable income. How do you start one and what does it take?

How To Plan A Retreat? Plus Mistakes You Should Avoid When Planning Your Very First Retreat.

425 views · 2 years ago

Nirm Stant

Well let me tell you, planning a retreat isn't a dreamy fairy tale. It takes a lot of planning, commitment and hard work to design and...

youtube.com/results?search\_query=retreat+business+mode

retreat business model

Flok Brings Your Team Together - Time For a Business Retreat

We'll coordinate flights, book ground transportation, and ensure a safe trip for everyone. Work-optimized venues that best fit your preferences, employee locations, and budget.

Get Started Blog Center

https://www.goflok.com/ VISIT SITE

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How I Hosted My First Coaching Retreat | TRANSFORMATIONAL COACHING RETREAT

4.2K views · 3 years ago



# Strategies, Tips & Best Practices







# Trunk = Main Topic

## Examples

- Corporate Leadership
- Real Estate Investing
- Child Rearing
- Coaching Business





**Branches = Subtopics**

# “Trunk”



# Branches

Leadership



Corporate Leadership / Leading Teams / Toxic Workplaces / Women In Leadership

Real Estate Investing



Rental Properties / Fixing & Flipping / Airbnbs

Parenting



Raising Teens / Divorced Parenting / Parenting Kids With Depression

Coaching Business



Group Coaching / Producing Personal Development Events, Retreats & Masterminds



**“Leaves” =  
Answers To  
Specific Questions**

# Leadership

1.00

LEADERSHIP JUST GOT HARDER  
REMOTE TEAMS

- > Uncertainty + Fear
- > Technology Issues
- > Less work

**BEST PRACTICES**

- 1 Embrace Flexibility  
94% ✓

2 Address Struggles  
20% collaboration  
20% loneliness  
Communication  
18% not being able to unplug

3 Provide Clarity: Priorities

14 Maintain Communication  
Zoom | Webex | video chat  
Video on!  
ed / Collab.  
of Communication Open

0:45 / 9:40

## How to Effectively Lead a Remote Team

28,788 views • Mar 16, 2020

212 DISLIKE SHARE SAVE ...

# Real Estate Investing



But the key to it, because now we're putting another caveat in it.

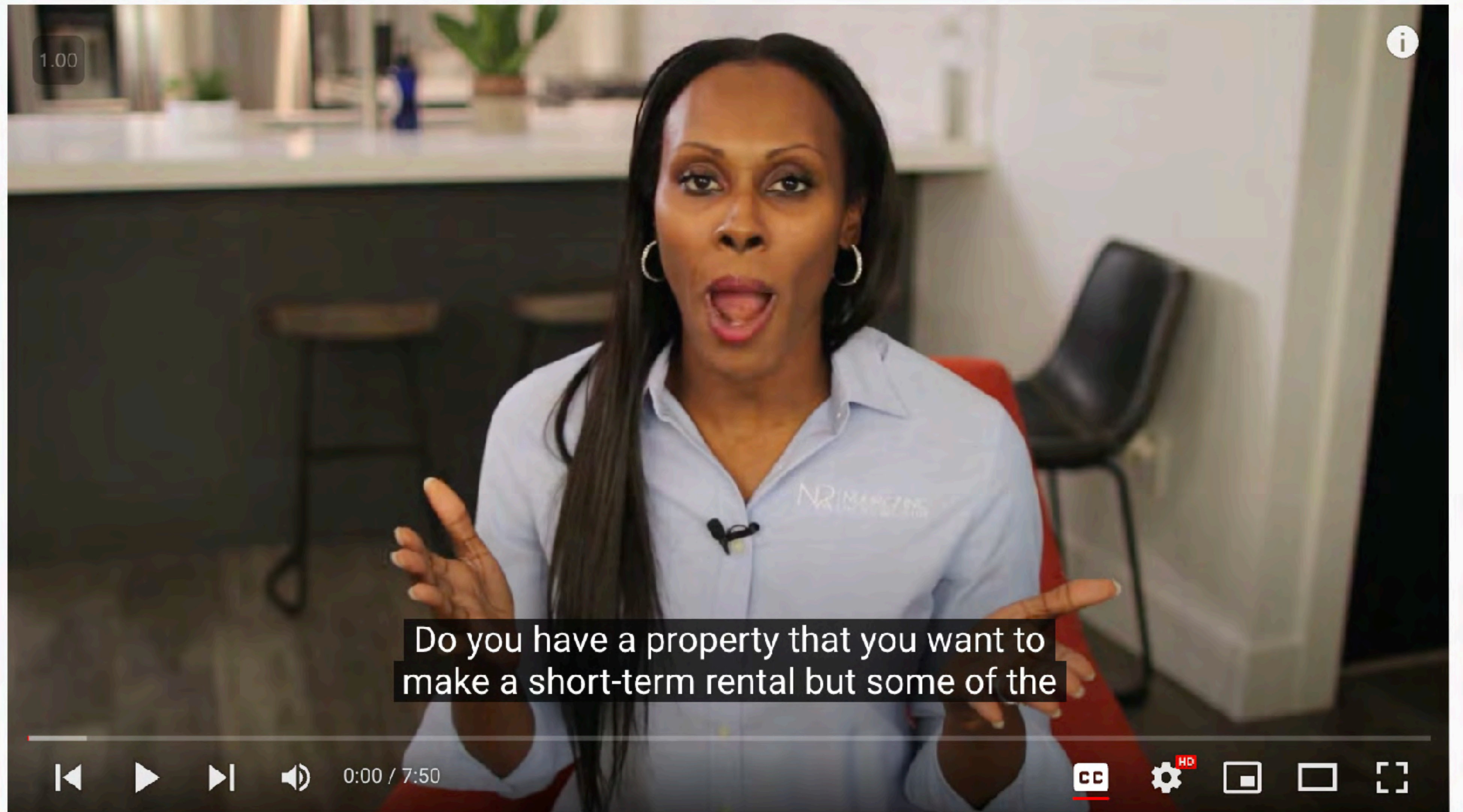
[#NoelleRandall](#) [#WWWinRealEstate](#) [#Airbnb](#)

