

# Starting A YouTube Channel



## **Usage Rights**

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior written permission of the publisher.

## **Disclaimer**

All the material contained in this book is provided for educational and informational purposes only. No responsibility can be taken for any results or outcomes resulting from the use of this material.

While every attempt has been made to provide information that is both accurate and effective, the author does not assume any responsibility for the accuracy or use/misuse of this information.

## Table of Contents

5 Questions to Ask Before You Decide to Start a YouTube Channel	4
Before You Start Filming, Take These Steps	6
Got Your Channel Set Up? Now What?	8
How to Decide What Type of YouTube Channel to Create	10
The Step-by-Step Guide to Setting Up Your YouTube Channel	12
Top Strategies for Getting Views on Your YouTube Channel	14
Top Tips for Starting a Successful YouTube Channel	16
Top YouTube Channel Ideas to Help You Decide Your Focus	18
What Equipment You Must Have to Start a Successful YouTube Channel	20
Why You Should Start a YouTube Channel	22

# 5 Questions to Ask Before You Decide to Start a YouTube Channel

You're starting a YouTube channel? Good! But before you start framing shots with your hands and getting a beret with the word DIRECTOR, there are some points that should be considered.

1. **Why? What is your motivation?** Not that you shouldn't do it, but if you can identify why you want to do it, it will change the way you do it. For example, are you using the channel to drive traffic to your personal website? Do you want to make a political or environmental or social statement? Are you passionate about a hobby/profession and want to share your expertise?

If the answer is "making money," then you're probably not on the right track.

This takes time and effort. Find out what your motivation is and how that will affect your channel.

2. **What are your videos going to cover?** What will they be about? Do you have a clear idea what you want to accomplish? Be sure you're passionate about the topic; you're going to spend a lot of time on it.
3. **Who are you making this for?** Seriously. What's your target audience? Are you making videos for the same people that love the Terminator movies? If so, they're probably not the audience that is going to line up for Jane Austin. What will you say to your audience and how will you say it?

The chances are that 14-15-year-old boys are not going to be receptive to an in-depth analysis of Mozart, and 70-year-old intellectuals are not going to want to know how to do a kick on a skateboard.

It's not just the topic. It's a different language, a different tone, and a different approach.

4. **Who are you competing with?** Attention spans are short things. If a viewer lasts 10-15 minutes on your channel, consider that a major victory. There are a lot of channels out there, and they are trying to appeal to the same audience you are. What are they doing? What's their approach?

Don't give up, if it's being done, that only means there's a market for it. You just need to do it better, deeper or stronger or some way to set yourself apart from the others.

5. **How are you going to measure your success?** It's easy to say, "I'll know it when it happens," but then you'll never know if you're close. Were you closer before you changed something? After?

If you can measure it, you can change direction to get closer to it. Figure out how you personally measure success.

These are just somethings to keep in mind when designing your YouTube channel. Deciding these will help you figure out how to create, maintain and improve your channel, and keep the viewers coming back for more.

# Before You Start Filming, Take These Steps

Starting a YouTube channel is quick and easy and will do wonders for your online presence. It can tie into your Facebook or Twitter or Reddit or other social media and provide ad revenue to boot.

So where to begin?

Well, there are some things to keep in mind before you start.

1. **Who are you talking to?** If your goal is to talk about investment strategies, you're probably not going to target 14-year-olds. On the other hand, very few investment bankers really care about skateboards. Decide who your audience is, what they need, what they want to see and how they want it presented. Start with who you think you are in terms of audience, your age group, your interests, and your hobbies.
2. **Who is your competition?** You have competitors. No matter how unique you believe your product might be, there is someone out there with something very similar. Now pay attention to what they are doing, what works, what doesn't and find a way to set yourself apart. Use that information to do your channel differently, either in content or style, something that sets you apart from the pack.

3. **Get some content in the back.** Create three or four videos and have them uploaded. Creating and uploading are pretty straightforward, there are numerous instructional videos on how to get it done. Why? You're going to want first-time viewers to have a few videos to look at in order for them to get a pattern and be enticed to return for more.
4. **Be consistent.** Most initial channels attract viewers only to lose them again because the videos are being randomly updated or not updated at all. If there is a new video every Friday, viewers will return every Friday. If there's a new video every other Thursday, they'll come by twice a month. But if it's random and skips a week now and then, they'll be frustrated and give up. Once you've made a schedule, stick with it. Make sure it's there when expected.
5. **Have a backlog of videos for people to watch.** If viewers like your style, they'll want more. Give them plenty of options for more content.
6. **Check the SEO.** Search Engine Optimization. Use the right keywords to be found in a search. Make sure the title of each video clearly explains what the video is about. Make sure the description is clear.

