

Get The Most From Flix Chimp

Setting the Scene

You know first that impressions count and we all love a tease or to be grabbed by the scruff of the neck by a cool trailer... Entertain your viewers and entice them in with a tasty trailer tit bit, leaving them wanting more. Get their attention with a great personalised Flix Chimp Channel that gets them coming back to see what you are doing next! What clip might they want to share with friends? How can you maximise your earnings from your film-making and generate fan-dom amongst film lovers? Learn all about this and more right here. Read on...

We are going to help you learn the art of making the most of audiences hungry for your creations. How do the professionals reach more people and keep them coming back. Find out why it's important to get subscribers and keep them? What kind of video trailer works? What makes your channel more popular and what information do viewers look for in your channel description and profile video?

Make an Impression

Honesty is The Best Policy

Uniqueness

Key Ingredients

Keep It Short

Hooks

USP

Show

CTA

Tell Your Story

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Show Me The Money!

Basics of Being a Flix Chimp Rockstar

1. Make an Impression

The way to earn more from Flix Chimp is to learn how you get potential viewers to click the video, which brings them to your channel page, where you should direct them to click the red 'Subscribe' button below your content and pay to view your work. After they watch your trailer they will have the option to pay to view your film when a pop up message appears to prompt them. This is why your trailer has to kick ass! You came here to make your film making pay, right? We recommend you offer a bonus video behind the scenes once on your channel page, to improve your chances of them buying into watching more of your great content.

Well, a juicy trailer, that reveals a flavour of what you are offering and leaves them hungry to see more will be your main tool for drawing in a paying audience. Remember, what is

special about Flix Chimp is that all of the material here will be unique and exclusive to our audiences, so offering something extra is what will convert.

Your video trailer and your personalised channel and description are your audience's first experiences. Getting these right is what will convert the browser to your film buff buddy.

Remember, once you find a subscriber, they will look out for what you offer again and again, so keep them interested and keep your profile fresh and updated. Your film content is what viewers want, but building fandom is about getting your viewers to buy into you and your brand. For those people just discovering you, it's important to be memorable and share some of your awesomeness. Likers will come back and share with friends, building your audience and your future earnings, so you can make a living from what you love and even invest more into your passion, with better and better productions.

2. Produce Channel Profile Video to Keep Drawing The Crowds

Honesty is The Best Policy: Your channel profile video is like your film trailer only giving a flavour of what **you** are about and an **overview** of what you want to offer your viewers in future. To keep subscribers, of course, you have to deliver on your promises. Churn and burn hype that does not reflect what you produce will only deliver bad feeling and a bad rep, so don't do it. Be smart, like your films. Your channel preview should be a window on your passions and what you have got to offer that isn't available anywhere else.

Uniqueness: What should you focus on? First and foremost, what makes your film productions unique needs to up front and explicit within the first few seconds to keep people watching. Then you get a chance to really show your personality and why people might want to buy into YOU and what you do. Then focus on generating loyalty; let viewers know why it is worth returning in future.

Key Ingredients: Channel trailers are as diverse as our creative film makers, but there are a few key ingredients that your viewers will be looking for. Remember the internet is an immediate medium and audiences can click away any second, so the **first few seconds** of your channel trailer are crucial.

Keep It Short. Much as you might generate fans from your pitch, Flix Chimp viewers are here for your films, not just you, so keep your Profile Vid snappy! Tell visitors who you are, what to expect from your content and when they can expect new video productions in future.

Hooks: Think carefully about what you want as your **hook**. Tired gimmicks won't cut it with a Flix Chimp audience. People come here for something extra they cannot get elsewhere. Like your creative video productions, your profile video needs to give viewers a reason to keep watching and be prepared to reach for their credit card!

USP: Assume viewers know nothing about you. Highlight **what is special about your channel** and spend time thinking about your **key messages**. First impressions count and can be lasting.

Show, rather than tell. If you're teaching novel sporting techniques, put a clip or image in there that fits the message. If you make funny films, tickle the viewer's funny bone. Let them get the picture!

Call To Action: Remember, do the thinking for your audience. They are relaxed and you need to connect the dots for them, so be explicit in telling them what you have that makes it worth asking viewers to subscribe. It's called a '**call to action**' in marketing and gives viewers their next step, so you don't lose out those not thinking through... Produce an 'end card' when the video finishes, giving the audience information on what to do next.

- [Crash Course Introduction](#)

We love Crash Courses friendly approach to describing what they do and what you need to do to get more from their content. They plug their CDs and nudge their potential for viral reach without you feeling you are being pushed into doing anything. All round expert good eggs.