How To Make Money On Airbnb Without Owning Property

89,874 views • Feb 7, 2020

👍 5.9K    🗨️ DISLIKE    ➦ SHARE    ⋮ SAVE    ⋮

# Real Estate Investing



[#NoelleRandall](#) [#NoelleRandallCoaching](#) [#RealEstate](#)

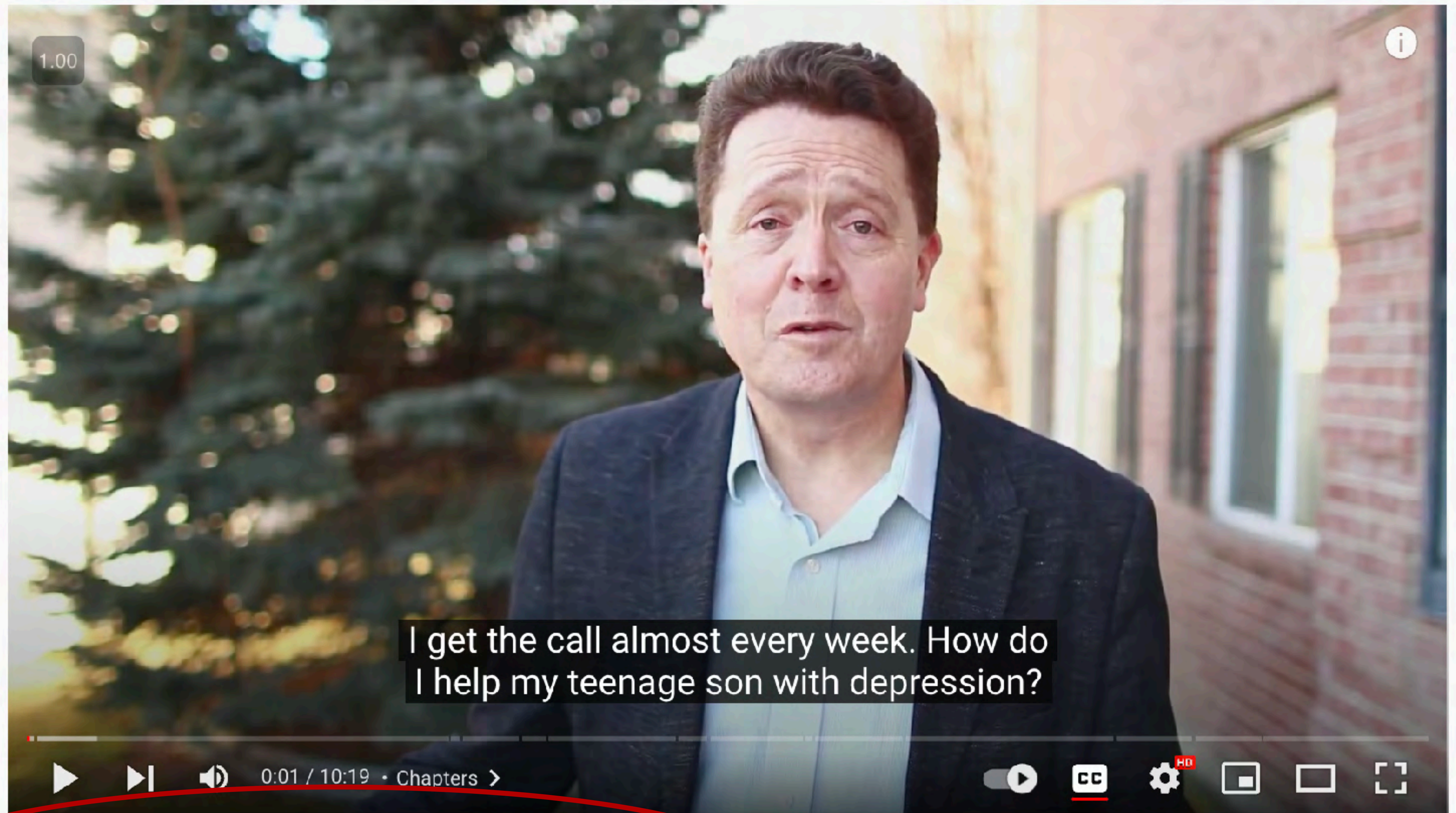
**How To Get Around Short Term Rental Restrictions**

