

Our Entire \$200 Million+ YouTube Ads Strategy in 1 PDF 🚀

Today, you'll discover our New [REDACTED] YouTube Ads Strategy.

This is the only YouTube Ads Strategy on the market that combines Google's AI Advertising Mechanics with our proprietary \$200M YouTube Ads Scaling System.

I may be biased...

But in my opinion, it is undoubtedly the most comprehensive and profitable scaling and optimization framework for any business, especially Coaches, Course Creators, and High Ticket business owners scaling past 7 & 8 Figures.

Ultimately success on YouTube comes down to 4 Main Things:

- Reaching the Right Person
- Ensuring they have the Ability to Invest
- Strategically Training YouTube's AI [REDACTED]
- Crafting the right YouTube Ad script + Presenting the Right Offer

When you can maximize each of these key points your ads will see the most success & the highest overall return!

That's why I wanted to make this guide, to show you exactly how to reach the Right People, how to Train the AI to Target them the right way & Craft Videos that are Scientifically designed to Convert!

Whether you're already running YouTube Ads that you want to improve, are already producing results & looking to hone in your skills or you're Brand New to YouTube Ads – I promise this PDF is exactly what you need to Dial-In your YouTube Ad Results.

Sit back, take notes, because this is going to be a complete guide of exactly what to do & how to get the best results with your YouTube Ads:

The YouTube "Value-Ad" 🏆

After being on YouTube for over 13 years & running YouTube Ads for the last 8 years I've seen a thing or two about what converts & what doesn't on YouTube.

And the Biggest mistake most Entrepreneurs & Marketers make when they create YouTube Ads is they create ads that lack substance & true value.

How often have you seen an Ad on YouTube that goes like this: "Do you have xyz problem, well then go sign up for my webinar" – Haha No, Thank You!

Want Help Implementing Our YouTube Ads Strategy in Your Business? [REDACTED]

Why doesn't this work? Or at least work as well?..

It's because there's no actual value delivered WITHIN the video itself that proves to your ideal clients that your CTA is actually valuable.

If you have a Webinar or a VSL/Training you're trying to get people to opt into if you don't provide some form of value on your YouTube Ad, why should your ideal clients expect you to provide value on your Webinar? Or when they become a Client?

That's why I've created a Simple 3 Step Framework for what I call the "YouTube Value-Ad"

This is the Exact same Framework we've helped Thousands of Businesses implement with their own YouTube Ads. And guess what? Across Countless industries, client avatars & even countries – this 3 part framework converts every time.

The 3 Keys to a YouTube Value-Ad:

- Hook
- Educate
- Call to Action

Now let's break each of these down step by step...

1. Hook:

You want to capture your ideal clients attention at the beginning of your Ad (you probably already knew this)

But what you may not know is that you also want to DETER people who aren't your ideal client away from your video.

This way, you train YouTube's AI to target MORE & MORE of your Ideal Clients, saving money on ad spend towards people that aren't a good fit.

There are a few main types of Hooks that you can use in your Videos:

- Pattern Interrupts (*Could be a Polarizing Hook that Captures Attention*)
- Question Hooks (*Starting a hook with a question, such as "What If..."*)
- Problem & Solution Hook (*Pointing out a Problem and Offering a Solution*)
- Funny / Clever Hook (*Adding some Humor into the Beginning of your Ad*)
- Story / Case-Study Hook (*Showcasing Results, Case Studies or Stories*)
- Education / Value Hook (*Leading with Value from the Start of the Ad*)



A few examples of great hooks:

“YouTube Ads Beat Facebook Ads Every Time, let’s face it, Facebook Ad Costs are going through the roof, and Even when you have a great ad, they’re almost impossible to scale. In this video I’m going to show you how you can use YouTube Ads to scale your business to 7-8+ Figures...”

This is one of our Best Performing Ads of All Time, it hits many different points - it starts off with a Pattern Interrupt in the form of a bold polarizing statement, backed up by a Problem-Solution hook, hitting pain points about Facebook Ads & then introducing a Solution to their Problem: YouTube Ads.

