

BAD @\$\$ Hangouts



KILLER STRATEGIES FOR AWESOME GOOGLE HANGOUTS!

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About the Author

Mark Salmon is a full-time internet marketer, business consultant, speaker and author based in Stratford-upon-Avon, UK (Shakespeare's home town!).

In 2001 Mark left his well-paid job in corporate banking to set up his own business consultancy and has completed many assignments with small and medium sized businesses.

In 2009, Mark set himself the goal of mastering the art and science of online business including website creation, membership sites, email marketing, sales funnel creation, traffic generation and much more.

He has two main blogs – the first one he set up is:

<http://businessrenegade.co.uk>

Latterly, he has started up a new blog at:

<http://mark-salmon.com> to chart his online journey.

This book is just one of many eBooks created by Mark about business and internet marketing. In addition, Mark has created several digital products and these can all be found at: <http://mark-salmon.com>

If you wish to follow what Mark is doing in his business, then simply subscribe to his blog and Mark will keep you 'in the loop'.



Introduction

Google Hangouts are basically group video chat sessions using their free online platform. They can be used for any combination of video, live chat, video conferencing, voice chat, and live broadcasts. They can be used to host classes, webinars, chats and more.

Google Hangouts can be used for a wide variety of functions, including marketing, education, planning and brainstorming, entertainment, and much more. Almost anything you in a live group setting, you can do with Hangouts.

In this report, you're going to learn how to make the most out of Google Hangouts, no matter what type of business you run. You'll learn about some of the smartest, most effective, and most profitable ways to use this amazing service, and what you can do to make sure every Hangout you create is the best it can possibly be.

One thing to keep in mind is that Hangouts are much different now, due to the new Hangouts On Air feature. You can still do traditional, personal Hangouts, but the new On Air feature will bring a whole new dimension to Hangouts!

So let's get started.

Uses for Hangouts

There are many different ways to use Google Hangouts for your business. The most common would be webinars and other types of marketing content, but there are other ways you can use them profitably, too.

Here are a few ideas for ways you can use Google Hangouts for your business:

1. **Offering Lessons** – You can offer lessons, either free or paid, or individuals or small groups through the Hangouts platform.
2. **Training** – If you have a product such as software for sale, you can offer live video training to individuals or groups showing them how to use it. This video can be recorded using the Google on Air system and uploaded to YouTube for others to watch at a later date.
3. **Demos** – You can use Hangouts to show really cool live demos of upcoming projects.
4. **Marketing Presentations** – Hangouts make excellent live commercials for your products or affiliate products, allowing potential buyers to ask questions and get answers about the product in real time.

5. **Interviews** – You can have someone interview you, or you can interview someone else live.
6. **Webinars** – You can use Google Hangouts to hold webinars online without paying a fortune for expensive webinar software or paying monthly subscription fees.
7. **Communicating with Partners** – You can use Hangouts to communicate with any type of business associates, including your virtual assistants, designers, programmers, business partners, and affiliates. Keep them apprised of updates, new products, upcoming projects, brainstorm together, etc.
8. **Providing Customer Support** – If your customers need help that can't easily be explained through email, or you've tried email and they still don't understand, you can offer to start a Google Hangout and give them live support through video chat. This can be much more effective than email support, and your customers will thank you for it!
9. **Live Collaboration** – If you're working on a project with multiple people, gather your team together and collaborate live through a Hangout. It will let you give each other instant feedback, updates on current project progress, and more.
10. **News & Announcements** – If you need to hold a live “press conference” to announce something or report some news you have, a Google Hangout is a great way to do so!

These are just a few ideas. As you can see, Google Hangouts can be useful for any business in a wide variety of ways, and best of all, Google Hangouts are FREE!

If you really think hard, you might be able to come up with additional uses for Hangouts. Don't forget that Hangouts aren't just for making money. They have a wide variety of other business uses as well, including holding meetings with people across the world, so you never have to worry about having communication difficulties with your business partners, staff, outsourcers, virtual assistants, affiliates, and other people you work with.

Getting the Most out of Google Hangouts

Google Hangouts can be remarkably effective for marketing and educational purposes, but only if they are used to their fullest potential.

Here are some facts about Google Hangouts:

- You can create a video chat conference with up to 10 people simultaneously.
- You can make live telephone calls free through Google Hangouts.
- You can record your Hangouts and immediately upload them straight to YouTube.
- Hangouts can be accessed from any internet-capable computer, including both PC and Mac, but can also be accessed by most Android and iOS devices through apps.