27,104 views · Mar 24, 2020

👍 1.1K    🗨 DISLIKE    ➦ SHARE    ≡+ SAVE    ...



# Parenting



How To Help A Depressed Teenage Son

22,127 views • Feb 6, 2018

526 DISLIKE SHARE SAVE ...

# Parenting



How To Prepare For a Child Custody Evaluation Home Visit

40,529 views • Feb 27, 2018

671 DISLIKE SHARE SAVE ...

# Coaching Business



in our society as we've developed it,  
people are very comfortable with

#MichelleVillalobos #SuperstarActivator #PersonalDevelopment

How To Lead A Spiritual Retreat

2,677 views • Aug 26, 2020

👍 106    🗨 DISLIKE    ➦ SHARE    ≡+ SAVE    ...

# Coaching Business



How To Create A Group Coaching Program

884 views • Aug 1, 2019

👍 27    🗨 DISLIKE    ➦ SHARE    ≡+ SAVE    ...



# How To Find Leaf Topics?

[www.SEMrush.com](http://www.SEMrush.com)

The screenshot shows the SEMrush Keyword Magic Tool interface. At the top, the browser address bar displays `semrush.com/analytics/keywordmagic/start`. The SEMrush logo and navigation menu are visible in the header. The main heading is "Keyword Magic Tool", followed by the description: "An easy-to-use keyword research tool that provides all the keywords you need to build your most profitable SEO or PPC campaign". Below this is a search input field with the placeholder "Enter keyword", a country selector set to "US", and a green "Search" button. Underneath the search bar, "Free examples: buy books loans movies" are listed. The "Your recent searches" section is currently empty, with a "Delete history" button and a red question mark icon. The bottom of the browser window shows a taskbar with several open files: "How To Write a...jpeg", "Portrait-Hard-Co...pdf", "Book Baby 8x10...zip", and "iStock-6774134...jpeg", along with a "Show All" button.





## How To Make Money On Airbnb Without Owning Property

89K views · 2 years ago



You are 100% sure that there is money in Airbnb, but you do not own any property. Is it the end of the world? Of course not!

CC



## How Much Money Can You Make On Airbnb?

9K views · 1 year ago



How much money can you make on Airbnb? This is the question asked to me several times. The answer is tricky, but I'll break it ...

