

GET NOTICED, HIRED  
AND PAID WHAT YOU'RE WORTH



LETHIA OWENS

Market Domination Strategist

Ranked #8 Among the TOP 30 BRAND GURUS in the World

MARKET DOMINATION  
FOR GAME CHANGERS  
ONLINE MARKETING STRATEGY



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## Market Domination Online Marketing Strategy

My goal is to make your market domination strategy as simple as possible so the chances of you developing the habit of execution are much greater.

This is the outline you will use on a weekly basis to create content and share it with the world to create massive visibility, traffic and traction.

### System Setup

Create the following accounts, which will be needed in order to implement the market domination content publishing strategy:

#### Basic Users:

- YouTube
- Facebook business page
- Twitter
- LinkedIn
- WordPress website
- Bit.ly (link shortener)
- MeetEdgar or Hootsuite

#### Advanced Users:

- YouTube
- Facebook business page
- Twitter
- LinkedIn
- Pinterest
- Google+
- Libsyn (Used for your Podcast on iTunes)
- SoundCloud (Used for sharing your Podcast on social media sites)
- WordPress website & blog
- ClickToTweet.com
- Bit.ly (link Shortener)
- Instagram
- Vine



## Setting up MeetEdgar.com

The tool I recommend is MeetEdgar.com. You can use other tools such as Hootsuite.com if you desire. If you decide to use MeetEdgar.com, complete the following steps to setup your system.

Rename existing categories and create the following new categories to make scheduling your posts a breeze:

Renamed:

Tips -> **Tips and Strategies**

Delete:

- My Blog Posts

Keep:

- **Use Once**
- **Inspirational/Funny**
- **Questions**
- **Promotional**

New:

- **Proven Viral Content (Activate once you have 10 or more in the library)**
- **Affiliate Links & Resources**
- **Curated Content**
- **Follow Friday**
- **WM – Podcast (Used similar to a Use Once Category)**
- **WM – Blog Post (Used similar to a Use Once Category)**
- **WM – LinkedIn Post (Used similar to a Use Once Category)**
- **WM – SG Quotes (Add 7 per week)**



## Category Definitions

The content you create will fall into one of the following categories. These definitions are provided to help you gain a better idea of the type of information you can create for each category.

### Color Legend:

- Content color coded as **GREEN** can be pre-scheduled to **randomly** auto post through Hoot Suite or MeetEdgar.
- Content color coded as **BLUE** represent your **blog post, video and LinkedIn post** and will need to either be scheduled to post on a specific date and time or posted manually at a specific date and time for the current week.
- Content color coded as **PINK** represent your **social graphics** that will need to either be scheduled to post on a specific date and time or posted manually at a specific date and time for the current week.

**Tips and Strategies** – These are short but powerful tips and strategies that will add value to your target audience.

**Example:** “Want more followers on Instagram? Grow your following with these three simple tips”



**Gain More Followers  
on Instagram**

- 1) Use popular #hashtags.
- 2) Write a complete and compelling profile.
- 3) Engage with and follow others.

**Use Once** – Used for information that you only want to post once.

**Example:** “I’m answering your branding and marketing questions live on Friday at 2:00 pm CST – Join me <http://LethiaOwens.com>”



**Inspirational/Funny** – Used for inspiring and funny content to add personality to your posts.

**Example:** “This Friends Forever video had me ROFL. You’ve got to see it - <https://youtu.be/vnVuqfXohxc>”

**Questions** – Ask your target audience questions that will get them engaged. It is wise to occasionally ask questions that bring their aspirations/ambitions or pain/needs to the surface so you can respond with a solution that will further draw them in and strengthen your relationship.

**Example:** “One of my best productivity tips is to join the 5’Oclock club which means you get up and start your day at 5 am. What is your best productivity tip?”

**Promotional** – Don’t be shy about promoting your services, programs and products. If you share lots of valuable content, people won’t mind at all when you tell them how they can get more of you ☺.

**Example:** “If you are ready to take your business and life to the next level, grab a copy of my latest book *The Mindset of a Game Changer* – <http://LethiaOwens.com>.”