Here’s another one that’s produced great results for us:

“What if you could Ethically Hijack your Competitors Traffic & Send it Directly into your own Funnel? Well in this video I’m going to show you exactly how to do just that using laser-targeted YouTube Ads”

This is a Curiosity Question-based hook designed to capture attention & then promises to deliver value throughout the video itself (what we do in the Value-Ad).

Starting off hooks with “What If...” is a great way to spark curiosity & create an open-loop. (Just make sure to deliver on your promise within the ad)

Other great Hooks Call out a Problem, Call out the Ideal Client, Showcase Proof/Credibility in the beginning and/or start with a more straightforward “How To” style.

After the first part of your hook I always like to continue with the phrase “In this video I’m going to...” to set the stage for the Education section of the video & the Value you’re about to provide!

I recommend creating at least 5 Hooks every time you go to create new YouTube Ads so that you can split test which hooks work best (I’ll share a Pro Tip to record all 5 versions of your ad quickly a bit later on in this post)

Once you have a few great hooks ready to go it’s time for the next section of your ad...

2. Educate

This is the KEY to your “Value-Ad” and the section most Entrepreneurs & Marketers leave out or get wrong.

In order for your ads to convert the best you need to know WHY people are on YouTube to begin with...



Everyone on YouTube is there for 1 of 2 Reasons:

- To be Entertained
- To Learn

We want to reach the people on YouTube who are looking to LEARN

They're in what I call the "Learner's Mindset"

They're specifically looking to learn about something on YouTube & that's why they're watching videos.

That's why if you just create an ad "Have this problem? Sign up for my Training" it doesn't work – because viewers on YouTube are looking for Value IN the videos (think about it, you likely consume content this way too!)

It's all about providing Enough Value on your YouTube Ad to show your ideal clients that you're serious about providing Value AND that You're an expert that can actually help them!

What I usually recommend doing is showcasing 2-5 KEYS within the education section of your ad & provide high-level value & advice that your ideal clients can use to solve their problems.

I like to focus on the WHAT & WHY but not the How

What are the Keys that can help them solve their problem?

And why are these Keys important / Why are they better than what else is out there?

What I love to do is to share 2-5 keys at a High Level (What & Why) and then I say that "I'll dive deeper into these on our Webinar/Training"

This provides actual value & then teases the fact that you'll expand on this value inside the Next Step (boosting conversions)

3. Call to Action

The key with your Call to Actions are to keep them "Stupid Simple"

You need to make it very clear what the next step is for people to take action after your video & the value that they'll get from taking that next step.

I like to transition my ads by saying something like "Now that you've seen _____, I want to invite you to sign up for my _____ where I'll dive deeper and show you Exactly how to _____"



This allows you to link the value you just provided with even DEEPER value when someone takes action (especially if the next step is a Webinar or a VSL/Training)

I then also like to say the words “When you click the link right here on the screen you’ll get to a page that looks just like this..”

And then I actually SHOW the page that they’re going to see when they click on the link.

We’ve split tested this numerous times & you often get a low single digit % boost in Conversion rates when you SHOW the next steps from your ad – and it’s not a surprise.

^ This is because you’re able to demystify what’s going to happen when someone clicks the link & you add familiarity to the landing page & exactly what the viewer needs to do to take action.

Also if you’re confused why I’m so excited about a “low single digit % boost” in conversions – that adds up FAST, every few % you can increase your conversions is more conversions with turns into a higher ROAS (return on ad spend)!

After this, I like to reiterate the value they’re going to get from opting into the CTA and finally end with a final invite to “Click the Link” before showing the page a final time to create a “Squeeze” in the video

You want to leave your CTA up on the screen for at least a few seconds to give slower viewers the chance to click your ad links. (This creates another single digit % increase in conversions, that add up fast!)

How to Film Your YouTube Value-Ad 🎥

This is where a lot of people go wrong, they feel that they need “fancy equipment” cameras or production gear to create a great YouTube Ad...

But in reality, you have all you need to start with your iPhone Camera (seriously they shoot 4k these days!) and a \$149 Gimbal.