CC

From the video description



# Keyword Magic Tool: short term rentals

View search history

Database: United States | Currency: USD

[All](#) [Questions](#) [Broad Match](#) [Phrase Match](#) [Exact Match](#) [Related](#) [Languages](#) beta

[Volume](#) [KD %](#) [Intent](#) new [CPC \(USD\)](#) [Include keywords](#) [Exclude keywords](#) [Advanced filters](#) 1

[By number](#) [By volume](#)

All keywords: **19,889** | Total volume: **84,460** | Average KD: **36%**

[+ To Keyword Manager](#)

[Update metrics](#) 0/250

[Export](#)

All keywords	19,889	Keyword	Intent	Volume	Trend	KD %	CPC (USD)	Com.	SERP Features	Results	Last Update
> furnished	2,202	<input type="checkbox"/> <a href="#">+ short term apartment rentals near me</a>	T	1,300		52	1.15	0.51	+3	64M	Last week
> apartments	2,025	<input type="checkbox"/> <a href="#">+ short term furnished rentals near me</a>	T	1,300		75	1.18	0.48	+2	100	Last week
> city	1,217	<input type="checkbox"/> <a href="#">+ short term furnished rentals los angeles</a>	C	1,000		56	2.23	0.66	+4	82	2 weeks ago
> county	1,012	<input type="checkbox"/> <a href="#">+ short term furnished rentals san diego</a>	C	720		57	1.90	0.66	+3	3.9M	Last week
> beach	959	<input type="checkbox"/> <a href="#">+ short term refrigerator rental near me</a>	T	720		51	2.12	1.00	?	26.6M	2 weeks ago
> fl	866	<input type="checkbox"/> <a href="#">+ how to get around short term rental restrictions</a>	I	480		42	5.86	0.11	?	85.7M	Last week
> near	818										
> house	750										
> law	706										
> ca	668										
> new	667										





## How To Get Around Short Term Rental Restrictions

27K views • 1 year ago



Noelle Randall ✓

Restrictions are created for purpose especially when it comes to business in general. You will most probably encounter a few ...

CC

parent adhd

Search

Projects

+

Dashboard > Keyword Overview > Keyword Magic Tool

[Keyword Research course](#) [User manual](#) [Send feedback](#)

# Keyword Magic Tool: parent adhd

[View search history](#)

Database: [United States](#) | Currency: USD

All Questions **Broad Match** Phrase Match Exact Match Related Languages beta

Volume KD % Intent new CPC (USD) Include keywords Exclude keywords **Advanced filters 1**

By number By volume

All keywords: **938** | Total volume: **3.9K** | Average KD: **36%**

[+ To Keyword Manager](#)

[Update](#) 0/250

All keywords	938
> child	214
> children	93
> kids	88
> support	63

<input type="checkbox"/>	Keyword	Intent	Vol...	KD %	CPC...	C...	SF	Results	Last Update
<input type="checkbox"/>	<a href="#">+ if both parents have adhd will the child</a>	<span>i</span>	720	46 <span>●</span>	3.26	0.05		56.5M	Last w...
<input type="checkbox"/>	<a href="#">+ how to parent a child with adhd</a>	<span>i</span>	390	65 <span>●</span>	2.55	0.52		79.8M	La...
<input type="checkbox"/>	<a href="#">+ books for parents</a>	<span>c</span>	320	35 <span>●</span>	1.12	1.00	+4	16.5M	2 week...





## How To Parent A Child With ADHD

166,786 views · Jun 8, 2018

3.6K DISLIKE SHARE SAVE ...

retreat business

Search

Projects



Dashboard > Keyword Overview > Keyword Magic Tool

Keyword Research course

User manual

Send feedback

# Keyword Magic Tool: retreat business

View search history

Database: United States

Currency: USD

All Questions Broad Match Phrase Match Exact Match Related Languages beta

Volume KD % Intent new CPC (USD) Include keywords Exclude keywords Advanced filters 1

