

starting a business can sound like an impossible task you might think that you don't have what it takes you might think you're not very entrepreneurial and you might know the stat that 9 out of 10 startups fail but what I've learned over the years of building my own multi-million dollar business and interviewing dozens of successful entrepreneurs is that starting a business is actually a step-by-step process and if you follow those steps then actually things can become a lot more manageable okay so it might be a case of copy pasting hey friends welcome back to the channel and to another episode of money Club the ongoing Series where we discuss the principles strategies and tools that can help us on our shared Journey towards Financial Independence and building a life that we love in this video I want to introduce you to the step-by-step Castle method of building a business and this video is going to be aimed at beginners so if you've been thinking of starting a business but you maybe haven't started one yet then I promise if you follow the first two steps of this method you will create a working minimum viable product hopefully in under two hours throughout this video we're going to be designing a business completely from scratch and I'm going to be going through the castle method on this template over here and if you want this template it is available completely for free along alongside a Google doc version if you don't like notion that'll be linked down below we've got the difference between J curve and non-jco businesses you've got all of my highlights from this book over subscribed and a bunch of other resources that'll help you because this video is going to be ridiculously long and so we're just going to pile all the other information straight into that template again it's completely free just hit the link down below and you can download it if you like so let's start with step one of the castle method and that is conceptualize and to illustrate this I want to tell you a little bit about Cedric the strapping young rad must be Cedric am I right Cedric is an 18 year old who has just graduated from school and he realizes that he wants the freedom fun and flexibility and the money that building his own business can lend him his family haven't had much money growing up and he's seen the power of financial Independence and so he really wants to start his first business so one step is ideation ideations coming out with at least 10 ideas and then figuring out which one would be the best or which two or three ideas would be the best so that's an actual process called ideation um and most people jump from first idea to action rather than coming up with nine other ideas and saying well why did I choose that one that's Daniel Priestley he's a Serial entrepreneur and he's also a coach for CEOs and for business owners and he's written a bunch of books that are all about starting and growing businesses and Daniel's book oversubscribed as my most highlighted book of all time and the knowledge I got from this book has directly translated to over two million dollars worth of sales for my own business so Step One is ideation so what Cedric needs to do and what you need to do if you're starting a business is just generate lots and lots of ideas for what possible business you could start if you wanted to and if you look inside our template we've got some more instructions here that you can follow around brainstorming researching the market identifying the problem that you're solving developing a unique value proposition and ultimately refining your idea and because Cedric is intelligent he understands the power of artificial intelligence to help him come up with his business ideas and to refine his value proposition as well now at this point you want to look through your list of business ideas and you want to try and combine two different things you want to combine what you think there might be a genuine market for with what you personally might be potentially interested in or what you have personal expertise in and this is an idea from Jim Collins book good to great and it's called the Hedgehog

concept and it's basically this Venn diagram intersection between the things that the market wants the thing that you could potentially be the best in the world at and the thing that you personally enjoy and if you can find something in the intersection of that Venn diagram that's when you really have a business that could flourish but within this Hedgehog concept especially if you're starting your first business by far the most important thing is trying to focus on the problem that you're solving for your customers trying to focus on being of service rather than being selfish Cedric might decide for example that he really wants to start this magical Fitness Studio but if he looks at the market can realize is that actually no one really cares about magical Fitness and there's tons and tons of Fitness studios in the area even if Cedric is super interested in Fitness himself it's probably a pretty bad idea to start that particular business because it's a real uphill battle to get customers for that particular product and so thinking in terms of what he's interested in also what there's a market for Cedric looks at his list of business ideas and he thinks oh wand Maker's Workshop what if he starts a business where he could potentially sell custom wands to people who want custom ones and Cedric liked this idea because when he was in school he just found himself being quite interested in the idea of wand lore and started reading books about it and so there's a little bit of a passion there as well and now Cedric comes up with a name and because again he's just using AI because it's just a fairly quick thing he decides you know what let's go for the one Studio that is Cedric's new business now step two of the castle method is to assemble your minimum viable product and again this is where so many people get it wrong people think that to start a business you have to put in so much work to build a product and then once you put in six months a year two years of effort building a product then you prefer it to the market and you hope that people will come but the castle method and the method that Daniel Priestley talks about and in fact the method that every startup who is intelligent in the world follows these days is starting off by building a minimum viable product where the objective is lead generation so you want a very simple MVP it's just lead generation at first so all you're trying to do is can I generate leads because everything is Downstream from lead generation and this is a golden law of business everything is Downstream of lead generation if you cannot generate leads for a business there is no way in hell you're ever going to be able to generate sales for a business and a lead is basically any indicator of Interest so the point of your minimum viable product your MVP is to generate those leads and the way you get those indicators of interest from the market is by giving away something of value for free and seeing if people are potentially interested in it I personally recommend giving the thing away for free rather than charging for it because if it's free and you can't get people to sign up for it there's no way in hell you're ever going to be able to get people to pay you for anything so what are the MVPs that you can create for free well there's a bunch of different options but there's two that I would recommend and that is either a scorecard or a free webinar so in the case of one Studio they could if they wanted to create a free webinar and they could do it on one making techniques and on the history of one making or something like that let's say you don't want to do the one thing and maybe you want to start a business offering Financial Services now you probably wouldn't just go to the market and say hey buy my financial services you might offer a free webinar that teaches people about the current trends in the finance markets and because it's free people are more likely to sign up for it you've got your indicators of Interest you've got your lead generation and you've validated your business idea so it doesn't take long to put one of these webinars together and again in this template we've got a bunch of different tools that you can