**Proven Viral Content (Activate once you have 10 or more in the library)** – After reviewing your analytics and you know what content resonates strongly with your audience, add the content to this category so it is in rotation to be reposted again. You’ll be surprised how much engagement it will get each time you post it even though it has already been posted before.

**Affiliate Links & Resources** – Used to promote products and programs for which you are an affiliate or when promoting products or services you really believe in.

**Example:** “I’m excited to be one of the featured speakers for Black Women Millionaires. Register to hear the stories of some amazing women entrepreneurs – <http://bit.ly/17xKFy9>.”



**Curated Content** – Used to repost content by other non-competing thought-leaders whose content will add value to your target audience.

**Example:** “Check this out. Learn how to tie a scarf 25 different ways in less than 4.5 minutes – <https://youtu.be/5LYAEz777AU>.”

**Follow Friday** – Used to recommend people to follow to your community.

**Example:** “I recommend you follow Lisa Paden of The Personal Gift Basket because she shares great tips to stay top of mind with clients #FollowFriday”

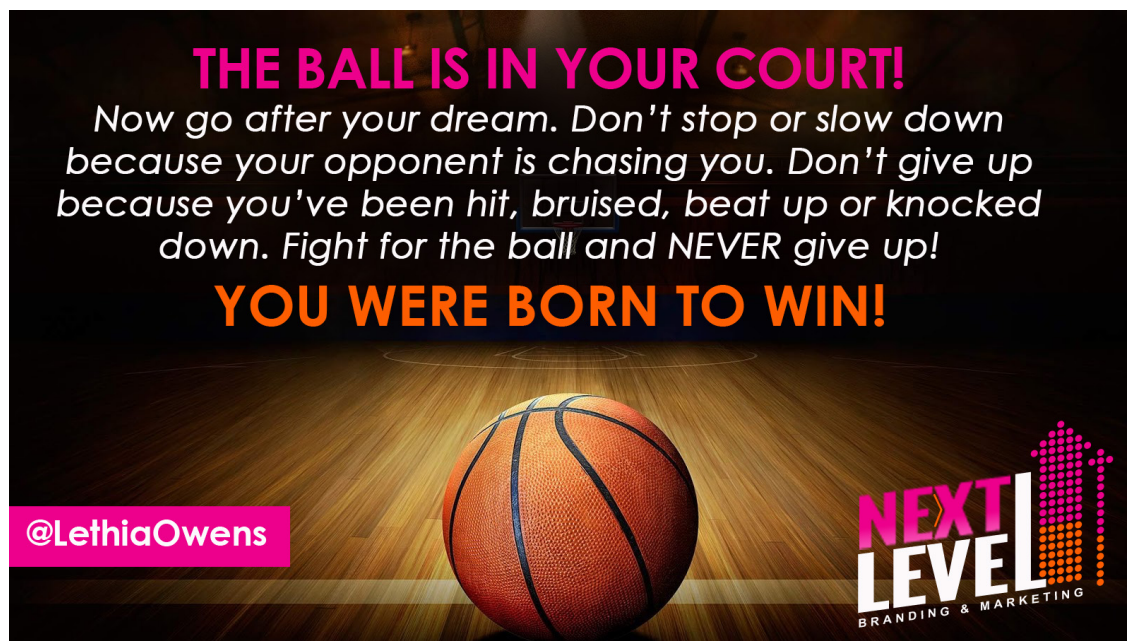
**WM – Podcast** – Used for your Weekly Masterpiece (WM) Podcast.