By number By volume

All keywords: 69 Total volume: 170 Average KD: 35%

To Keyword Manager

Update metrics 0/250



All keywords	69	<input type="checkbox"/>	Keyword	Intent	Vol...	Trend	KD %	CPC ...	C...	SF	Results	Last Update
> start	34	<input type="checkbox"/>	+ what is a business retreat	I	40		34	0.00	0.04	+2	171M	Last week
> plan	8	<input type="checkbox"/>	+ how to set up a retreat business	n/a	20		n/a	0.00	1.00		For metrics, try to refresh	
> well	4	<input type="checkbox"/>	+ how to start a retreat business	I	20		36	2.79	0.45	+3	183M	3 weeks...
> yoga	4	<input type="checkbox"/>	+ how to create a retreat business	n/a	10		n/a	3.85	0.81		For metrics, try to refresh	
> center	3	<input type="checkbox"/>	+ how to run a	n/a	10		n/a	0.00	0.57		For metrics, try to refresh	
> host	3											
> meaning	3											





## How To Set Up A Retreat Business

835 views • 1 year ago



Michelle Villalobos, The Superstar Activator

Have you been wondering how successful thought leaders plan and execute their life-changing retreats? Would you like to start ...

CC



## How To Start A Retreat Business

16K views • 2 years ago



Michelle Villalobos, The Superstar Activator

Everyone has an expertise and one of the best ways to share it to the world is by starting a retreat. A retreat is a good way to earn ...

CC



## How To Create A Retreat Business

2.5K views • 2 years ago



Michelle Villalobos, The Superstar Activator

A retreat business rakes in a lot of customers, especially if you do it several times in a year. Ideally, we want to win the hearts of ...

CC

At The End: **Hot Seats!**

But First...

# Best Practices:

- **Video Length** – 12 minutes long (min 10 – max 20)
- **Search Volume** – stay within 10 to 300 searches/month
- **Keywords** – use EXACT phrase (at least at first)
- **Frequency / Consistency** – 5x per week is ideal, 1/day (not multiple)
- **Batch Production** – i.e., once a month, 20 in one day





# Batch Production

Approx: 1 day/month

20 videos/ day

3-4 "setups"





# ...Best Practices, Continued

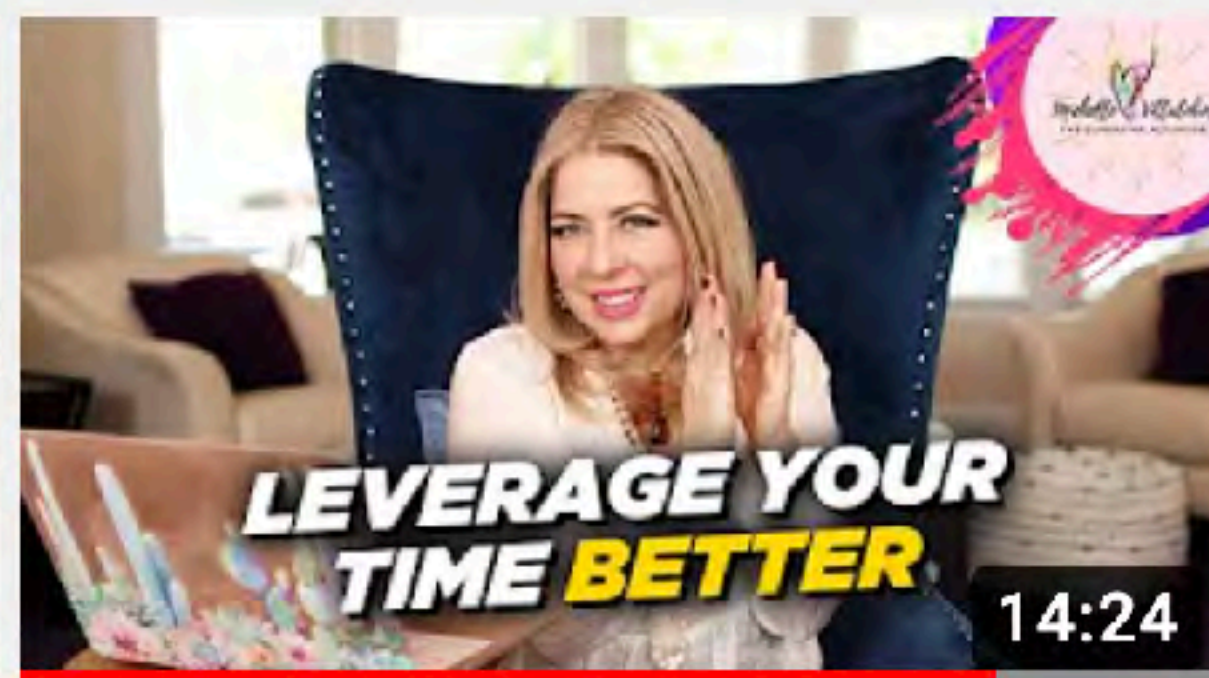
- **Editing** – tighten up, use jump cuts, cut in b-roll, text on screen, SFX
- **Bumper** – exciting intro to show both credibility & connection
- **Channel Promos** – mid-engagements, link to other videos
- **“Mid-Engagements”** – subscribe / like / comment
- **CTA / Back End** – book a call, freebie giveaways, lead magnets, etc.
- **Content Structure** – Hooks / Why / What / Who / How / Now