We’ve found that the key with your videos is to be seen as the “Authentic Authority” in your industry – and a great way to do that is by filming a *natural* YouTube Ad with a simple setup!

If you haven’t heard of a Gimbal before, it’s an amazing tool that allows you to stabilize your iPhone from moving around while recording videos – this creates a smooth, clean feeling for your videos & paired with an iPhone you can create some high quality footage!

The main one I recommend is the DJI Osmo Mobile 6 from Amazon.



You can either record yourself using this setup (for a natural “YouTube-Style” feel) that converts quite well! Or you can hand the setup off to someone with you who can record you directly.

(Now in the future, OR if you’re a larger business already, that’s when you can get into more higher-end production – if/when you do that though, I always recommend making the videos still have an Authentic & Natural feel by filming either on-location or in an Office/Home Office. That said you can graduate to higher quality camera equipment, just maintaining the authentic feel. – You almost never want to use a Green Screen or a Big Studio for Direct Response YouTube Ads)

The “Video-Blocks” Strategy to Record 24 Ads in the Time it takes to Film 2 ½ Videos! ⌚

Now I’m really pulling back the curtain on one of our YouTube Ad Production Secrets!

Of course you know one of the most important things to test is your video ad creative itself – you want to split test what works the best!

But the problem with that is filming 10 different videos to test takes a LOT of Time... That’s why we created our “Lego Blocks YouTube Ad Strategy”

Our Copywriters write 5-10 different hooks for our clients on their YouTube Ads Copywriting Calls (following the frameworks above)

As well as 1-2 different Educate Sections (depending on if there’s multiple ways to teach it)

And a Solid Call to Action (usually no variations necessary for the CTA unless split testing different funnels)

Then we have our clients record each section individually, like this:

- Hook 1
- Hook 2
- Hook 3
- Etc.

Recording JUST the hook of the video for each hook we scripted (~10-30 seconds usually each) & making sure they have at least one good take of each hook.

Then they film:

- Educate 1
- Educate 2
- Call to Action



Individually recording each section.

By the time our clients are done it feels like they filmed 2-3 videos...

BUT they actually end up with 12-24 different YouTube Ads!

Because we can put them all together like Lego Blocks in Post:

Hook 1
Educate 1
CTA 1

Hook 2
Educate 1
CTA 1

Etc.

We then put all of the videos together from each possible variation just like lego blocks!

This allows us to rapidly Create & Test 12-24 different YouTube Ad Variations in the time it would take to record only 2-3 videos!

^^ Now this is a Pro-Tip & can save you a lot of time!

Creating An Alpha-AI Targeting Strategy 🎯

Over the last 8 years I've seen YouTube shifting more & more towards utilizing AI in ad targeting.

YouTube's biggest change to date is their shift to Audience & Segment based targeting.
This means Advertisers can no longer use contextual targeting.

They actually REMOVED the advertiser's ability to target the video people are watching.

... but don't panic!

Google did this for a reason (& just like when they switched over to video action campaigns, we've actually seen an INCREASE in conversions – *IF* you use the right strategy, which I'll be showing you).

They did this to give the AI more room to decide who to target & increase your results.

This is great, because Google's AI has BILLIONS & BILLIONS of data points...



Similar to how Google sometimes knows if someone is sick before they even do, Google also can find your ideal client before you can.

... But with this incredible opportunity, comes a catch.

You MUST constantly Train the AI to learn who your Ideal Client is First.

This is why your audience segment targeting is CRUCIAL.

And we've cracked the code to this. Not only with audience segment targeting, but actually building out your own Custom Segments that are designed to give Google's AI exactly what they need to really hone in on your ideal client with laser-like accuracy.

... Imagine you have an SAT prep tutoring business. You can target people who are parents of teens AND are looking up tutoring near them.

This is just one example, but I'm sure you're already starting to produce ideas for your business.

Now, let's move onto the next part of this equation...

3D YouTube Ads Targeting

What is 3D Targeting?