**WM – Blog Post** – Used for your Weekly Masterpiece (WM) Blog Post.

**WM – LinkedIn Post** – Used for your Weekly Masterpiece (WM) LinkedIn Post.

**WM – SG Quotes** – Used for your Weekly Masterpiece (WM) Social Graphics.

**Example:**





## Basic Users - Publishing Strategy:

### Basic User Day 1:

1. **Shoot Your Video** - Create an outline for your weekly masterpiece and record it as a video that is 3-15 minutes. Videos that are less than 4 minutes is usually best. Note that 500 words is approximately 4.5 minutes of video and will depend on your speech rate.
  - a. Try to include a keyword in the title of the video when you save it. Also number or date your file. (e.g. ["HowToDominateYourMarketIn30-DaysOrLess.mp4"](#))
2. **Create Your Social Graphics** - you will need graphics for your postings. You can use Canva.com or PicMonkey.com to create great graphics. If you want to use stock graphics you can subscribe to GraphicStock.com:
  - a. Email graphic should be 400px wide.
  - b. Facebook graphic should be 600px wide.
  - c. YouTube graphic should be 720px wide.
3. **Create Your Blog Post Copy** - Transcribe the video and name it the same as the video. Create the following versions:
  - a. Full length transcription (e.g. ["HowToDominateYourMarketIn30-DaysOrLess.docx"](#))
  - b. 100 Word Summary (e.g. ["HowToDominateYourMarketIn30-DaysOrLessSummar.docx"](#)).
4. **Upload Your Video** – upload your video while following these steps:
  - a. Use a **keyword rich title** if possible. You should try to make 50% of your titles keyword rich.





- b. Check the quality of your title using the Headline Analyzer - <http://www.aminstitute.com/headline/>
- c. Add your **money and social media links** at the beginning of your description followed by your summary.
- d. Add your **keywords as tags** on the video.
- e. Publish the video as “Unlisted” for now. In step 6 you’ll make it “Public”.

### **Video Description Format Example:**

PLEASE SUBSCRIBE for weekly episodes and special subscriber bonuses.  
Free transcripts on the blog: [add link to your blog post url]  
Meet [your name] here: [add link to your WordPress website]  
Free Copy of [your name]'s book: [add link to your OVO book campaign]  
Free daily strategies: [add link to your Facebook Business Page]

[Add your summary here]

[Add a short bio here]

5. **Create Your Main Blog Post** - Posted on Your WordPress Site.
  - a. Use your keyword rich title as the title of the blog post.
  - b. Add your YouTube video at the top of the blog post.
  - c. Include your summary.
  - d. Include your full transcript.



6. **Update Your YouTube Video** – Grab the link for your blog post and add it to your YouTube video with the text “[Get the transcript free here: \[insert your blog post url bitly.com link\].](#)”

**Now change the YouTube video setting from “Unlisted” to “Public.”**

7. **Create Your LinkedIn Post** – Use the same format used on your blogs and create a post on LinkedIn.

#### LinkedIn Publishing Guidelines:

1. Use a **cover image** at the top of your post.
2. Use your **keyword** in your title if you can.
3. Include a subtle or direct **Call-to-Action (CTA)**.
4. **Curate content** from some third party for validation. This can be a quote, statistic, video, etc. Use Snip.ly when you link to a site or online resource that is not your own.
5. **Include a graphic** within the body of post if possible. For shorter posts you can skip this step.
6. Include one or more **coaching questions** to increase engagement.
7. Ask people to **like, comment and share**.
8. **Post the Blog to Facebook** - On Facebook, post the blog post link with the summary at 9:35 am. Wait 24 hours and boost your post with a Facebook ad.



9. **Post Your Quote Social Graphics** – Use Canva.com or PicMonkey.com to create 7 graphic quotes that are 600px x 600px wide. Share Social Graphic #1 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote1.jpg](#)) on Instagram, Pinterest, Facebook, Twitter, LinkedIn and Google+ and include a link to your blog post at 1:25 pm.

**Note:** *If you use Hootsuite, you will need to manually post your social graphic on Instagram and Pinterest. If you use MeetEdgar, you will need to manually post your social graphic on Google+, Instagram and Pinterest.*

Record your notes or questions here:

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## Basic User Day 2:

10. **Post Your Quote Social Graphics** – Share Social Graphic #2 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote2.jpg](#)) on Instagram, Pinterest, Facebook, Twitter and LinkedIn. Be sure to include a link to your YouTube video at 3:35 pm.

## Basic User Day 3:

11. **Post Your Quote Social Graphics** – Share Social Graphic #3 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote3.jpg](#)) on Instagram, Pinterest, Facebook, Twitter and LinkedIn. Be sure to include a link to your LinkedIn post at 9:35 am.
12. **Share Your LinkedIn Post** – Share your LinkedIn post on Facebook and Twitter. Be sure to include a link to your LinkedIn post at 1:25 pm.