# Thumbnails



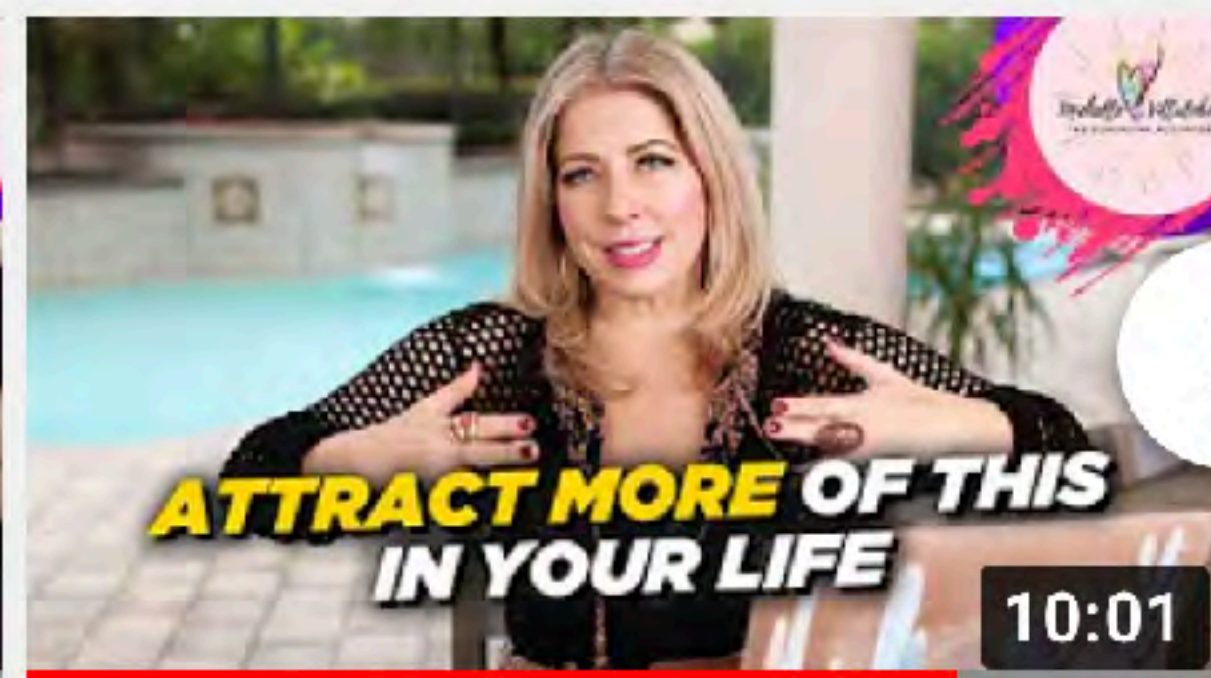
**Narrowing Your Focus Onto Your Ideal Avatar**

