



YOUR COMPLETE GUIDE TO

YOUTUBE MARKETING

How to upload, optimize, and grow your AI's pipeline
using the world's #1 long-term marketing platform.

WHAT YOU'LL LEARN IN THIS GUIDE

- ✓ Set up and optimize your YouTube channel
- ✓ Upload your Wave Builder video step-by-step
- ✓ Write titles & descriptions that rank on Google
- ✓ Create thumbnails that stop people mid-scroll
- ✓ Set tags, visibility, and pin your AI number
- ✓ YouTube Shorts strategy for massive extra reach
- ✓ Your weekly YouTube routine for consistent results
- ✓ Copy-paste captions, scripts, and hashtags

Powered by Wave Builder Marketing LLC



■ ■ Why YouTube Is Your Most Powerful Tool

Most social media content disappears within 24–48 hours. A TikTok fades. An Instagram Reel gets buried. A Facebook post goes unseen. **YouTube is different.** A video you post today can rank on Google and YouTube search — driving calls to your AI for months or even years. That compounding power makes YouTube the single most important platform in your Wave Builder marketing strategy.

■ YouTube is the world's #2 search engine. When someone Googles "light therapy for chronic pain" or "natural sleep remedy," your video can show up — bringing in warm, motivated prospects around the clock.

Before You Start — Make Sure You Have:

- Your Wave Builder marketing video saved to your device
- Your personalized AI phone number from Wave Builder
- A free Google account (sign up at gmail.com if needed)
- 30–45 minutes of focused time to follow this guide

STEP 1

Create or Set Up Your YouTube Channel

1. Go to **youtube.com** and click **Sign In** (top right corner).
2. Log in with your Google/Gmail account.
3. Click your profile icon (top right) → click **Create a channel**.
4. Enter your name. Click **Create Channel**.
5. Upload a clear headshot as your profile photo.

■ Use your real name or a wellness-oriented brand name like "Sarah M. Wellness." Simple and real is more trustworthy than clever and vague.

■ Uploading & Optimizing Your Video

STEP 2

Upload Your Wave Builder Video

1. Click the **camera icon with a +** at the top of YouTube → select **Upload Video**.
2. Click **Select Files** and choose your Wave Builder video from your device.
3. Wait for it to upload. The **Details** page will open — this is where you optimize everything. Do not skip this page.

STEP 3

Write a Title That Gets Found on Google

Your title is the most important piece of SEO (search engine optimization). It tells YouTube and Google what your video is about — and determines who finds it. Choose one of these proven titles:

— ■ TITLE OPTIONS — Pick One and Copy It Exactly

- *"Imagine Feeling Better: Light-Activated Wellness You Can Use at Home"* • *"Drug-Free Energy & Better Sleep: How Light-Based Patches Work"* • *"Still in Pain? Meet Ella — Your AI Guide for Natural Pain Support"* • *"Break Free From Chronic Pain: The First AI Health Guide Explained"* • *"A Calmer, Brighter Version of You Starts Here — Light Therapy Explained"*

■ Rule: Clarity beats creativity every time. People search for solutions — your title should feel like the answer to their specific health problem.

STEP 4

Write a Description That Converts Viewers Into Callers

Your description tells YouTube's algorithm what your video is about AND gives viewers a compelling reason to call your AI. Copy this template:

■ DESCRIPTION TEMPLATE — Replace [YOUR AI NUMBER] With Your Actual Number

Imagine feeling better, sleeping deeper, and living with more energy — without drugs, stimulants, or complicated routines. This short video explains a powerful at-home wellness approach that is helping people all over the world reclaim their quality of life. ■ Call my private AI wellness line anytime: [YOUR AI NUMBER] This line is available 24 hours a day, 7 days a week to answer your questions, explain how light-based wellness works, and help you figure out the right next step. If you're searching for natural, safe, effective ways to support your health — this is a great place to start. Call anytime. No pressure.

■ Add your description within the first 2–3 lines so viewers see it without having to click "Show More."



