



Beginners Guide to Growing your Business

With short-form Content.

First of all, thanks for downloading!

Let's get started!

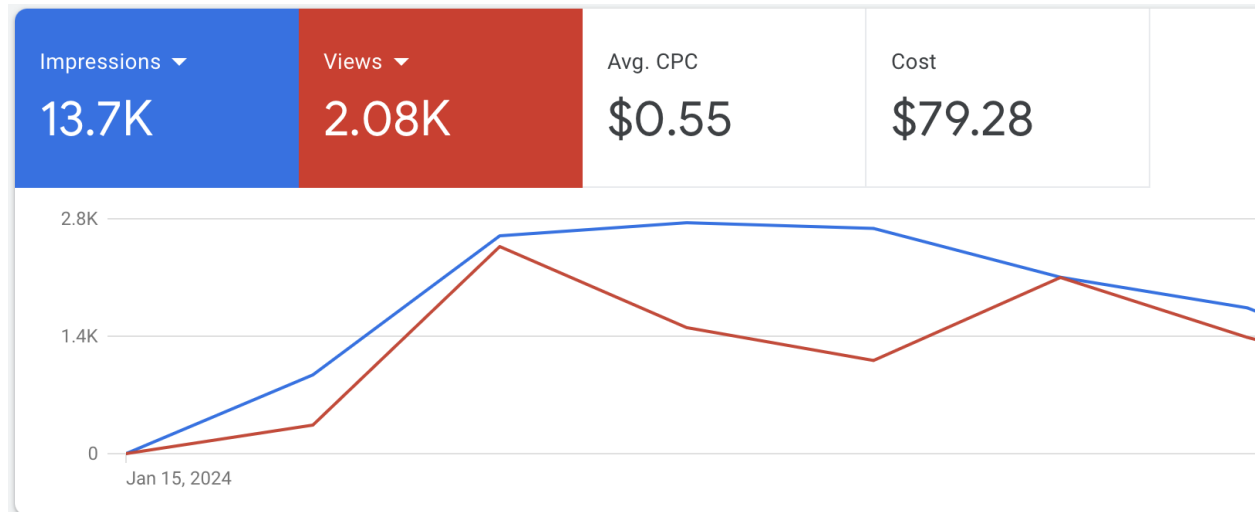
Section I

Hundreds of businesses are switching their advertising over to short-form content on Youtube, Tiktok, or Instagram. Why? Because it's free! But mainly, these businesses are able to reach millions of customers without paying a dime to Google Ads or Meta.

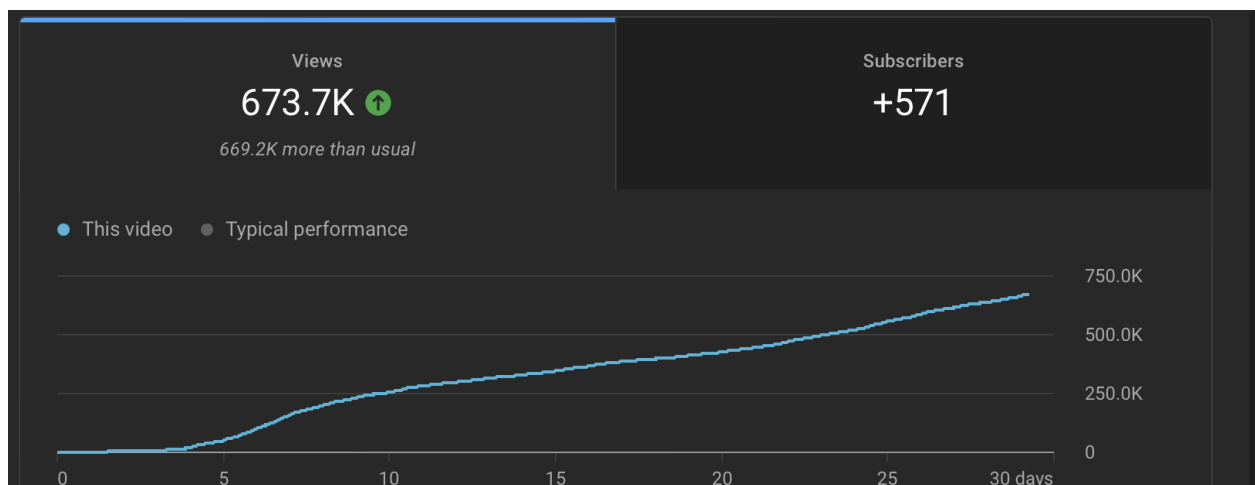
People you reach with **organic** traffic are also higher quality customers. This is because if they are watching your video, their interests are already aligned with what you are posting. Thus, they will be more interested in you and your business and what you have to offer. "But what about google ad audiences?" The organic algorithm works over 100x better than paid ads because these platforms make more money from the millions of users they bring in.

Example:

Here is a paid video ad, you can see around \$80 was spent and it got 2.08k views.



Here is a video posted on Youtube Shorts. As you can see it got over 300x more views, for free. This one 60 second short brought over 500 new customers to this business.



This strategy has allowed countless new and old businesses to **grow** without spending thousands on ads and marketing.

Now that we know what your problem is, let us help you solve it.

Section II

How do you get started with short-form content?

First, make an account on either Youtube, Instagram, or Tiktok. Your next step should be researching what other creators in your field are posting.

(*example:* Your niche is dog toys. **Creator A**, posts videos of their dog testing out dog toys from different brands. This creator gets ~100k views a video they post. You might start posting similar videos of dogs trying out your brand's dog toys.)

Finding out what your audience likes is **key** to growing on these platforms, and in turn, growing your business.

Section III

How do I grow? Retain my Audience? Convert to Sales?

Growing your business on these platforms is simple if you know how the algorithms work. For your videos to be successful, you must know

the factors that contribute to viral videos. These factors include, watch time, V/SA rate, L/DL ratio, and engagement (comments and likes). Retaining your audience is simple, once you know what they really want. You must master the technique of understanding what your viewers really want. You'll soon learn, converting to sales is the easiest part of the whole process.

Once you learn the secrets of creating short-form content, you'll never want to go back to ads.

[Start Here.](#)

Have any questions? Want to book a call?

Email us here: petersenbusiness6@gmail.com