60 views • 5 hours ago



**Selling Services With Packages And Programs...**

728 views • 1 day ago



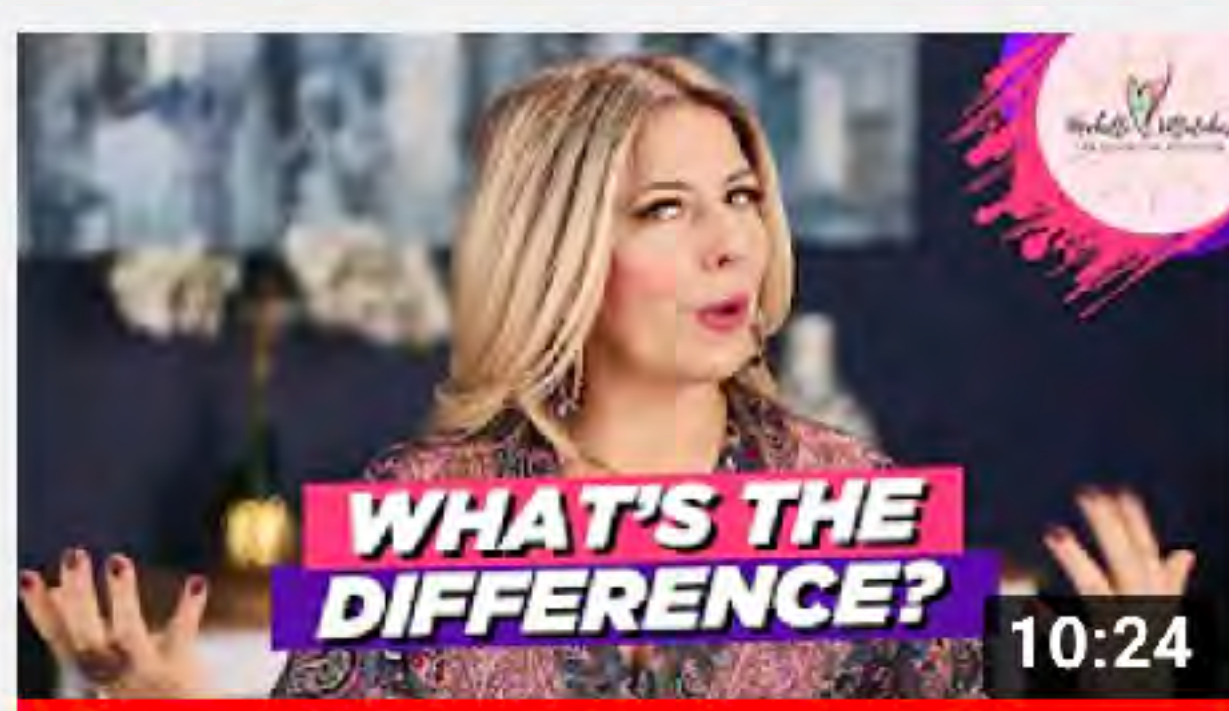
**Law Of Attraction: How To Become Unattached So You...**