## Basic User Day 4:

13. **Post Your Quote Social Graphics** – Share Social Graphic #4 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote4.jpg](#)) on Instagram, Pinterest, Facebook, Twitter and LinkedIn. Be sure to include a link to your blog post at 11:15 am.

## Basic User Day 5:

14. **Post Your Quote Social Graphics** – Share Social Graphic #5 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote5.jpg](#)) on Instagram, Pinterest, Facebook, Twitter and LinkedIn. Be sure to include a link to your YouTube video.



## Basic User Day 6:

15. **Post Your Quote Social Graphics** – Share Social Graphic #6 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote6.jpg](#)) on Instagram, Pinterest, Facebook and Twitter. Be sure to include a link to your LinkedIn post at 1:25pm.

## Basic User Day 7:

16. **Post Your Quote Social Graphics** – Share Social Graphic #7 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote7.jpg](#)) on Instagram, Pinterest, Facebook, Twitter and LinkedIn. Be sure to include a link to your blog post at 3:35pm.

## Repeat These Steps Every Week



## Advanced Users - Publishing Strategy:

### MeetEdgar.com Suggested Promotion Schedule for Advanced Users:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:35 AM Tips & Strategies	9:35 AM WM - Blog Post	9:35 AM WM - Podcast	9:35 AM WM - LinkedIn Post	9:35 AM Tips & Strategies	9:35 AM Promotional	9:35 AM Tips & Strategies
11:15 AM Inspiration/Funny	11:15 AM Tips & Strategies	11:15 AM Questions	11:15 AM Promotional	11:15 AM WM - SG Quote	11:15 AM Follow Friday	11:15 AM Affiliate Links & Resources
1:25 PM Questions	1:25 PM WM - SG Quote	1:25 PM Tips & Strategies	1:25 PM WM - SG Quote	1:25 PM Questions	1:25 PM WM - SG Quote	1:25 PM Questions
3:35 PM Affiliate Links & Resources	3:35 PM Curated Content	3:35 PM WM - SG Quote	3:35 PM Inspiration/Funny	3:35 PM Curated Content	3:35 PM Follow Friday	3:35 PM WM - SG Quote
7:15 PM WM - SG Quote	7:15 PM Promotional	7:15 PM Affiliate Links & Resources	7:15 PM Tips & Strategies	7:15 PM Tips & Strategies	7:15 PM Inspiration/Funny	7:15 PM Curated Content

### Adding Content to Your Library:

Your library will grow over time, but you should begin by creating 10 or so status updates for each "GREEN" category.

### Advanced User Day 1:

1. **Shoot Your Video** - Create an outline for your weekly masterpiece and record it as a video that is 3-15 minutes. Videos that are less than 4 minutes is usually best. Note that 500 words is approximately 4.5 minutes of video and will depend on your speech rate.



- a. Try to include a keyword in the title of the video when you save it. Also number or date your file. (e.g. "HowToDominateYourMarketIn30-DaysOrLess.mp4")
2. **Create Your Social Graphics** - you will need graphics for your postings. You can use Canva.com or PicMonkey.com to create great graphics. If you want to use stock graphics you can subscribe to GraphicStock.com:
  - a. Email graphic should be 400px wide.
  - b. Facebook graphic should be 600px wide.
  - c. YouTube graphic should be 720px wide.
  - d. SoundCloud and Instagram graphics can be any size but should be a square
  - e. Pinterest graphic should be 600 wide.
3. **Create Your Blog Post Copy** - Transcribe the video and name it the same as the video. Create the following versions:
  - a. Full length transcription (e.g. "HowToDominateYourMarketIn30-DaysOrLess.docx")
  - b. 100 Word Summary (e.g. "HowToDominateYourMarketIn30-DaysOrLessSummar.docx").
4. **Create Your Podcast** - Rip the audio from the video using Audacity or Garage Band. Add an intro and outro for your podcast. Save the file (e.g. "HowToDominateYourMarketIn30-DaysOrLess.mp3")
  - a. **Upload your mp3 file to Libsyn** - use the summary.
  - b. **Upload to SoundCloud** - use the summary.
5. **Upload Your Video** – upload your video while following these steps:



- a. Use a **keyword rich title** if possible. You should try to make 50% of your titles keyword rich.
- b. Check the quality of your title using the Headline Analyzer - <http://www.aminstitute.com/headline/>
- c. Add your **money and social media links** at the beginning of your description followed by your summary.
- d. Add your **keywords as tags** on the video.
- e. Add 3-6 annotations per video and at make at least 2 of these call-to-action overlays.
  - i. Annotation ideas:
    1. Invite them to enroll in a program (they are added to your 6 month nurture campaign).
    2. Link to landing page for an Opt-in, Value, Offer sequence (O.V.O).
    3. Link to another video.
- f. Publish the video as "Unlisted" for now. In step 8 you'll make it "Public".

### **Video Description Format Example:**

PLEASE SUBSCRIBE for weekly episodes and special subscriber bonuses.  
Free full podcast series on iTunes: [add link to your iTunes Channel]  
Free transcripts on the blog: [add link to your blog post url]  
Free Copy of [your name]'s book: [add link to your OVO book campaign]  
Free daily strategies: [add link to your Facebook Business Page]  
Meet [your name] here: [add link to your WordPress website]

[Add your summary here]





That's Tweetable: Tweet these insights from this episode:  
"Add your tweet here." [@Your Twitter Handle]

[Add a short bio here]

6. **Create Your Main Blog Post** - Posted on Your WordPress Site.
    - a. Use your keyword rich title as the title of the blog post.
    - b. Add your YouTube video at the top of the blog post.
    - c. Add a link to your podcast (e.g. "[You can listen to this episode and download its mp3 from my podcast for free: \[insert link to SoundCloud\]](#)").
    - d. Include your summary.
    - e. Include your full transcript.
  7. **Update Your YouTube Video** – Grab the link for your blog post and add it to your YouTube video with the text "[Get the mp3/transcript free here: \[insert your blog post url bitly.com link\]](#)."
- Now change the YouTube video setting from "Unlisted" to "Public."**
8. **Create Your LinkedIn Post** – Use the same format used on your blogs and create a post on LinkedIn.

#### **LinkedIn Publishing Guidelines:**

1. Use a **cover image** at the top of your post.
2. Use your **keyword** in your title if you can.
3. Include a subtle or direct **Call-to-Action** (CTA).
4. **Curate content** from some third party for validation. This can be a quote, statistic, video, etc. Use Snip.ly when you link to a site or online resource that is not your own.



5. **Include a graphic** within the body of post if possible. For shorter posts you can skip this step.
6. Include one or more **coaching questions** to increase engagement.
7. Ask people to **like, comment and share**.
9. **Post the Blog to Facebook** - On Facebook, post the blog link with the summary at 9:35 am. Wait 24 hours and boost your post with a Facebook ad.
10. **Post Your Quote Social Graphics** – Use Canva.com or PicMonkey.com to create 7 graphic quotes that are 600px x 600px wide. Share Social Graphic #1 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote1.jpg](#)) on Instagram, Pinterest, Facebook, Twitter, LinkedIn and Google+ and include a link to your blog post at 1:25 pm.

*Note: If you use Hootsuite, you will need to manually post your social graphic on Instagram and Pinterest. If you use MeetEdgar, you will need to manually post your social graphic on Google+, Instagram and Pinterest.*

## Advanced User Day 2:

11. **Post Your Quote Social Graphics** – Share Social Graphic #2 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote2.jpg](#)) on Instagram, Pinterest, Facebook, Twitter, LinkedIn and Google+ and include a link to your YouTube video at 3:35 pm.
12. **Share Your Podcast Link** – Share your podcast link on your Facebook page at 9:35 am.



### Advanced User Day 3:

13. **Post Your Quote Social Graphics** – Share Social Graphic #3 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote3.jpg](#)) on Instagram, Pinterest, Facebook, Twitter, LinkedIn and Google+ and include a link to your SoundCloud podcast at 1:25 pm.
14. **Share Your LinkedIn Post** – Share your LinkedIn post on Facebook, Twitter and Google+ and include a link to your blog post at 9:35 am.