We are going to take a look at some of the different ways you can use Google Hangouts to enhance your business, increase your profits, explode your traffic and more!

Hangouts on Air

One of the coolest new features of Google Hangouts is their new Hangouts On Air. Using this system, you can broadcast your content live during a Google Hangout On Air, and record the video for playback at any time later.

The video will automatically be uploaded to YouTube. This will allow you to show the content to an unlimited number of people, even those who could not be present for the live broadcast.

If you'd like to learn more about Hangouts On Air, you can check out the official page here:

>> <http://www.google.com/+learnmore/hangouts/onair.html>

You'll find a link to those Hangouts that are currently available, and which ones are coming up that you might be interested in seeing. These Hangouts On Air might give you ideas for your own.

Getting Paid for Hangouts

In addition to using Hangouts for marketing purposes and for things like networking, managing projects and working with outsourcers, you could also hold paid Hangouts by taking money in advance and then giving access only to those who have paid.

This technique could be useful for a lot of different applications:

- **Coaching** – Perhaps the most obvious way to make money with Hangouts is to hold one-on-one coaching sessions and charge for it. Coaching is very popular in the internet marketing world, but it could translate well into other areas, too, such as weight loss, fitness, business mentoring, etc.
- **Advice** – Similar to coaching, you could also offer simple advice in niches. Examples of people who could offer advice through this system would be doctors and nurses, lawyers, counselors and therapists, etc.
- **Lessons & Training** – Lessons and training classes definitely have the potential to make money through Hangouts. You can offer training in specific topics or on a variety of topics within a specific niche.
- **Tutoring** – Similar to lessons, you can offer tutoring on specific subjects. This would be useful for helping students who are

struggling in school.

- **Entertainment** – You could even offer entertainment services through Hangouts, such as comedy shows, general chat, music, magic shows, etc. You might even dress up as characters such as Santa Claus, the Easter Bunny, etc. and charge money to speak to children as that character.

These are just a few ideas of ways you might create paid Hangouts. Just remember to set your Hangouts to private so that only those who have paid for access will receive an invite and will be able to access.

Strategies for Creating Cool Hangouts

If you really want to get the most out of Google Hangouts, you need to learn how to create Hangouts that people are actually going to want to attend. They certainly won't do you any good if no one attends them!

Here are ten great strategies for creating cool Hangouts that will attract visitors and increase your conversions, whether you're looking to sell products, gain affiliates, gain subscribers, or anything else.

1. **Don't just sell.** Never create a Hangout with the sole purpose of selling. Hangouts must be entertaining or informative, preferably both. If you think you're going to attract people to hear a marketing pitch with no content, think again.
2. **Engage your audience.** Don't make the mistake of speaking during the entire Hangout and expecting people to enjoy it. Ask people if they have any questions or if there is anything they would like to know more about. You never know, someone in your audience may come up with a topic you never thought of that you can use in all your Hangouts from that point on.
3. **Invite interesting guests to your Hangouts.** If you start to get a good number of people coming to your Hangouts, you may be able to attract expert speakers to come to your Hangouts as presenters or interviewees. This could definitely boost the cool factor of your Hangouts, and it will benefit those you invite, too, because they'll get

- to promote their own products/services.
4. **Emulate other Hangouts.** Emulate them, but don't copy them. Visit some successful, popular Hangouts and take notes. This is especially true for Hangouts on topics similar to your own.
 5. **Use multimedia content.** In addition to simple video chat, you can also use screenshare to show attendees anything you have happening on your own computer. You can share YouTube videos this way, demonstrate the use of software, show pictures and slides, and much more.
 6. **Play games with attendees.** A great way to make Hangouts more fun is to play games with those who attend. You can play trivia games, for example, and even offer prizes.
 7. **Offer prizes to attendees.** Giveaways are a great way to make your Hangouts more fun, and you're sure to increase attendance this way. People love to win free stuff, and prizes don't necessarily have to be of high monetary value to excite people.
 8. **Keep designs simple.** One major mistake people often make with their webinars/Hangouts is by making their materials too complex. If you have too much information on each slide, people won't be able to see and process all of the information, and they may start to tune it out completely. Your slides should be attractive, but simple. Include only a few words on each page.

9. **Keep your pacing even.** Don't try to rush through a Hangout, but make sure the pace isn't so slow it begins to bore people, either. Pacing must keep moving to new subjects without skipping through so quickly people become confused.