- [Jamie Oliver's Cookery Channel](#)

We know that chefs and would be cookery teachers are going to be big here, so our list of how to videos would not be complete with a big media personality like Jamie Oliver. He gets straight into telling you what you can expect in his own inimitable style. He uses a link through to a freshened up introduction to his branded 'Food Site', using some cool gimmicks, such as clicking preferred ingredients for some entertaining results. He also uses badges to remind viewers to subscribe. Worth a watch.

There are a tonne of creative and talented video makers out there, but more often than not, this important opportunity for viewers to really get to know the producers and what they are about it missed out, they are just so passionate about what they do, they don't step back and let you find out if you might want to come back in the future.

Tell Your Story: Your written description of your channel will be found by search engines when people are searching for what you offer. Use words you think your audience are looking for to find you, then weave these seamlessly into your story. New visitors will get a clear idea of what your channel is about and what to do to get more information about you and how to subscribe.

Monkey See Monkey Do Tips For Channel Profiles and Trailers

- Put the most important information at the beginning of your description. Give viewers a reason to continue watching. Taglines work well here and start to familiarise your audience with what you are about.
- Don't copy others. **Unique catch phrases** will generate interest!
- Plan your '**calls to action**' to encourage viewers to subscribe, buy products, set up a playlist, share, etc. Flix Chimp is built to be flexible and let the audience be in charge more. Give them the know-how of what to do next to get more from you.
- **Be social.** Show links to your website and social media profiles.
- **Be user friendly** with links. If links are long, get a *Bit.ly* account to give short and user friendly links. Flix Chimp gives you lots of cool analytics tools on your Dashboard

to show how many clicks happen from external links. *Bit.ly* gives you additional stats. See your graph for individual performance of videos with analysis of:

- Trailer Video View Count,
- Main Video View Count
- Bonus Video Count
- Unique Page Views.

These help you improve your conversions.

- You also have an option on your channel to create a bill-board poster.
- We're all on the move; that includes your audience, who may be watching you on a mobile. Make sure that your channel looks good here too.

Lights Camera Action? Before you even start your camera rolling, whether for a trailer for your latest production, or your Channel Profile, planning and prep is crucial. We talk about this more in our blogs. Essentials include: knowing your audience, writing your script to suit, consider tone, colour, fonts and planning calls to action (CTAs).

Writing A Script is what gives you structure, helps your pacing and timing and makes you focus on what is important. Grabbing an audience's attention within the first seconds is the difference between Flix Chimp rockstars and the nay-sayers who don't get paid for their creations. It doesn't take long to plan this out and will make the difference in bringing viewers back to your latest showings or get them liking and sharing your profile.

Your profile and creative video trailer scripts should use words or descriptions and images that appear in the videos you produce. If you use music, make it work and keep consistency, without it drowning out commentary. Getting the look and feel right is the basis of your branding for your profile video and dictates how viewers will come to think of you.

Similar rules apply for your creative productions. If you really want to be found, check out what words people use to describe similar types of films via the *Google Keyword Planner*, which tracks what people are looking for online.

Visuals need consistency in terms of simple backgrounds for text, appropriate fonts, etc. If unsure, ask friends you can trust for honest opinions. Most of all, remember to be clear.

Choosing mood music can keep viewers engaged or put them off if it is too loud. Set the tone and energy for what you do. There are plenty of free audios available online these days.

Flix Chimp gives you all the tools to test what works. When writing scripts for video trailers, for instance, you might want to write a couple to split test what works best. Our analytics let you see if there is audience attrition, when they click away somewhere else. Monitor your Dashboard to see how long people view for and if they subscribe... or ignore

this important feedback, sink in the rankings with a monkey on your back and lose out on Flix Chimp earnings!

That's It... Let's Roll and Watch Money Start to Roll In

Show Me The Money

This brings us to the really exciting part as a Flix Chimp video producer: finding out when you earn most and how. This information is on your password protected Dashboard. You have two options to see what is bringing in subscriptions:

1. The **individual video income** graph. You can see the date and time of when your video was viewed. Gross earnings and net earnings are broken down. Under this you will see performance of the video month by month.
2. The graph displaying **all of your productions** collectively. This is where you get a break down of all of your videos that have been viewed. All of the videos **gross and net collective earnings** can be seen here. You can see overall what is happening month by month.

Follow these guidelines and stay tuned to upgrades and improvements to keep edging your earnings higher over time. We love our video geniuses and want to do everything to help you get more from Flix Chimp. If there is anything you think could improve the experience for everyone, be sure to let us know. Now go forth and multiplex!

Thanks for monkeying around with Flix Chimp ☺