Well, as I'm sure you can probably guess, it's split into 3 parts:

- Alpha-AI Audiences Segments
- "Pre-Qualified Leads" via Demographics
- Value-Driven YouTube Ads

This way you're reaching:

- The Right Person
- With the Ability to Invest
- With The Right Message

So how does this actually work?

Well let's break them down Step by Step:

"Pre-Qualified Leads" via Demographics Targeting



This is the simplest to explain & setup.

Choose your Country / Geo Targeting Options, Age, Gender, Parental Status, etc. But the big thing that you should make sure to setup (especially if you're advertising in US) is... Household Income Targeting

^^ This works EXTREMELY well on Google because it's actually based on Google's User Profile data about the individual estimated income of the person watching the ad!

(Unlike Facebook Ad's Zip Code Household Income which doesn't work well...)

This is based on the countless data points that Google has access too – they've gotten quite good at telling income brackets from all their data (Google Analytics is on Over HALF OF THE WEBSITES ON THE WEB)

Here's a general rule of thumb that we use:

ALWAYS Exclude Lower 50% for anything over \$100

(Remember the Lower 50% of Household Income Earners have less than \$1k in their bank accounts – our campaigns always perform better with this demographic removed for any non-ecom offer)

Top 50% – \$997 Course or Less

Top 40% - \$2-5k Offer

Top 30% - \$5-10k Offer

Top 20% - \$10-25k Offer

Top 10% - \$25k+ Offer

^^ This is our general rule of thumb when it comes to Household Income Targeting on YouTube

Now your Mileage may Vary, but this is what we've found after working with thousands of clients in a variety of niches & price-points.

If you find that you're receiving lower quality leads, you may want to target higher household income bands, and vice versa if you run into scalability limits on a high performing audience.

Audience Targeting (Custom Affinity, In-Market & Interests)



There's Many different Audience targeting options for YouTube - the key is to test out which ones will work best for reaching your ideal clients.

Here's some of the key Audience Targeting Options on YouTube:

- Custom Interests & Purchase Intentions Audience
- In-Market Audiences
- Life Events
- Detailed Demographics
- Affinities
- Custom Google Search Intent Audiences
- App Audiences
- URL Audiences *(based on sites your ideal clients visit!)*

As you can see there are a LOT of different ways to reach your ideal client with your YouTube Ads!

I'll give a quick overview of each of these audiences with some quick recommendations based on what we've seen when we help our clients with their campaigns.

1) Custom Interests & Purchase Intentions Audience

You can setup Custom Audience Segments within Google by creating a custom segment based on Interests & Purchase intentions - this is very similar to Facebook's own targeting, so those of you familiar with Facebook ads should be right at home setting up these audiences.

Although, as you'll learn later, Google has access to FAR MORE data-points than Facebook...

These custom built audiences allow you to create a seemingly infinite number of possible audience combinations.

I recommend doing Keyword Research to help find potential keywords for these Interests & Purchase intentions.

I actually co-founded a YouTube keyword research tool KeywordSearch.com that our clients and I use to find the best YouTube Ads keywords – that's how serious I am about the importance of keywords, I built my own software to make that process seamless!

You then take these new keywords that you found & put them directly into your Custom Segments in paired groups.



Pay close attention to the Impression Size & Demographic data in the Custom Segment builder so that you can make sure you're reaching a good sized audience (without targeting too broad).

2) In-Market Audiences

These In-Market Audiences work extremely well for targeting people who are likely to convert, because Google is pulling its data points to not only signify someone is interested in what you do...

But also that they are Right Now, "In the Market" for what you're looking to promote This means they have Buyers Intent!

We've seen a lot of success with the "In-Market for Advertising & Marketing" Audience personally & our clients see a lot of success with the In-Market audiences most relevant to them.

You definitely want to test several In-Markets! Sometimes, ones you wouldn't think of immediately can do exceptionally well (for example, In-Market for SEO & SEM works AMAZING for us, but this isn't always immediately obvious!)

3) Life Events

This audience is more use-case specific depending on who you're looking to target.