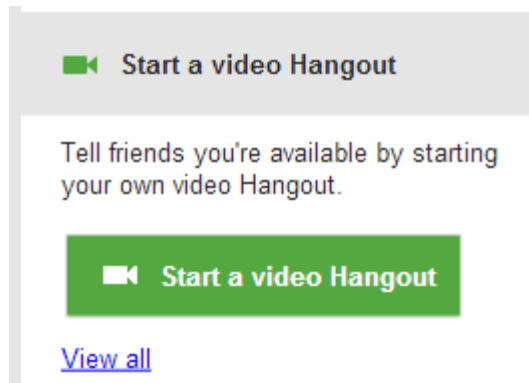
10. **Hold Hangouts often.** If you hold a single Hangout once, you might get a few participants, but if you hold them often, and on different subjects, you will notice more and more people coming each time. People will discover your Hangouts, tell others about them, and start to come to every one they can. The more regularly you hold them, the more people will eventually come to each one.

You'll want to make sure all of your Hangouts are as interesting and full of quality content as possible, because that's what gets people engaged. The more engaged they are, the more likely they are to take action when asked, whether that action is joining your mailing list, buying a product, or taking some other action.

How to Start a Private Hangout

If you want to start a Hangout with specific people, for example business partners, people who have paid for training, employees, etc., scroll through your Hangouts list and locate the people who you'd like to be present in your Hangout. Click the gray check mark beside each person's name, adding as many people using this process as you want. Then click the "message" button or the "call" button.

If you log into your Google+ account, you can also start a video Hangout by mousing over "Start a video Hangout" at the far bottom right of your screen under your contact list. Then click the green "Start a video Hangout" button.



You'll need to add people to your circles on Google+ in order to use this feature. It's basically like adding people to your friends list on Facebook or following them on Twitter.

How to Start a Hangout On Air

Before you get started, you must connect your YouTube account to your Google+ account. If you haven't already created a YouTube channel, you must do this before you start a Hangout On Air, because the video will be uploaded to YouTube after broadcast. You will also need to verify your YouTube account through SMS if you haven't done this already.

Note that you cannot broadcast a Hangouts On Air if any of these issues currently applies to your YouTube channel:

- If you have any active copyright issues on your channel
- If your channel has global blocks on videos
- If you are trying to broadcast from one of the countries that is restricted

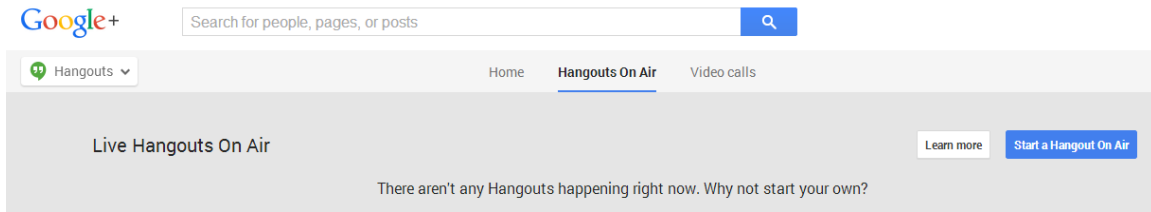
You will need the following before you get started:

- A computer with reasonably fast broadband internet access
- The Hangouts plugin: <https://tools.google.com/dlpage/hangoutplugin>
- A working webcam
- Working headphones, ideally a headset with both headphones and a microphone

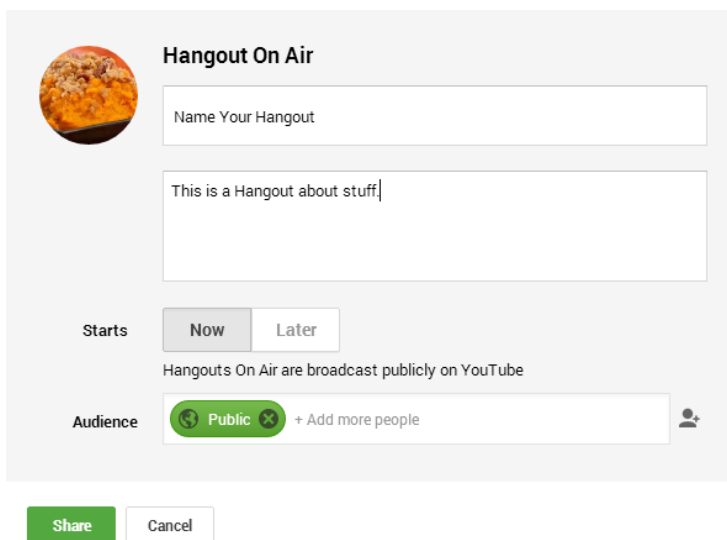
To start a Hangout On Air, you'll need to go to:

>> <https://plus.google.com/hangouts/onair>

Look at the top right of your screen and click “Start a Hangout On Air”.