Keep these things in mind, and you're on your way to a successful YouTube channel.

# Got Your Channel Set Up? Now What?

So you've got your YouTube channel set up. You've even picked out your topic and figured out how to stand out from the crowd. You're ready to roll.

Now what?

Here are a few items to check off the list to keep the momentum going.

**Make a commitment.** Don't keep your viewers waiting. With today's short attention spans, you want new content there rapidly. Upload at a minimum once per week. If your subscribers know you're going to post every Sunday, they will wait and check in every Sunday. If there's nothing new there, they'll forget about your channel. Post multiple times per week if you can but create a schedule and stick to it.

**Get a video flow you can live with.** You're not producing a mega-blockbuster-epic movie. On the other hand, you're not going to create a jerky, cheesy hand-held nightmare either. You know your budget; you know how much time you can put into this. Create a workflow that falls somewhere in between cheap and pompous.

**Give 'em the hook.** For example, if you're going to show someone how to create an ice sculpture with a chainsaw, start with showing them the end result. Let's see the angel first, then bring out the block of ice and the chainsaw.

If that's not appropriate, start with a story. People will sit and wait for a good story, and if there's a story behind the video, it'll enhance the viewing.

**Pay attention to the credits.** You've seen the credits and opening music. It's the part that people try to fast forward through. Everyone on the team deserved recognition for their hard work but keep the credits as short and sweet as you can.

**And about those end credits,** use them to point your viewers to your website, to your product, or to your playlist with other videos in your channel. Use that end time to further your goal.

**Ahhhh is distracting.** So is "uhmm...." Edit them out. Especially long pauses and forgotten lines. Stay focused, showing your subscribers how to bake a pie doesn't include a ten-minute session remembering how your mother organized her kitchen. Get the tangents out too.

**Get good thumbnails.** It increases your rating with YouTube if your thumbnails get chosen a lot. Make them compelling and easy to see.

And always, remember to have fun with what you're doing. If you have fun, your viewers will have fun with you. Keep the effort in it and enjoy what you do.

# How to Decide What Type of YouTube Channel to Create

You've made the big decision: You're going to start a YouTube channel. Good for you! But keep in mind there are a lot of them out there, and you need to figure out how to make one work for you. What is going to help you stand out from the crowd?

Where YouTube is concerned, content is king. Here are a few tips to help you decide what sort of channel to create.

1. You're going to be spending a lot of time at this. A LOT of time. There is nothing worse than the drudgery of having to do something every week that you hate. Worse, that will show in your product. If you don't like what you're doing, it sours the production and makes the viewer uncomfortable. So **make your channel about something you love**, something you're passionate about.
2. Why should we listen to you? Are you good at what you're talking about? Or are you so passionate about it that you want to become good at it? **Be the expert or be the novice that your viewers are and let us watch you grow into becoming an expert.**

If you love cars and have never rebuilt an engine, show us all how you found out step-by-step how it's done and let us learn with you. On the other hand, if you rebuild engines in your sleep with one wrench tied behind your back, let us learn at your feet as you make it look easy. Either way works.

3. There are a lot of channels on YouTube, and that means a wide variety of subjects are already out there. If there are a lot of channels on the subject you are interested in, that means there is a great deal of interest in that topic. If you're going to do that topic, you'll have to do it better than everyone else.

How? **See what the competition has to offer and then improve on them, make yours better, friendlier, funnier, more in-depth.** Give us a reason to watch you instead of them.

4. **Alternatively, find your hobbies, your passions, your talents and try to find the one thing that no one else is doing.** That won't be easy, but underwater accordion playing is probably an untapped market.

You don't need to be completely esoteric. For example, there are a lot of channels about supercharging your car, there are channels about fixing your car, but there are few channels about using duct tape and bailing wire to get you out of a tight spot and to a mechanic.

5. **Solve a problem.** People are looking to you for information that's important and necessary. Even if the problem is that they need a good laugh. Maybe they need to break into a car to retrieve the key inside.

