

FAQ Interview

Interview Data:

Interviewer's Name: **Jim Edwards**

Publication / Project Name: **I Gotta Tell You Podcast**

Expert's Name: **Lou Bortone**

Target Audience (SINGULAR): **Entrepreneur**

Target Audience (PLURAL): **Entrepreneurs**

Keyword Theme of the interview: **YouTube Video Marketing**

Topic of the Interview: **using video marketing to increase visibility, traffic, and sales**

Payoff Of The Interview (For Target Audience): **how to make videos that make money, no matter what business you're in**

Call To Action of the Interview: **Lou Bortone's "10-Minute Video Trainer" training at <https://loubortone.leadpages.net/trainer/>**

Introduction

Hi everyone and welcome to the **I Gotta Tell You Podcast**

(Today's interview is sponsored by **Lou Bortone's "10-Minute Video Trainer" training at <https://loubortone.leadpages.net/trainer/>**. Helping **Entrepreneurs** with **how to make videos that make money, no matter what business you're in** and other important **YouTube Video Marketing** topics. Check out **Lou Bortone's "10-Minute Video Trainer" training at <https://loubortone.leadpages.net/trainer/>** for more.)

The title of today's Interview is: **"7 YouTube Video Marketing Questions Every Entrepreneur Needs To Know The Answers To"**

My name is **Jim Edwards** and today I'm talking with **YouTube Video Marketing** Expert **Lou Bortone** about the frequently asked questions people have about **YouTube Video Marketing** and **using video marketing to increase visibility, traffic, and sales**.

Welcome **Lou Bortone!**

Lou Bortone is a well-known expert on the subject of **YouTube Video Marketing** and has graciously agreed to join us for this interview to share extensive knowledge and experience so every **Entrepreneur** can get the answers to the questions that will show them **how to make videos that make money, no matter what business you're in**.

Lou Bortone, thank you again for joining us on this live interview.

Questions

My first set of questions is about your background and experience in the field of **YouTube Video Marketing** so the **Entrepreneurs** in our audience can understand who you are, where you're coming from, and how you got started.

Then we'll jump into those specific **YouTube Video Marketing** questions our audience needs you to clear up for them.

1. Could you tell us a little about yourself in terms of background, education and experience in **YouTube Video Marketing**?

- a. When and how did you get started?
- b. What kinds of things have you done / experiences have you had in **YouTube Video Marketing** that is relevant to our audience of **Entrepreneurs**?
- c. Were you an overnight success, or did you have to work for it?
- d. How long did it take you to get to where you are today?

2. What roadblocks did you face early on and how did you overcome them?

3. What was your first major breakthrough with **YouTube Video Marketing**?

Well, it's obvious you've "been around the block" when it comes to **YouTube Video Marketing**!

4. How is the world of **YouTube Video Marketing** different now than when you got started?

TV Biz Boston / LA 2005

Tips! Short + Sweet

The Right People!

Legit! Mainstream

Let's switch gears a bit now and get to the specific **YouTube Video Marketing** questions our **Entrepreneur** audience wants to know the answers to so they can get the kind of results you've achieved.

5. How do you get started fast with **YouTube Video Marketing**? *START! Tips*
6. How long does it take to see results with **YouTube Video Marketing**?
 - a. How much time commitment does it take on a daily, weekly basis? *More video -- Consistent!*
7. What stops most people from **using video marketing to increase visibility, traffic, and sales** and how do we get around that? *Dork/SHARE/Lights, Camera*
8. Where are the big opportunities with **YouTube Video Marketing** today? *Background*
9. Who should pay particular attention to **YouTube Video Marketing** because they stand to benefit the most? *Newbies/Beginners -> Big Impact*
10. ~~What's the fastest way to succeed with **YouTube Video Marketing**?~~
 - a. When is the best time to get started? *Today!*
11. Do you need any special tools, training or equipment for **YouTube Video Marketing**?
 - a. What kind of cost are we looking at? *AUDIO -> Light Softbox Lights*
12. What kind of results can people expect if they do things right with **YouTube Video Marketing**?
 - a. Are these results typical? *TIPS, TRICKS, ETC.*
13. Are there any other questions **Entrepreneurs** should be asking about **YouTube Video Marketing** if they want to succeed? *Views -> Takes a while -> Persistent -> Consistent*
14. What final thoughts do you have to help motivate **Entrepreneurs** to get started or take their **YouTube Video Marketing** to the next level like you have done? *ADD OF VOICE CAMTASIA*

Possible

*INTRO
Tip
Example
CTA*

Conclusion

Thank you **Lou Bortone** for a great interview. I'm sure all the **Entrepreneurs** in our audience learned a lot from these questions about **YouTube Video Marketing** you've shared and how they can apply the answers to their own situations. So thank you very much for sharing your expertise and experiences so graciously.

Can you tell us a little bit more about **Lou Bortone's "10-Minute Video Trainer" training at <https://loubortone.leadpages.net/trainer/>**? Specifically how does it help **Entrepreneurs** with **how to make videos that make money, no matter what business you're in?**

So again, thank you **Lou Bortone** for sharing with us... and thank YOU all the **Entrepreneurs** in our audience for joining us for this amazing interview with one of the top **YouTube Video Marketing** experts around today.

So again, I'm **Jim Edwards** and thanks for joining us on the **I Gotta Tell You Podcast**.

I'd like to invite you to check out **Lou Bortone's "10-Minute Video Trainer" training at <https://loubortone.leadpages.net/trainer/>** today for more on how YOU can succeed with **YouTube Video Marketing**.

Have a great day!

Additional / Supplemental Questions (If Needed)

- What are some **YouTube Video Marketing** tools or resources you think have become or are becoming obsolete? What or who is on the way out?
- Where do you get your **YouTube Video Marketing** news? How do you stay up-to-date without getting overloaded?
- Where do you see **Entrepreneurs** wasting a lot of time in **YouTube Video Marketing**?
- Where do you see **Entrepreneurs** making mistakes or missing the boat so to speak?
- Who are the big players in **YouTube Video Marketing** everyone should pay attention to?
- Which people or tools in **YouTube Video Marketing** do you see becoming much more important in the near future?
- Where are the big challenges in **YouTube Video Marketing** right now?
- Where are the big opportunities in **YouTube Video Marketing** that many **Entrepreneurs** might be missing?