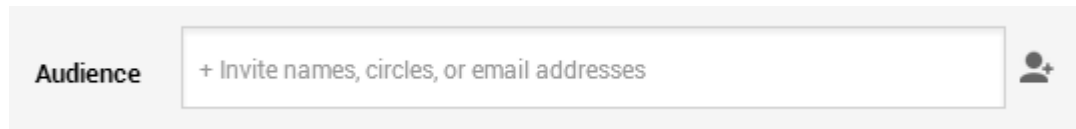


This will bring up a popup window that will allow you to choose options for your Hangout, including scheduling, the allowed audience, and more. You can schedule a Hangout for a date in the future in order to make sure people are present when it is being broadcast.

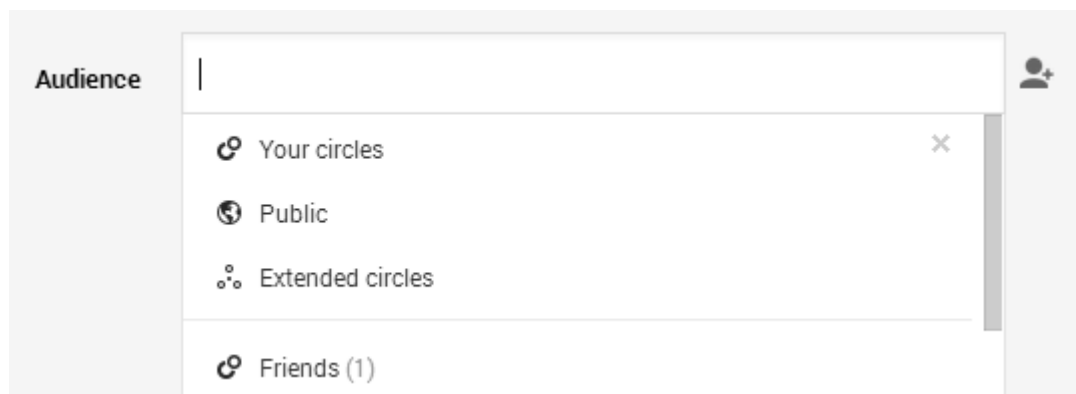


If you want to use the Hangout for marketing purposes or some other purpose that needs as many eyeballs as possible, just leave your Hangout public. If you want this to be private, click the X on the right side of the green “Public” button to remove the public tag. You’ll then be required to select an audience for your Hangout, which could be a single person, multiple individuals, everyone in your circles, your extended circles

(meaning everyone who is in the circles of the people who are in your circles), or specific groups such as friends, family, acquaintances, etc.



Below are the options you have once you mouse over the above box:



To add specific people, simply click the gray person with the plus sign next to it at the right side of the screen. This will bring up a box that will let you browse people in your circles or add people by name or email address.

Once you fill out your basic information, click “Start Hangout On Air”. You will wait for people to join your Hangout. Once everyone you wish to be present has joined, click “Start broadcast” at the top of the screen. From this point, you will be broadcasting live!

You will see an indicator that said “on air” or “off air” depending on your status. This will let you know the current status of your broadcast.

Keep in mind that you can only have a maximum of ten people in a Hangouts On Air broadcast, so you'll need to invite only those people you want to be present during the initial broadcast, which is fine because it will be uploaded to YouTube where it can be viewed by an unlimited number of people.

Conclusion

Hangouts have a wide array of uses, from simple meetings between business partners who live in different parts of the world to complex seminars that can be viewed by millions after the live broadcast has long been concluded.

Whatever type of business you run, you can make use of Hangouts to promote communication within your organization and between yourself and your workers, to market your products more effectively, and even to become a product by selling your time and experience through Hangouts.

Remember, Google+ Hangouts are free, so there's no reason not to start taking advantage of this powerful program right away. It's quick, easy, and extremely profitable.

Enjoy!

A handwritten signature in black ink that reads "Mark Salmon". The signature is written in a cursive, flowing style.

Mark Salmon's Other Products

>><http://mark-salmon.com/my-products>

>><http://mark-salmon.com/offerwall/ebooks/>