use to schedule them completely for free and you can use that as a way of testing your business idea but one thing I've started to use recently in my business is to create scorecard minimum viable product now my scorecard is basically a glorified online quiz and these are great because a people love filling in online quizzes and B you can ask a load of questions to validate your business idea so we are just going to create one of these scorecards for Cedric's one studio and I'm going to show you how easy this is to do now if you want you can do this on a Google form or a type form or anything but there is a specifically designed app called a score app which is actually a company owned by Daniel Priestley and he actually has a book on it called scorecard marketing and that's the app that we've been for the last six months I'll put a link down below and it's also in the template for a free 30-day trial if you want to try this out but I'm going to log into my account and you can see we've got productivity quiz podcaster Brandon come side Hustle YouTube growth scorecard The Wheel of Life like we use scorecards for a lot of things to generate leads for our own business and our own products but we're going to create a scorecard for the one studio and I'm going to show you how easy this is so let's hit create scorecard and we're going to use the AI Setup Wizard by the way quick heads up score app are not sponsoring this video but I am an investor in the product I invested in it like two weeks ago because I just freaking love it because we've been using it so much so feel free to explore the market if you like but if you end up using score app then it looks good on me because it shows that I'm a good investor because I've plugged the product or something like that whatever you can do whatever you want this is one way of generating quizzes or scorecards for your product but you can use dozens of other software as well if you really want anyway I'm going to create a scorecard so my primary goal for the scorecard is to generate new leads and I actually think something like a witch wander is right for you scorecard would make perfect sense so I want a single outcome I want to tell the customer what want type they're going to go for how would I describe my business Uh custom wand how would you describe your target audience Harry Potter fans cosplay Enthusiast magical performance yeah that's called a Harry Potter fans why not what do you want to help your clients improve achieve or prevent by using the scorecard find your perfect one match is pretty good now choose what you'd like the possible outcomes to be here are some suggested categories and let's keep it at three we're allowing people to either end up with Dragonheart string Phoenix Feather or unicorn hair just to keep things simple next Phoenix Feather bravery and card Above All Else Fierce loyalty and let's go Justice and fairness why not that's for Phoenix Feather gave another feather just one other okay good so I've got my single outcome find your perfect one match Dragon heartstring Phoenix for the Unicorn hair nine questions create my scorecard let's see what happens discover your perfect one match with a profile test answer nine questions we'll send you a personal report sick all right let's go take the scorecard boom enter my details this is clever because when you're doing lead generation and you ask it to enter the details initially it means you get the contact details so it's nice obviously there's like contention all that kind of stuff which you'll you can ask for at the end of it do you have a strong desire for power yes do you believe that the end justifies the means hell yes do you believe in loyalty above all this yeah why not do you value honesty and integrity nope do you believe in second chances hell no and are you compassionate towards other lull absolutely not congratulations on finding the perfect one match Dragon heartstring this is your profile and now when I was doing this in the screen recording that didn't record I adjusted this text to basically say create a custom call to action are you interested in a custom wand if you'd like to

