The 5-Step Process to Getting Great Leads From Your YouTube Channel

In this video, Entrepreneur Network partner Salma Jafri wants to help you get more leads from your business by using YouTube. Jafri is a pro at this – her own YouTube channel is one of the biggest drivers of traffic to her website, and the top driver for people to sign up to her email list. By getting traffic to her email list and website, Jafri can then show her audience business offers that could turn them into paying customers.

She starts by reverse engineering the process – trying to figure out what people need to know right now, then producing content that fits that niche. She creates a lead magnet and related video (or multiple if she can), then combines them in a way that is simple and effective.

Click play to learn more.

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