

# Rising Tide Startups Podcast

## Listener Feedback Summary

### Nathan Mills - Beyond the Guitar

1/8/18 Season 1, Episode 2

*"Listener Created Feedback!"*



#### **Obstacle 1 - How to Improve Ranking and Visibility in YouTube:**

1. Do proper keyword research to ensure video title can be found in organic searches.
2. Make your video thumbnail really attractive and creative
3. Do whatever it takes to keep people engaged and watching the entire video. Google ranks on percentage of engagement.
4. Keep content and theme consistent from video to video.

#### **Obstacle 2 - How to balance the business side with the creative side.**

1. "Work on your business, not in it." That means, create systems for recurring tasks, or simple tasks that may consume valuable creative time.
2. Create strategically, for the greatest return.
3. Outsource what you can without compromising quality or brand consistency.
4. Create a daily schedule, preferably in the morning, where you perform administrative tasks, proactively.

***"Our doubts are traitors,  
and make us lose the good we oft might win,  
by fearing to attempt."***

**- William Shakespeare - Measure for Measure**

URL - [Rising Tide Startups - Episode 2 - Nathan Mills, Beyond the Guitar](#)

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