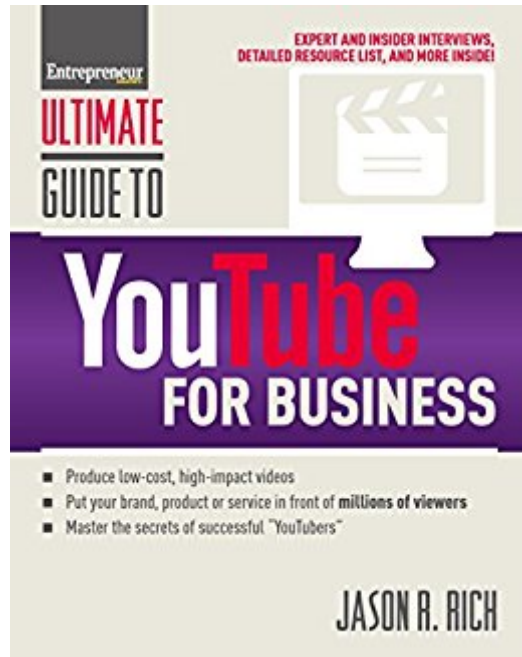


The book was found

# Ultimate Guide To YouTube For Business (Ultimate Series)



## Synopsis

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 &#151; joined by YouTube-savvy entrepreneurs &#151; reveals how small business owners can drive viewers to contact their business. Rich also shows entrepreneurs how they can make money, while promoting themselves.

## Book Information

File Size: 4805 KB

Print Length: 276 pages

Page Numbers Source ISBN: 1599185105

Publisher: Entrepreneur Press (September 1, 2013)

Publication Date: September 1, 2013

Sold by:Â Digital Services LLC

Language: English

ASIN: B00E257VKQ

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #598,476 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #64

inÂ Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business >

Entrepreneurship > Advertising #73 inÂ Books > Computers & Technology > Internet & Social

Media > Podcasts & Webcasts #83 inÂ Kindle Store > Kindle eBooks > Business & Money >

Marketing & Sales > Advertising > Entrepreneurship & Small Business

## Customer Reviews

Well written with some helpful tips. A book like this needs to be updated every several years in order to remain pertinent. However, for now the author has done some great research and shows how

YouTube can be a benefit for your business.

This book is ideal for the beginner to novice like myself. It is clearly written and with valuable ideas to improve your videos.

good book, nice. very helpful

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