order a really nice beautiful custom one let's jump on a quick no obligation 100 free 10-minute Zoom call and if you want you can use something like calendly but calendly is really good you can literally just get people to hop on a 10 minute Zoom call with you and it's completely free but literally in a very small amount of time we have created a minimum viable product and this is where so many people go wrong with businesses I've seen so many friends and colleagues try and start businesses where they try and charge people from day one don't charge people from day one offer them something for free free create a minimum viable product because everything is Downstream of lead generation now once you've made loads of money by using a business like this then you're going to need some way to invest that money and that's why the sponsor of this video comes in and that is trading 212. trading 212 is a fantastic online platform that offers zero commission investing and also fractional shares and it was actually the first platform in the UK and Europe to offer both of these Services I've been using trading 212 since last year to manage my own personal stock portfolio and one of the things I love about it is the fact that you can Auto invest which means every month you can put in x amount of money into your stocks and shares portfolio and the other really cool thing about it is that they've got these social pies now social pies are interesting because basically loads of other investors have created pies of stocks and shares of funds or a little basket of Investments and you can look at what these pies are and you can compare the performance of these different pies and look at who created the pie and then completely for free you can just copy and paste the pie into your own account and so you can copy the exact asset allocation of all these famous investors now as you guys know if you've been watching my videos for any length of time I prefer to generally invest most of my money into broad stock market index phones like the S P 500 where I have the vast majority of my net worth but I do keep some amount of money aside to play around with individual stock picking and that is where I personally find trading 212 and the social pies feature particularly helpful trading 212 is also great because if you're not yet fully comfortable with using real money to invest because of course your Investments may rise as well as fall then they've got a whole way of investing using fake money where you can just use fake money to invest in the real markets and you can see how you would have done had you invested real money and then whenever you're ready you can just switch to the real money version of the app now if you're interested in potentially signing up for trading 212 to start or continue your investing Journey then head over to the link in the video description you can download trading212 on the App Store and if you enter the promo code allay in the promo code section of the app then you'll get a completely free share with a value of up to 100 pounds so thank you so much trading 212 for sponsoring this video and let's continue now we are on to step three which is shape your product towards product Market fit product Market fit is adjusting the product to meet the market so you imagined the product would be red but everyone wants it in blue and you're like uh okay as much as I thought it should be red it needs to be blue now generally when people are building actual startups in the real world they spend several months if not sometimes years on continuing to refine their product until they've got product Market fit in my wand maker business I might think that people really want custom ones and will be willing to pay a hundred dollars for them but as I hop on Zoom calls with people and try and sell my custom ones for 100 I realize people don't want that people want a really basic one because they want to learn about the introduction to WAND lore in the first place and so my product might actually change instead of it being I sell custom ones I might realize through Market

validation and market research actually I should make a one craft school because people are way more likely to buy an online course in one lore and then I can upsell them on my fancy custom one further down the line rather than get them to buy a fancy one straight up and that's something I wouldn't have known had I not actually validated my idea by talking to my customers and testing the idea out we really noticed this in my own business when I created my part-time YouTuber Academy so we started off our minimum viable product was actually just a quiz at the time score app wasn't a thing so we just used a Google form we asked people when it comes to starting your YouTube channel what's your biggest challenge now the product I had in my mind I thought I was going to make a course that taught people with over a hundred thousand subscribers how to scale their systems and delegate and hire a team and build a business around their YouTube channel but when we put the scorecard out on my email list and on Twitter turns out 99 of people had not even started a YouTube channel in the first place and like 0.01 of people that filled out the survey had more than a hundred thousand subscribers and so that was completely like whoa okay I thought I was building a product for a tiny tiny tiny component of the market which is what they needed but turns out actually my audience is broadly full of noobs no offense when it comes to YouTube and so the product molded to become way more beginner friendly because in my mind the product was very different but what the market told me was something else and so we got product Market fit and then the part-time YouTuber Academy ended up being a multi-million dollar product now there are some other caveats here like this is a really really huge topic how to start a business um I want to talk about Jacob versus non-jco businesses and what type of businesses that you should start but this video is going to be way too long for the algorithm I mean it's probably still too long and all of the information that I want to say is now inside this template again it's completely free there's a link to my website down below you can just download the notion template so that will give you the five-step castle framework and also way more information around the other stuff that I couldn't quite squeeze into this video because we have to keep we have to keep the time step four is to launch your product I.E go to market go to market is once you've got product Market fit and now you're ready to launch and you're ready to put marketing firepower behind your product and at this point you might be spending money on paid ads you might be hiring influencers like me to Shell your product on their YouTube channels you might be going out and I don't know old school knocking on doors and like trying to sell the product to people you're doing that kind of stuff to get more people in because you validated your idea and you've molded your product based on a small number of customers that you had earlier on um the other thing that triggers every single sale is a combination of emotion logic and urgency so um some and I've found that all businesses are only really naturally good at one so some businesses naturally are good at generating emotion in their customers but not logic or urgency some businesses are really good with the logical side of what you should buy but they're not very good at the emotion or the urgency and great businesses they understand how to do logic emotion and urgency in the right doses so a company like apple for example is really good at all of these different things they create logic because it makes you feel like I'm buying the new iPhone for a reason because of all the marketing materials that say oh hello the camera is X percent better than last time they create emotion because all of the stuff in the Apple Keynotes and the ads make you feel an emotional sense of like ah I really need to have this iPhone so then I can be a cool person and they create urgency by allowing you to pre-order even your pre-order because you know that the