Make a difference. Use your passion. Use your expertise and use your personality to create the perfect channel for you. The rest will follow.

# The Step-by-Step Guide to Setting Up Your YouTube Channel

Starting your YouTube channel is easy. Everything connected to getting started is very simple. Here is a step-by-step guide to beginning your own YouTube channel.

1. Keep in mind that YouTube is now owned by Google, so **the first step is to sign in with your Google account.** If you don't have one, go to Google first and create one, it's quick and free.
2. In the top right corner of YouTube, once you're signed in, there is an arrow next to the avatar image. This arrow indicates a drop-down menu. **Click the arrow, from the menu choose MY CHANNEL**
3. **Pick a name.** You'll be prompted to choose a name. This is arguably one of the most important decisions you can make. The name of the channel will help to guide people to the site. Calling an automotive repair channel "Bob's Channel" won't give the viewers any idea what the channel is about. Think about this carefully before deciding. Naming it the same as your company will at least tie that information to what they already know about your products. If you don't have a company, use your content to inspire a name that will draw people to you.
4. **Fill out the rest of the required fields by following the prompts and click DONE.**

5. **Take the tour.** You'll be prompted to take it, and if you're not, you can get there from the menu at the top right of your page. It's actually very helpful and will provide you with lots of good information to start.
  
6. **Start on the ACCOUNT SETTINGS.** That's going to be an option on the drop-down menu in the top right again. Where do we go from here?
  - Create a custom URL. This is another draw factor to get to your channel. Instead of MyChannel1092 which means nothing to the viewer, you can create the URL to read HotRodMechanic or ChefOnABudget or something meaningful and easy to enter.

Here's how:

- Click on the **ADVANCED** button. This will take you to a new page.
  - Click **CREATE CUSTOM URL**.
  - Enter your custom URL. If it's not taken:
  - Click **CREATE CHANNEL URL**.
- 
- Link it to your social media. You want your followers there to come here and check out your channel.
    - Under the **ACCOUNT SETTINGS**, click **CONNECT ACCOUNTS**.
    - Enter the other accounts you want to be linked to the channel and click on **SAVE**
- 
- Update your email.
    - Under the **PRIVACY** in **ACCOUNT SETTINGS**, click **EMAIL**
    - Edit your contact and frequency settings.

And that's it. A few simple steps and you're ready to start uploading and creating your own channel!

## Top Strategies for Getting Views on Your YouTube Channel

So you have a YouTube channel. All you need now are viewers. Sadly there isn't a magical process where a channel is created, and suddenly it's just gone viral, and the entire world is watching. There is a growth and nurturing process that you need to take your channel through and get the viewers.

Here are a few tips to help grow your subscribers.

1. **Make your videos about a single word.** Your keyword is the word that people are going to search for. For example, if you want to reach people about first aid in the home, "FirstAid" is probably the keyword you're looking for. Plan this in advance, incorporate it into the script, the definition and the search engine.
2. **Get the title right.** YouTube is huge. It's the second largest search engine on the internet. You need a catchy title, but you also need a title that is descriptive, that helps viewers know what you're about. Help them find you. Make your titles and descriptions as informative as you can.

3. **Rule of thumb – have great thumbnails.** Google as Search Engine Optimization (SEO), the way that sites are ranked. YouTube has Click-Through-Rate (CTR) which is similar. CTR is often determined by catchy thumbnails with easy to read text, unexpected visuals, arrows and circles over the images and eye-catching graphics.
4. **Keep people on your channel.** The more time viewers spend on your channel, the more YouTube likes it and the higher your ranking. If viewers are getting bored and clicking away at certain areas, use YouTube cards to refer them to other videos on your channel. That will keep the traffic on your channel longer and increase your ranking.
5. **Optimize your playlist.** At the end of a video, YouTube adds a playlist, a list of URLs that they recommend for the viewer. Some of the items on this list are on your channel; some are not. Here's a trick to keep them around: You know that link at the end of the video that brings the viewer to the next video? Instead of redirecting them to a single video, you can use that link to redirect them to your playlist. That way they stay on your channel.
6. **YouTube loves it when people interact.** Encourage comments and participation. Try to respond (pleasantly) to every comment. Engage a sense of community. If someone is looking at your video that at least indicates a shared interest in the topic. How can you use that?