656 views • 2 days ago



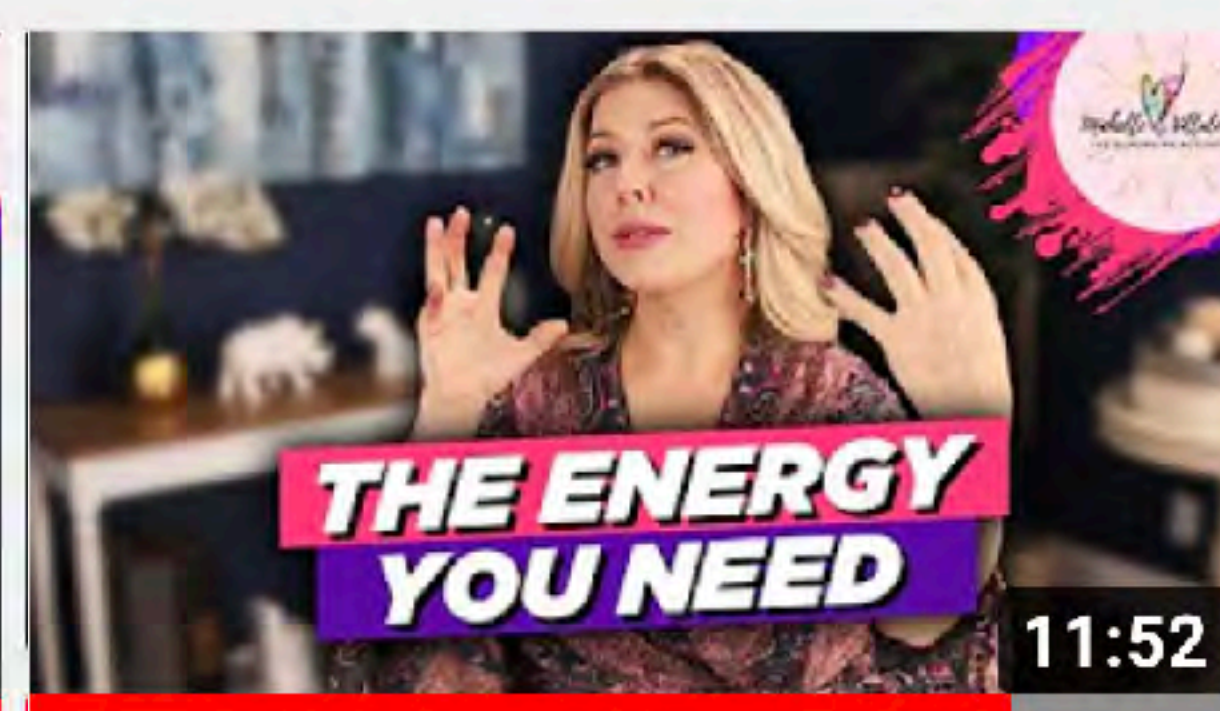
**4 Traps Every Entrepreneur Steps In**

148 views • 2 months ago



**What's The Difference Between INSTINCT And...**

55 views • 13 days ago



**How Your Energy Affects Others— And How To Sprea...**

109 views • 12 days ago

**Bumper**



# Content Structure

- **Video Hook** – Exciting take on title / give a reason to watch to the end
- **Content Hooks** – Overview of Content / watch to the end
- **Why** – The Problem and/or Possibility
- **What** – The Solution
- **Who** – You: Credibility &/or Story (on this topic)
- **How** – Steps / Secrets / System / Structure
- **Now** – Call To Action



- DONE 1. How to grow coac...
- DONE 2. Public speaking b...
- DONE 3. How to scale a co...**
- DONE 4. How to build your ...
- DONE 5. How to use storyt...
- DONE 6. How to set bound...
- DONE - 7. How to use story...
- DONE 8. How to prepare for...
- DONE 9. How to Prepare an...
- DONE 10. How To Run a Re...
- DONE - 11. How To Run a R...
- DONE12. What is the purpo...
- DONE 13. How to host a ret...
- DONE - 14. How much can ...
- 15. Where to host a retreat ...
- 16. Hosting a writers retrea...
- DONE 17. How to host a wo...

### DONE 3. How to scale a coaching business (50)


- **Hook:** How to grow BEYOND you
- **Content Hook:** The problems with coaching, what makes it challenging and what makes it challenging to SCALE
- **Problem / Why:**
  - 1:1 -- Coaching is exhausting / generally doesn't last forever / on zoom all day / Limited Impact /
  - Scaling -- how do you sacale YOU / Your magic? Your Intuition?
- **Solution / What:**
  - Follow a process to develop a strong FOUNDATION to scale from.
  - This isn't the ONLY way to do it, but it IS a way that works well -- I know, I did it.
- **Who / Credibility:** My story // was 1:1 / trainer / coach / consultant
- **How / Steps:**
  - 1:1 → develop expertise / methodology / proof of concept / social proof
  - Group → leadership / community / longer-lasting / beyond you
  - Online / Tech →
- **Now / CTA:**





## How To Scale Your Coaching Business

244 views • 1 year ago

 Michelle Villalobos, The Superstar Activator


Scaling your business can be challenging unless you know exactly what to do. That's why I'm here to help you! In this video, I'll ...

CC



## How To Scale A Coaching Business

101 views • 1 year ago

 Michelle Villalobos, The Superstar Activator


Are you thinking about how to scale a coaching business? In this video, I'll talk about problems with scaling a coaching business ...

CC



## How To Scale A Coaching Business By Creating A Culture

111 views • 7 months ago

 Michelle Villalobos, The Superstar Activator

There are different ways to grow your business, but how do you make sure it's not going to fall back down to where you started?

CC

**Keyword  
HOT Seats!!**



# Contact

[Michelle@SuperstarActivator.com](mailto:Michelle@SuperstarActivator.com)

[www.SuperstarActivator.com](http://www.SuperstarActivator.com)

# Connect

[www.linkedin.com/in/michellevillalobos/](http://www.linkedin.com/in/michellevillalobos/)

[www.SuperstarActivator.com](http://www.SuperstarActivator.com)