When I am done with a Blab, I get the email just like anyone else containing the audio file and the video file.

The audio file gets uploaded to my podcast.

The video file gets uploaded to my YouTube channel.

Those are the two simple pieces of the puzzle, but I want each of my videos to get as much exposure as possible. Here’s the advanced stuff:

I write a brief blog post with the embedded video.

I re-publish the blog post on Medium and LinkedIn (with LinkedIn Publishing).

I then tweet the video and post it on Facebook. I can share the Blab link, YouTube link, podcast link, blog post link, Medium link, or LinkedIn publishing link.

I usually share the blog post link because it counts as a view for my blog, and when people watch the video, it also counts as a view for the YouTube video. That allows me to get two views for one.