iPhone your iPhone is going to sell out and therefore there's a sense of like ah I need to have this now rather than further down the line and then step five E is expand and scale up scale is multiple locations now we're gonna go out in so we might start in London and then go out to Los Angeles and New York in different locations so we're going to go scale is normally new products new markets new territories this is a place where very few people get to because very few businesses actually get to the point where they even launch because people get hamstrung along the way by not giving things away for free and scale is basically multiple locations multiple markets this is stuff that I am just now dipping my toes into but I'm nowhere near an expert on it and so I don't really want to kind of overex my expertise on this particular area this is where it's really helpful to have a CEO coach or a business coach we spend thousands of dollars a month on my own CEO coach Eric pateker he's great he's got a bunch of businesses in the past he's really helping us with scaling ours like all of that fun stuff comes in if you're interested in learning more about these sort of marketing principles and how to get customers to buy your product then two amazing books I'd recommend the first is 100 million dollar offers by Alex formosi and the second is.com Secrets by Russell Brunson and also if you have a launch based business over subscribed by Dan Priestly which as I said is my most highlighted book of all time for business stuff those books will teach you a lot of what you need to know to get your product out there but I suspect if you're watching this video you probably haven't started a business yet it will be it'll be too much this book is not aimed at beginners start by conceptualizing by assembling your MVP and by getting product Market fit and once you've done that and you've got some customers for your product which you've molded to meet the needs of the market at that point you can worry about copywriting and sales and marketing and emotion logic urgency and all this kind of stuff but the main thing to remember from this video is that every single thing is Downstream of lead generation find a way to validate your business idea by getting customers in for free via a scorecard or a webinar landing page or whatever you want and then once you've validated your business idea actually have conversations with your customers to get product Market fit and then you can worry about all the stuff later and we do talk in way more detail about all of these steps in the long form podcast interview that I did with Daniel Priestley so that is on my deep dive podcast Channel over here you can also find it on iTunes Spotify Apple podcast wherever you get your podcast but that is sick so if you liked this video and you've gotten to the end of it you will absolutely love that episode the comments on it are like oh my God I can't believe this is free so check it out completely for free over there thank you so much for watching I hope you like this video and I'll see you hopefully in the next one bye

I know a chap who had 15 000 subscribers and built a million dollar business really the way people get rich off of YouTube is by this is Ali abdall one of the biggest YouTubers and now literally the most followed productivity expert in the world in this video I went to Ollie's house in London to hear why he left his job as a doctor to start a YouTube channel that now has over 4 million subscribers and is making millions of dollars a year this video is an absolute Master Class when you have attention like Ollie does you can make millions you can add events you can add communities you can add products sponsorships ads job boards Consulting paywalls the list goes on so many ways to make money the one key is you gotta build up your audience or just copy Ali's homework the people that I know who have succeeded on YouTube people who have been through our YouTuber Academy and friends of mine they