### Advanced User Day 4:

15. **Post Your Quote Social Graphics** – Share Social Graphic #4 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote4.jpg](#)) on Instagram, Pinterest, Facebook, Twitter, LinkedIn and Google+ and include a link to your blog post at 11:15 am.
16. **Post Your Video on Pinterest** – Add your YouTube video to Pinterest. You may opt to share your pin on Twitter as well when asked during the creation process.



## Advanced User Day 5:

17. **Post Your Quote Social Graphics** – Share Social Graphic #5 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote5.jpg](#)) on Instagram, Pinterest, Facebook, Twitter, LinkedIn and Google+ and include a link to your YouTube video at 1:25 pm.

## Advanced User Day 6:

18. **Post Your Quote Social Graphics** – Share Social Graphic #6 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote6.jpg](#)) on Instagram, Pinterest, Facebook, Twitter, LinkedIn and Google+ and include a link to your SoundCloud podcast 3:35 pm.

## Advanced User Day 7:

19. **Post Your Quote Social Graphics** – Share Social Graphic #7 ([HowToDominateYourMarketIn30-DaysOrLess-GraphicQuote7.jpg](#)) on Instagram, Pinterest, Facebook, Twitter, LinkedIn and Google+ and include a link to your blog post at 7:15 pm.

## Repeat These Steps Every Week



## Blog Post Format Example:

How to Develop a Powerful and Influential Personal Brand



You can listen to this episode and download its mp3 from my podcast for free: [insert link to SoundCloud]

### Summary:

Building an influential personal brand is a journey and you have to respect it as an iterative process that must be monitored and regularly evaluated. Once defined, it should be expected that you will forever make tweaks to your personal brand as you grow and also as your role shifts within your organization. You don't change who you are so much as you tweak how you decide to position who you are and what you can offer based on the role you are currently filling.

### Full Message:

Building an influential personal brand is a journey and you have to respect it as an iterative process that must be monitored and regularly evaluated. Once defined, it should be expected that you will forever make tweaks to your personal brand as you grow and also as



your role shifts within your organization. You don't change who you are so much as you tweak how you decide to position who you are and what you can offer based on the role you are currently filling.

By owning the development of your brand, you are in essence taking over responsibility for your destiny and career success and not leaving it up to chance or even your supervisor's discretion.

An important benefit of branding yourself is maintaining strong influence over how others perceive you and the real value that you offer.

Building your brand requires you to take a close look at the things that make you unique, different, and valuable in the marketplace. During this process you will discover *that the things that make you different are the same things that make you valuable*. And the things that make you valuable can ultimately make you wealthy. Companies with strong brands outperform their competition, allowing them to charge premium fees for their products and services. Developing a powerful and influential personal brand will enhance your earning power.

*"Success is not being perceived as being the BEST at what you do...Success is being perceived as being the ONLY ONE who does what you do!" - Jerry Garcia*

**Give This Some Thought:**

1. In what ways do you add unique value to your organization or customers?
2. What can you do differently to position yourself as the go to person or sought after expert in your field?

You can't develop your brand in a vacuum. You need the input of those who know you best to understand how they perceive you and what they see as your primary brand attributes. This is why I strongly suggest that you complete a [360-Degree Personal Brand Assessment](#) every 1-2 years. The feedback that you receive will be extremely valuable in helping you strengthen your personal brand. It will also increase your ability to influence others.



# Game Changing Video Marketing Strategies

## #1 - Video Description Template

### **Use this format when creating your description for video directories:**

PLEASE SUBSCRIBE for weekly episodes and special subscriber bonuses.  
Free full podcast series on iTunes: [add link to your iTunes Channel]  
Free transcripts on the blog: [add link to your blog post URL]  
Free Copy of [your name]'s book: [add link to your OVO book campaign]  
Free daily strategies: [add link to your Facebook Business Page]  
Meet [your name] here: [add link to your WordPress website]

[Add your summary here – Use Keywords]

That's Tweetable: Tweet these insights from this episode:  
"Add your tweet here." [@Your Twitter Handle]

[Add a short bio here]

### **Notes:**

- I use <http://ClickToTweet.com> to create my "That's Tweetable" links.
- I use <http://Bit.ly> to shorten my iTunes and blog post links
- I try to include at least two "That's Tweetable" tweets for each video.
- Add your keywords to your tags



### **Example from my YouTube Page:**

PLEASE SUBSCRIBE for weekly episodes and special subscriber bonuses.

