

Distribution System (5/5)

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Introduction

Welcome to Distribution System. In this video we explore how to systemise YouTube video distribution. We're also going to cover re-distribution to other platforms & a podcast.

Distribution System Structure

Here's how YouTube video distribution works a system:

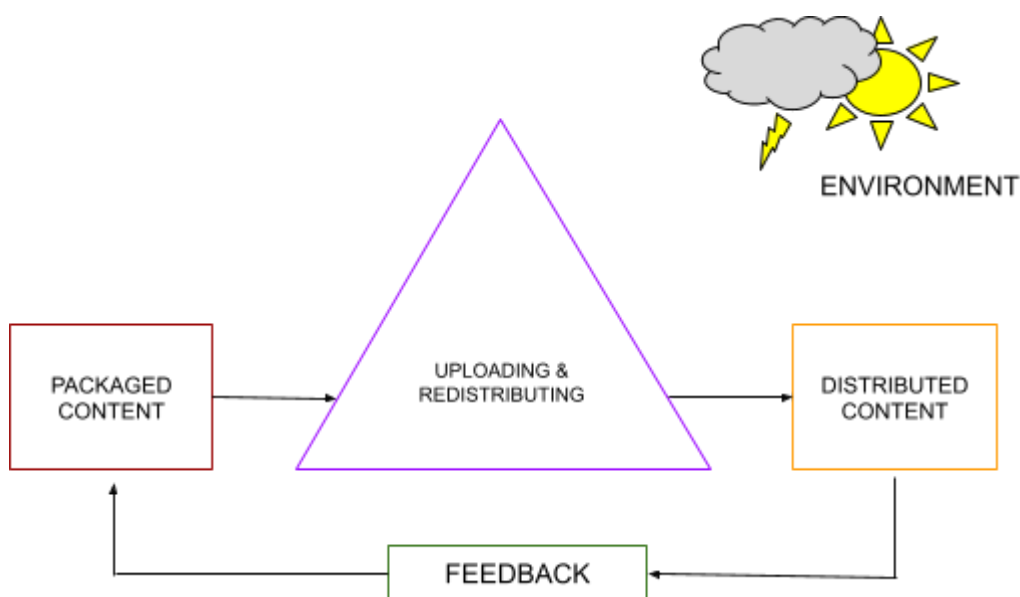
Input: Packaged content

Process: Uploading and redistributing

Output: Distributed, consumable content

Feedback: consumed content that does well provides feedback to packaging

Environment: -



What's the Process for distribution?

Step 1: uploading the video to YouTube

Step 2: posting the video to social channels

Step 3: sending video to email list

Step 4: re-purposing video to podcast (MP3)

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Step 5: shorts redistribution

Evergreen Description Setup

** When redistributing to social, email and podcast, you need to have a brief description of the video. You can write this during the packaging stage of YouTube.

The description should be short and snappy, it really doesn't move the needle that much but it needs to explain the video in short form and build curiosity and incentive.

I'd recommend making a template google doc for descriptions. Have the description for the video (which includes the funnel link) on one page and the description for the socials, podcast & email list on another. This will become clearer once you watch the SOP vid for uploading and posting.

Here's an example of how I set my descriptions up:

 Can't Get Clients? Watch this... (linked [here](#))

If you want some inspiration/models for short descriptions just look at my feed.

<https://www.facebook.com/officialcharliemorgan>


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Distribution SOPs

I have a collection of SOPs that I've built for my team to run the distribution side of YouTube.

You'll need to edit these SOPs for your business, be sure to make a copy and go through them and change what you need to.

Step 1 & 2: Uploading & Posting: Here's my for uploading YouTube videos, and then posting them to your social accounts afterwards.

 (SOP) Uploading & Posting YouTube Videos (linked [here](#))

** If giving your team member access to your Facebook account, be sure you are logged in at the same time so you can verify the login in notifications (otherwise your account will get blocked). Make sure the person uses the same device and IP address every time they log in (if using a different one, you'll need to re-verify the device and location).

Step 3: Emailing: Here's my process for distributing my YouTube videos to my email list (we use active campaign, don't worry if you don't have a list, more info on lists in the inbound module).

 (SOP) Distributing YT Videos To Email List (linked [here](#))

Step 4: Podcasting

I strongly advise you to create a podcast. All you have to do is repurpose your YouTube videos into MP3, and setting up the podcast on all major platforms is extremely easy. It's a major long term play.

To set up your podcast, here are two guides: (guide 1 linked [here](#), guide 2 linked [here](#))

It's really cheap to set up. Our podcast gets 3,000 downloads a month right now - not much in contrast to YouTube, but it's just another way to build an audience.

If you're stuck naming your podcast, just call it 'The (your name) Podcast' (after all, the most successful podcast in the world is called 'The Joe Rogan Podcast').

 (SOP) YouTube > Podcast Redistribution (linked [here](#))

Shorts Redistribution

I don't have an SOP for this because it's just common sense. All you need to do is take a short and post it to your socials.

Hiring Your Distributor

You can follow the SOPs yourself, but I'd recommend hiring someone instead.

This person will need access to your YouTube (go to studio.youtube.com > settings > permissions > give them 'editor')

I'd hire someone you know or trust. It can be a friend or a family member. We have an operations manager, Noor, who takes care of it all for us.

You could alternatively hire a VA on upwork. Just remember that you are giving this person **editor** access to your YouTube channel, so pick wisely.

Once hired you need to create their flow based on what they are doing for you and around your upload schedule. For example: *Monday & Friday (4pm-6pm)*

- > *upload vid*
- > *post to socials (specify socials)*
- > *email to email list*
- > *redistribute to podcast*
- > *post all shorts to socials*

GO AND DISTRIBUTE YOUR PACKAGED CONTENT NOW! TAKE ACTION!!!!