STEP 5

Add Tags to Help People Find You

Scroll down on the Details page → click **Show More** → find the **Tags** field. Copy and paste these tags exactly:

#light therapy #wellness #holistic health #chronic pain relief #natural energy #sleep support #AI health guide #lifewave patches #feel better naturally #drug-free solutions #x39 patches #phototherapy

■ 8–12 focused tags outperform 30 random ones every time. YouTube rewards relevance, not volume.

■ Thumbnails, Visibility & Shorts

STEP 6

Create a Thumbnail That Stops People Mid-Scroll

YouTube thumbnails are like mini billboards. A great thumbnail can double or triple how many people click your video. Here's how to make one in minutes:

- **Go to canva.com** (free) → search "YouTube Thumbnail" in the template search bar.
- Choose a clean, bright template. Replace the text with 3–5 bold words from your title.
- Use bright colors that contrast with YouTube's white background.
- Download as PNG → upload it as your video thumbnail on the Details page.

■ ■ Include a face if possible — human faces in thumbnails significantly increase click rates. Even a simple wellness image works well.

STEP 7

Set Visibility to Public and Publish

On the Details page, find the **Visibility** setting:

- **Public** — Everyone can find and watch your video. Select this.
- **Unlisted** — Only people with the direct link can view. Good for testing only.
- **Private** — Only you. Never use this for marketing.

Click **Save** or **Publish**. Your video is now live and working 24/7.

STEP 8

Pin a Comment With Your AI Number Immediately

Right after publishing, go to your video's comment section and post this:

■ **PINNED COMMENT — Post This Within 5 Minutes of Publishing**

■ *Call my private AI wellness line anytime: [YOUR AI NUMBER] Available 24 hours a day, 7 days a week — for questions, explanations, and personalized next steps. No pressure. Just information.*

Then click the **three dots** next to your comment → select **Pin Comment**. This ensures your AI number is the very first thing every viewer sees.



STEP 9

Create YouTube Shorts for Massive Extra Reach

YouTube Shorts are shown to completely new audiences — people who have never seen your channel before.

Turn your existing video into Shorts easily:

- Open the YouTube app on your phone → tap **Create** → **Edit into a Short**.
- Select the most emotional or curiosity-provoking 15–30 seconds of your video.
- Add on-screen text: "■ Call my AI line: [YOUR NUMBER]"
- Post 1–3 Shorts per week for maximum algorithm exposure.

■ Shorts are one of the fastest ways to grow on YouTube. They cost you nothing extra since you're reusing your existing video.



■ Your Weekly YouTube Routine

Consistency is the engine of YouTube growth. Follow this simple weekly routine and you'll build a pipeline that compounds stronger every month:

Day	Action
Monday	Upload your full Wave Builder video — or post a new YouTube Short
Tuesday	Share the YouTube link on your Facebook timeline with a short caption
Wednesday	Share the link to Instagram Stories — update your bio link too
Thursday	Post a YouTube Short (clip the most compelling 20 seconds)
Friday	DM 5 people with the script below — offer to send them the link
Saturday	Engage: reply to comments, like wellness-related videos
Sunday	Review view count and AI call volume. Celebrate progress.

■ DM SCRIPT — Send This to 5 People Every Friday

"Hey [Name]! I just posted a short wellness video that I honestly think you'd appreciate. Want me to send you the link?" When they say yes: "Here it is: [paste your YouTube link] If it sparks any questions, there's a private AI number at the end of the video that's available 24/7 to answer everything. Hope it resonates!"

■ READY TO TAKE IT TO THE NEXT LEVEL?

What you're doing here is powerful. But imagine if instead of waiting for people to find your content, a fully trained AI was already out there **finding targeted prospects, starting conversations, and booking meetings directly onto your calendar — every single day, on autopilot.**

That's exactly what **Wave Builder PRO** does. Ella AI handles everything from first contact to confirmed appointment. You just show up and close.

Basic gets your video seen. PRO gets you in the room.

Learn about Wave Builder PRO → thewavebuilder.com/pro