But if you're looking to target people "Moving Soon," "Recently Married," "Recently Graduated," "Started a New Job," etc. this is a great way to reach people at the perfect time!

This is a great targeting option for professional services & high-ticket businesses.

4) Detailed Demographics

Similar to Life Events, this is very case-specific, but those of you who are looking to target with more detailed demographics & you find an audience that fits your avatar - this works really well!

One key audience here is "Parents of kids age ____" which is very valuable for specific offers, products or services that cater to parents of kids a certain age.

For instance one of our clients targeting College/SAT Prep can target "Parents of Kids 13-17" & effectively reach their ideal audience!

(and later on, learn how this client can get EVEN more granular by targeting both parents AND people actively looking up tutoring near them)



Lots of possibilities with these Detailed Demographic audiences!

5) Affinities

Affinities are some of the most broad-based Audiences within your YouTube Ads targeting.

Honestly, these usually aren't the audiences you want to target because they're often too broad & there are better options available.

But for more mass-market Products or Courses etc. this can work quite well - especially for scalability.

But I wouldn't start with these audiences.

6) Google Search Intent Audiences

Google Search Intent audiences actually allow you to target people on YouTube who have recently searched Google or YouTube for your desired keywords!

(NOTE: It says "Google Search" when you set it up, but I've read the fine print & can 100% confirm this lets you target both Google Searches & YouTube Searches)

This is incredibly powerful & often times is one of our highest performing audiences within campaigns
-

Because it allows you to target someone who has been recently searching Google for exactly what you do!

Similar to the Custom Purchase Intentions & Interests audiences, you can build your own custom segments, but this time you build them with Google Search keywords.

We typically find some of the best keyword searches on YouTube using KeywordSearch.com and then add those into the audience segments based on search volume & relevancy.

These audiences work extremely well!

I would recommend creating different Search Intent Audiences for different angles – so that you can split test which works best (because after the intent audience is made you have to take the results as a whole for the audience vs. finding specific keywords that work well within it)

So what we've found works best is to create multiple Search Intent Audiences around different angles / themes that your ideal clients are searching on Google.



(Pro-Tip: If you already run Google PPC ads, copy your best performing keywords into a Custom Search Intent Audience & watch the magic happen!)

7) App Audiences

Next, we have App Audiences!

You can target people based on the apps they have installed on their devices!

Now, this is the one audience that is most affected by Apple's privacy policies – (since it relies on 3rd party data vs. most of the other audiences above which have 1st party data from Google)

(Quick note – the reason YouTube Ads & Google Ads are affected less than Facebook with iOS 14/15 is because of how the platforms work. Facebook relies mostly on 3rd party data (apps etc.) to provide information about users back to Google. Whereas Google itself has a lot more 1st party data (data on Google itself) because it owns Google Search, YouTube, Google Analytics, Google Maps, Google Chrome & even Gmail! – Because of this 1st party data Google has been less affected by the recent iOS updates than Facebook)

But these campaigns still produce some pretty great results when you find some solid app audiences to target!

For instance we target anyone with Facebook Ads or Google Ads installed on their phones!

8) URL Audiences

Internally we've dubbed this audience the "Industry Secret" because of how powerful this audience is, yet many don't know of its existence!

You can literally target people who are visiting your competitors websites (or similar sites) by creating a URL Audience!

This allows you to enter the URLs of sites you know your target audience is visiting & put them all together into one audience.

This effectively allows you to Retarget OTHER Websites Traffic! – It's really incredible!

For instance we have a URL audience that works quite well around ClickFunnels.com website visitors – because we know people who use ClickFunnels are a perfect fit for YouTube Ads – think about that!

Now you may be asking yourself, "How does YouTube/Google know what sites people have visited?"



It's because of not only Google Search & YouTube, but also Google Analytics & Google Chrome - which a large portion of people use every day – it's all sending data back to Google...

After all... Google Analytics is installed in over 55.49% of ALL Websites Online!

And we have access to all of that Data – IF we know how to leverage it!

All the better for us to Target with our ads!

Combined Audiences

Combined Audiences have been an absolute GAME-CHANGER for us.

