Getting Started

- Know why you are starting a YouTube channel
- Determine your target audience
  - Age
  - Gender
  - Social status
  - Geographical location
  - Preferences
- Know your direct competition
  - Search by relevant keyword
  - Determine what sets your channel apart
  - Give your audience a reason to subscribe
- Schedule your video uploads
  - Determine a set day and time to upload new videos
  - Gives audience something to look forward to
- Equipment and software you'll need
  - A good quality video recorder that shoots in HD
    - Most smartphones are capable
  - Find a good editing software
- Finding the time to create your videos
  - Dedicate time each week to shoot and edit videos
  - Outsource the video creation

Choosing Your Niche

- Determine what you're good at
  - Utilize your strengths
  - Determine if you want to inform or entertain
- Select a YouTube category
There are 7 categories to choose from

- Comedy
- Autos and vehicles
- Entertainment
- Education
- Film and animation
- Pets and animals
- People and blogs

Research topics

- Use Google Ads Keyword Planner
- Determine problems or questions people face in niche
- Consider a desperate niche

**Optimizing Your Channel for Success**

- Choose a memorable channel name
  - Make it short and catchy
- Use an attractive channel icon
  - Make sure it is a clear image
- Create a channel trailer
  - Should showcase what your channel is about
  - Try to hook your visitors when they land on your page
- Integrate links to other social media platforms
  - Will help you build your network
- Include channel art
  - Appears at the top of your channel
  - Should incorporate your logo
  - Avoid using YouTube's default background
- The About Section
Include a detail description of your channel
Include social media links

Developing Your Content Strategy

- Consistency is important
  - You must satisfy your target audience
  - Switching topics and focus will confuse your target audience
- Create different types of videos
  - Vlogs
    - Won’t cost a ton of money
    - Personality driven
  - Company culture videos
    - Behind the scenes look at your company
  - Interviews
    - Interview thought leaders in your industry
  - Webinars
    - Are high-value and low-cost endeavors
  - Events
    - Cover the proceedings of a corporate event
  - Presentations
    - Creates a compelling and shareable narrative
  - Tutorials
    - Help you expand your reach
  - Product reviews

Strategies for Building an Audience

- Comment on similar videos
Avoid spamming others with self-promoting comments
Provide valuable or insightful feedback on relevant channels
Use social media
Reach a broader audience to market your videos
Add social media links to your channel
Participate in Forums
Leave valuable comments in discussions
Don’t spam with self-promotion tactics
Collaborate with Others
Gain additional exposure
Reach a broader audience
Work with someone in your niche

**Strategies for Increasing Customer Engagement**

Create simple and beautiful thumbnails
Will increase engagement by 154 percent
Add annotations to drive user actions
Include call-to-actions
Gain subscribers
Grow your viewership
Interact with audience
Drive traffic to website
Keep your videos short
No longer than three minutes
Use basic SEO principles and marketing strategies
Utilize keywords in titles and descriptions
Promote through email marketing
Embed videos in your blog posts
Promote on social media

How to Monetize your YouTube Channel

Join the YouTube Partner Program
Display ads on your videos
Must adhere to some strict guidelines
Feature affiliate products
Include your affiliate link in the video description
Work with outside YouTube partners
Sell your own merchandise
Drive traffic to your website

Mistakes to Avoid

Purchasing fake reviews
Dumping all your videos to your channel
Not being consistent with your video uploads
Not engaging with your audience
Failing to have a plan
Trolling other channels and begging for views
Not linking your channel to your other social media accounts