Increase your subscribers by increasing the ease with which you can be found and by instituting a shared experience. Make viewers feel like they are a part of your channel because they are – the most important part.

# Top Tips for Starting a Successful YouTube Channel

You're starting a YouTube channel. Good! It's a great tool for many reasons and may you have the greatest of luck with it. Here are a few things to think about when creating your channel that may help you get the ball rolling.

**Make the keyword your brand.** You have a keyword for your channel, like BAKING or AUTOMOTIVE. Keywords are how viewers can find you. Make that your brand. There are thousands of channels out there; you need to be funnier/edgier/smarter.

Do Claymation cooking, do greenscreen travelogues, do something no one has seen before or do something everyone does and do it better. You need to stand out from the crowd.

**Make the best video you can.** YouTube can be a place for Bill and Ted to make a video about falling down and then post it online. There are a lot of those, amateur, childish kinds of videos. Believe it or not, there is a place for that kind of thing. Sometimes it can even work to draw people in. But 'silly amateur' doesn't work for everyone. The best bet is to be professional, and at the same time, be yourself.

**Everyone has an opinion, why not share yours?** What do you love? Movies? Go see a movie, and post a review. Restaurants? Tell your experiences. Beer? Compare the various brands.

Establish yourself as a reviewer of a specific item, but also narrow that to just one thing. It's easy, it's entertaining, and it's so much better in a video than in text because your facial expressions will tell the tale.

**Get the tags right.** Tags are another way to direct traffic to your channel. Start with the specifics and go generally. For example, if you're building a house, start with "Framing," "Plumbing," "Brick Laying" and then go to "Building a house," "Building," "Construction."

**Keep an eye on the clock.** So how much information can you convey in 15 seconds? You can start, get the music queued up and that's about it. On the other hand, if you're going to sit and drone about the mathematics of fractals for an hour, no one will ever see the end of the video. Typically, keep the video between 8 and 12 minutes. That's about the sweet spot.

**Mix your channel with your social media.** Link it to your website, hook it into your Facebook, Twitter, Reddit, and other feeds. Draw people from your site to the channel and then it will work in the other direction as well, as your subscribers will follow your link to your site.

It takes time and effort but growing a large fan base for your YouTube channel is possible and entirely doable. Mostly – have fun. Loving what you do always shows, and people will have fun right along with you.

# Top YouTube Channel Ideas to Help You Decide Your Focus

Ok, you've wanted to start a YouTube channel for a while. But you can't decide what it's about. Usually, that's because you have too many ideas to narrow them down. Or worse, you can't figure out what people will be interested.

Well, if you're not sure where to start, here are a few existing methods that might give you a kick-start idea.

**VLOG.** Blogging became popular not so long ago when people started using the internet as a diary, jotting down details of their everyday lives. That morphed into the VLOG, the Video Log.

Vlogs are for people who look into the camera and ruminate on the day, on their lives, on politics, and different places they have been and things they have seen. It requires nothing more than a webcam and a microphone and are often quite popular.

**Unbox.** Are you the sort of person that needs the latest and greatest tech? Are you one of the people that stands in line for the newest iPhone or tablet? Then Unboxing is for you.

This is a phenomenon that popped up on YouTube some time ago and shows no sign of slowing down. It's a way for people who stay on the cutting edge to unbox and show off the latest tech craze and let the viewer decide if they want to have a

part of it. Simply bring home your newest toy or gadget and open the box on screen while at the same time giving your initial impressions of the item.

**Reviews.** There are people out there just like you who are reviewing movies, restaurants, books, gadgets, and gizmos. Everyone has an opinion, and viewers will want to know yours. And whether they agree or disagree, they'll tune in just to argue or to have their opinion verified.

**Gamers.** There are channels out there with millions of subscribers that talk about and demonstrate video games. People tune in to evaluate games they don't know, learn how to play better, find Easter eggs, and so on.

If you like video games, this might be the way you want to go, though not all gamers play video games, sometimes board games and role-playing games are part of their channels.

**Ever called a helpdesk?** Better yet, ever been the helpdesk? People want to know how to get the most of their computers and how to use the applications, you can show them. Very popular channels include working with Office and Adobe and others. Show off your computer skills.