... Since Google removed the ability to target by Keywords & Topics, our team met to figure out how to create 'layered' campaigns.

& We found the solution... COMBINED audience segments.

You can actually create custom audience segments in Google using an "and" function. Meaning that you can create 2 separate audiences (using any of the audiences outlined above) & only show your ad to people that are in BOTH of these segments. How crazy is that?

We've found that this has been resulting in some of the best ROAS for both us & our clients.

Imagine you're an SEO company that specializes in helping coaches.

You could target people in the market for SEO & SEM, or you could target people that are searching up 'coaching' related Keywords (scale my coaching business, etc).

... But what if you only paid to show your ad to people who are BOTH in the market for SEO services AND are proven coaches (are actively searching for keywords related to a coaching business).

How crazy would that ROAS be?

We're currently spending a TON on this (& same with our clients). We are finding that it works... and it works well.

We've found the KEY to this is finding the right balance between specificity & scale.

It's best to layer a BROAD audience with a more SPECIFIC one (or layering a broad audience with another broad audience).



So this could be layering an in-market segment with a custom intent segment, an affinity segment with an intent segment, or an in-market segment with an affinity segment. (or if you're feeling really crazy, an in-market segment with a 'similar' audience segment!)

You want to identify the two main traits (affinities or search habits) of your ideal client, and then combine them - all while making sure it's not TOO small of a combined audience. You can check the 'impression' size once you create each segment!

NOTE: In some newer accounts, Google has not allowed the creation of combined audiences.

But don't fear, the other audiences described work amazing on their own too! This is just a cherry on top.

Single Keyword Segments

This is a derivative of the Google Search Intent Audiences.

With Single Keyword Segments, you can create multiple different intent audiences that only contain ONE keyword & put multiple of them in a campaign.

The benefit of this, is you can actually find out what EXACT keywords are producing results & ROAS for you.

This can help guide your decision-making as to what keywords you should be focusing on testing in the future (to be used in other custom intent or custom affinity audience segments).

You can kill the single keyword audience segments that don't produce results, and only spend money on the ones that do! (more on campaign optimization in the next section)

We've found this to really be a game-changer as part of our Alpha-AI targeting strategy - to really hone in & train the AI on who we're looking to reach!

Tip: for extra great results, you can take all the individual keyword intents that actually DO produce results & combine them into a single custom intent audience to make sure it's even more scalable! You can also put these 'Winning Keywords' into a Google Search campaign!

How to Optimize Your YouTube Ads

Believe it or not, most agencies & people don't even optimize ad campaigns! It's crazy!

Unfortunately many people go into their ads & look at a campaign & make binary decisions whether



to turn that particular campaign on or off.

This is completely throwing the baby out with the bathwater!

Because odds are there are Audiences within that campaign that work well & audiences that are holding the campaign back. And others that are pulling all the weight themselves!

What we need to do is “Trim the Fat” inside each campaign.

How did I get so good at optimizing campaigns?

I've been doing YouTube Ads for over 8+ Years – back in the “Early Days” there wasn't even Lead Optimization on YouTube

In fact, back then people literally laughed at me when I said I was using YouTube Ads to get Leads & Sales – many people at the time claimed it could only be for “branding”

But indeed, I had figured out back then how to optimize campaigns... MANUALLY. I *was* the Algorithm haha!

That's how I cut my teeth in the early days of YouTube Ads – literally going in & manually optimizing campaigns

- Cutting Keywords (before they were removed)
- Removing Audiences
- Split-Testing Videos
- Manually Optimizing Everything!

But my time back then caused me to gain a real appreciation for Manually Optimizing campaigns

Something that my team & I help our clients with & is the reason our Results are so great for our clients!

While most “Leave it all to the Algorithm” and only take the nuclear-option of completely retiring an entire campaign

We roll up our sleeves & go INSIDE the campaign to take a look under-the-hood And manually optimize even automatically targeted ads

This helps us achieve Alpha Results on YouTube!



The way to achieve Alpha Results is to combine a HUMAN STRATEGY with the AI ALGORITHM – to achieve results better than either would on their own!