Free full podcast series on iTunes: <http://bit.ly/1xFhan>

Free transcripts on the blog: <http://bit.ly/1HZTCxJ>

Free Copy of Lethia's book: <http://YourBrandInfluence.com>

Free daily strategies: <http://Facebook.LethiaOwens.com>

Meet Lethia here: <http://LethiaOwens.com>

#### Summary:

Have you ever thought, "What was I thinking? Can I really do this? This is too hard!!!" If so, I know exactly how you feel. Whether you are climbing the corporate ladder or building your business empire, there are simply days when it all seems like TOO much. There are days when you feel like the weight of the world is on your shoulders, and no one understands what you are going through right now. YOU ARE NOT ALONE! This video shows you how to shake it off and press toward the goal.

That's Tweetable: Tweet these insights from this episode:

1) How do you quit your purpose? If you quit the path you're created to walk, the work you're born to complete, where will you go? @LethiaOwens (Click this link to tweet this -

<http://ctf.ec/4d6YN>)

2) Develop the practice of counteracting every unhealthy thought with a declaration about your powerful and positive future. @LethiaOwens (Click this link to tweet this -

<http://ctf.ec/s5kwD>)

#### Bio:

Lethia Owens is a little geeky, surprisingly funny, motivating and oozing with brilliant business strategies. Described as "a visionary leader with rare business insight," Lethia is a game changer! Lethia is a branding expert, market domination strategist and transformational keynote speaker who is best known for popularizing the concept of Magnetic Branding. Her next level branding and marketing strategies have attracted international attention leading to her being ranked #8 among the top 30 brand gurus in the world. She is a best selling author and her latest book "Your Brand Influence: The Art and Science of Building an Influential Personal Brand", shares unconventional strategies for standing out among your peers so you can get noticed, hired and paid what you're worth. Her message of reinvention, courage and influence has inspired audiences on Fox, CBS and NBC affiliate networks.

If you are looking for a speaker sure to deliver an entertaining, inspiring and cutting edge presentation on Personal Success, Leadership Branding, Business Branding or Market Domination, please call her office at (800) 670-0712.





## #2 – Take it to the Limit: Leverage the Hottest Social Networks

Three of the hottest social networks are Vines, Instagram and Pinterest. Here are some tips for leveraging the hottest social networks to promote your videos:

1. **Instagram Videos** - Take your most popular videos and create several 3-15 second snippets of your most powerful points and share them on Instagram.
  - a. Tools you'll need are:
    - i. DropBox (Free) – So you can access your edited videos from your computer.
    - ii. Downloads Lite (Free) – So you can save your videos on Dropbox to your camera roll.
    - iii. Squareready for Video – Convert Rectangle Movie Clip into Square (Free) – Instagram will automatically convert your videos to 640x640 which may distort them. This app allows you to upload your videos in widescreen format so they look better.
2. **Vine Videos** - Take your most popular videos and create several 6-second snippets of your most powerful points and share them on Vine.
  - a. Use Dropbox and Downloads Lite to get your video from your computer to your camera roll.
  - b. Alternative - Download the Chrome extension called "Vine Client" if you want to be able to upload your videos to Vine from your computer instead of from your phone.
  - c. Vine limits you to 6-seconds and 5mb. If your file is too large, use Handbrake to compress it.
3. **Pinterest** – Pin your YouTube videos to a Pinterest Board labeled "How to XYZ" or "XYZ Tips and Strategies"

## #3 – How to Get More Subscribers on YouTube

**Nijna Move** - Add `?sub_confirmation=1` at the end of your YouTube Channel link to get a blind subscribe.

Example: [http://youtube.com/user/lethia?sub\\_confirmation=1](http://youtube.com/user/lethia?sub_confirmation=1)