**Sing a song. Play an instrument.** Do a cover from a well-known song. YouTubers have been "discovered" by good covers of existing songs. If you have a natural talent, why not share it with the rest of the world?

Hope these spurred some creative juices. Just remember, if you're going to start a YouTube channel, you're going to spend a lot of time and effort pursuing this, so choose something you're passionate about.

## What Equipment You Must Have to Start a Successful YouTube Channel

In order to create a YouTube video, you obviously need to spend thousands on camera equipment, editing equipment, sound, mics, special effects and a whole lot of other stuff. Don't you?

It turns out, you don't. A fortune is not required to get started on YouTube. After all, this isn't a Hollywood blockbuster you're creating. Here's a simple checklist to get started.

**Camera.** Don't panic. You're not looking at a TV studio camera on rollers and high feed and thousands of dollars – you really don't even need one of those \$800.00 SLR reflex/steady shot/don't-need-a-cameraman cameras either. A simple webcam will work just fine, and they're less than \$100.00 and keep getting cheaper every day.

If you don't have the outlay for that, believe it or not, you don't need it. Seriously, just use your smartphone. If you get good at this and you start to love the process, put some money into it later. But for now, use what you've got.

**Tripod.** You don't need to spend a fortune on this either. Large tripods can run into some money, but the kind that sits on a tabletop comes cheap. That's really all you need. But you will need it, especially if you're using a cell phone.

**Microphone.** Keep in mind, the microphone in your cell phone is not adequate. Microphones are a lower priority because they're made for the phone, meaning that the source of the sound (your mouth) is only a few millimeters away. Want a pro tip? Get an external mic. Record the audio separate from the video and mix it later.

**Green Screen.** You can do the fancy Hollywood backgrounds, changing your bedroom wall to an exotic tropical island, superimposing images on the background. There are greenscreen kits, but here's another tip: Use a green sheet. Or, if you don't have one, use a white sheet and dye it green.

**Screen capture software.** If you're doing a tutorial on working with MS PowerPoint or Adobe whatever, you're going to need to show your audience what you're talking about. That means capturing the action on your computer to play on the video. This also goes for video game walkthroughs.

This is all you need to start. If you get into the flow and really love it, add on more and more equipment as you can. You can always add on to existing equipment later, but if you wait until everything is "just right" you will never begin.

Create your own at home studio and play with it. Most computers come with video editing software built in; some smartphones do too. You probably already have what you need to get started. And most of all have fun!

# Why You Should Start a YouTube Channel

What's the benefit of starting a YouTube channel for yourself or your business? Isn't that just the place where people post videos of cute kittens yawning and other fluff? What could possibly be the benefit?

While YouTube might be home to more hours of kitten videos than you can watch in a lifetime, it is also visited by every age bracket, from Boomers to Gen-Z. YouTube is making an impact on the way we shop, spend money and work.

Here are a few points to ponder:

1. Did you know that as of 2016, fully 73% of the internet traffic revolved around video? And that number is expected to increase to more than 80% by 2021. Text-tools are quickly becoming old and outdated. YouTube provides a platform for video, and that's growing more and more significant.
2. There are over one and a half billion people all over the world on YouTube every month. That's 30 million users each day. That's a lot of market reach!
3. Like anything else, your production can be elaborate, Hollywood ready with a big budget, but it doesn't have to be. You don't need a lot of fancy equipment to create content. In fact, the video recorder on your phone can even carry you through, and video editing software comes on most standard computer builds.  
It's easier and cheaper than ever to get started.

4. Just because it's on YouTube doesn't mean it's going to languish in a corner. YouTube videos are shared and embedded and linked in other media and to other sites. You can add it to your other social media sites, drawing interest to your video and bringing viewers to your channel.
  
5. Successful YouTube channels can generate income. Enabling ads on your channel can generate a few bucks for every thousand views or so. You probably won't get rich, but a few extra dollars now and again certainly isn't a bad thing.
  
6. If you're on Facebook and/or Twitter, frankly, it's not going to take much to get your followers to hook into your YouTube. But the same is true in reverse; if you start getting people interested in your YouTube presence, it won't be all that tricky to get them hooked into your Facebook and Twitter feed. Also, having more than one channel means sharing the audience between them, increasing the revenue capabilities.

The fact is, video is the future of the internet, and YouTube is currently the king of internet video. It's easy to start, easy to upload, and easy to tie into your other online identities.