That's what we call the "Alpha-AI" YouTube Ads Strategy!

So how do you do this?

Go inside of your campaigns & look at the Audiences, Demographics, Targeting, etc.

And from that view turn off any of the Demographics, Audiences, Videos, etc. that are outside of KPI, while keeping the targeting that is within or above KPI!

This allows you to "Trim the Fat" and make the campaign better INSIDE the campaign itself!

^^ This is the Key to the Lowest Costs within your YouTube Ads Campaigns – like a growing tree they must be pruned to reach their full potential!

Then as you individually optimize each campaign, you'll learn which campaigns you should pause entirely & which campaigns are your best performers that you'll want to scale.

How to Scale Your YouTube Ads 🚀

Now that you've optimized your YouTube Ads the next step is to Scale your Ads!

Most people scale their YouTube Ads incorrectly - either by only focusing on scaling up one campaign. Or by producing many small campaigns.

What you need to do to properly scale your YouTube Ad campaigns is to use...

The Tree Scaling Method 🌲

When you dial in & optimize one campaign that's producing great results, you simultaneously want to scale that campaign up (increase its budget)

While at the same time creating multiple other campaigns (branches) that are similar to the original campaign, but based off of pieces of what worked the best in the original!

This essentially scaled your campaign up like a tree!

Each campaign that performs you scale individually as well as creating branches that extend out to more campaigns & then more campaigns from those & so on!



Think of it like a gigantic tree that starts its roots in one or two highly successful campaigns, but now has grown into a series of interconnected branches each with their own successful campaigns.

This allows you to build a sturdy foundation for your business on the back of many campaigns you can scale.

Next Steps for your YouTube Ads!

My goal by this point in the PDF is that you're already immersed with Pure Value

Hopefully you can tell that I've come here with the intent to lay out my entire YouTube Ads Strategy.

The same Strategy that's helped my company scale to 8+ Figures, land #60 on the Inc. 5000 list of the Fastest Growing Companies in America & has helped our clients generate \$200 Million+ in Revenue.

And that's what I've done - you can find our strategy above with exactly what to do to setup the best campaigns.

But now you may be asking yourself - how can I be sure that I actually EXECUTE this strategy the right way?

Because it's one thing to know a strategy...

...But it's an entirely different thing to actually EXECUTE that strategy.

And by this point you likely see how YouTube Ads has the potential to add hundreds of thousands of dollars, if not Millions of Dollars to your business.

So you want to ensure that you get this right!

That's where we come in!

Invitation to a Complimentary YouTube Ads Launchpad Call

I want to invite you to schedule a time to speak with one of my Top YouTube Ads Advisors.

They've spent years working with me & will get on a call to help you map out the best YouTube Ads Strategy for your business.

First they'll learn more about your business, your current marketing & your goals. And then they'll



help diagnose & craft your own YouTube Ads Strategy - specifically following our “Value Ad” Video Strategy & Alpha-AI Targeting System.

We’ll give you an exact action game-plan of what you need to do to dial in your YouTube Ads. Now you may be asking yourself - “Why are you doing this?”

Well, if at the end of the call my Advisors qualify your business as a good fit, we may invite you to become one of our new YouTube Ads clients.

If that’s the case we’ll work with you hands-on to implement all of our YouTube Ads Strategies directly into your business to get you the biggest results from YouTube Ads in the shortest amount of time!

If we invite you to become a client we’ll walk you through the next steps & what that would look like.

But either way, even if you aren’t a good fit, you’ll get a full YouTube Ads Strategy & we’ll point you in the right direction to dial in your ads & scale your business!

I want this to be the most Valuable 45-Minute Call you have all year!

And hopefully by this point in this PDF (and all the value I’ve already provided) you can see that I truly mean that! 😊

So if you want your own Complimentary YouTube Ads Strategy Call...

Click this link to Book Your YouTube Ads Strategy Call:



We’ll see you on the Strategy Call!

I’m excited to help you scale your business to the next level using our \$200 Million YouTube Ads Strategy! 🚀

