How To Compete

- 1) Identify Your Competition
  - Reasearch & Recon them
  - Google, Spyfu
- 2) Identify The Top Search Queries
  - People Also Ask
- 3) Create Content
  - Video
    - Video Structure
      - State the question you are going to answer (only ONE topic/question)
      - Answer the questions as short and as informational as possible
      - Tell them how to get more info - Your CTA
    - Get video transcribed
      - Bonus: Extract audio
    - Post everywhere you can
      - **No Automated Tools (until you know what you are doing)
- TIP: Add your name and the competitions name in the video tags

Questions? Call Me Wesley Harrison 816-482-3755