have all had some kind of unfair advantage that they have leveraged on their YouTube channel it's really hard to succeed on YouTube and in the content business general in general if you don't have any unfair advantage is because all you can do then is just outwork the competition Mr Beast had zero unfair advantages and you see his videos like 400 videos to get to 10 000 subscribers he's literally reading the dictionary for 36 hours domineering Dominican Dominion Domino domino effect Domino Don he's literally saying Logan Paul's name 100 000 times for a 24 hour long video whatever that is the level of hard work that he's putting in to make up for the fact that he has zero unfair advantages in the space and now obviously he's got his huge team and his huge setup but unfair advantages at least in the education space you know having expertise in a specific area and making videos about that being particularly charismatic being particularly good looking like all of these are different unfair advantages that you could have you have to figure out what your unfair advantages are and find a way to exploit those to Skyrocket your growth Ollie talks about is unfair Advantage I think about it like your unfair Advantage diagram you're basically finding where do unique skill sets overlap in a way that is uniquely you so you had medicine you had test taking you had productivity and you had teaching for those your unfair advantages those and I had Cambridge University branding behind me and I also had a business which meant I had money that I could invest into camera gear which means my production value from day one was just better than every other student on the platform because I could afford camera gear I had the web design background that meant I had a certain aesthetic sense for like graphic design and had been designing posters and brochures for like decade at that point even when I started so my thumbnails look good and I kind of had a feel for like what titles and Transitions and animations would look classy and not egregiously over the top or not like Microsoft Word art or yeah and so all of those things combined where are there a few things about me that aren't a triangle that's perfectly centered like everybody else but slightly Askew maybe you're that one weird person who pulls out a guitar at every single party maybe you love recording videos all the time and also happen to be really into spreadsheets like Miss Excel maybe you are obsessed with graphic design but also philosophy like Jack butcher you want to find the few things that when you put them all together make you completely restless and unique in the world much easier than stacking tens and thousands of hours at being the best at one thing we can't all be Michael Jordan but we could certainly be slightly skewed from the rest now how would I start thinking about my first video first one up and I want to make the first 100 bucks that I'm going to make on YouTube through AdSense level one get going level two get good level three get smart so our person is like level one get going usually that's like the first three to ten videos where the objective is to not overthink it to literally just put the content out there and just just kind of see what happens usually there are a ton of emotional hurdles to getting videos out there even for the Gen Z's that are Tick Tock native and stuff it's still really freaking weird filming yourself and sticking it on YouTube and all of the stuff associated with like what my friends and family are going to think and all of those emotional hurdles that is a massive barrier and that is the biggest barrier that holds people back which is why level one is just get going once you've gotten past the get going stage at that point you have to decide do I want a casual relationship with YouTube or do I want a serious relationship with YouTube casual is I will see each other whenever I feel like it you know I'll call in you when I feel like expressing my creative Outlets I apologize to you if I don't seem really eager to jump into a forced awkward intimate situation Syria says I'm committing to doing one video a week at

least now if they decide serious then we go to level two level two is get good now getting good involves making videos that are actually good I'm kind of a big deal and that's just like a lifelong journey but I think there's two barometers of good there is the internal barometer which is I no longer cringe when I watch my own videos because I actually think yeah you know this is reasonable and that when you have that feeling that this is at least reasonable then you know your videos are good and then there's the external stuff there's like okay I'm seeing some amount of traction in the market like some people The View kind of slightly going up maybe I'm getting 24 views rather than three maybe I'm getting three comments being like oh wow this was actually helpful maybe I'm getting a few likes you're starting to see some indicators of interest from the market when you have those indicators of interest and you no longer feel cringe watching your own content you then ask yourself the big question is this a hobby or is this a business and on the scale of zero being Hobby and 10 being business where do you land on that scale and you're not allowed to pick five pick now if you want to if you want to do it as a hobby then great continue at level two do whatever you want make the content you like it's a hobby etc etc but if you want to do it as a business at that point we get to level three which is get smart and that is where business strategy starts to come into it that's where we start to say to this person okay if you have made 15 videos already your videos are pretty solid you think they're reasonable they've started to get a small amount of traction you maybe had two comments in one of your videos saying this was helpful at this point let's zoom out and let's think strategy let's figure out what is your Niche who is your target audience what is the value proposition let's do a competitor analysis who's Big in the space let's spend like a whole two weeks literally just like consuming every piece of content within your Niche or adjacent niches to figure out like if you're starting an Italian restaurant you wouldn't just randomly start an Italian restaurant you would see hey what other restaurants are there on the street or other Italian restaurants are there on the street how can I differentiate myself what actually are your unfair advantages how can we leverage those what's the kind of brand that we're trying to create here what's the vibe you're trying to go for that will then feed into the content and so at level three once people's videos are really good most of the growth is to be found in really thinking about it as if you were a business the business strategy the competitive analysis how do you stand out in a crowded market and then you apply consistency in patience over time and you get the results riches and itches hate to break it to you but you're probably not going to ever be the next Mr Beast me either by the way hundreds and hundreds of millions of followers across multiple platforms doing these crazy challenges not really my style and uh you know I don't appeal to like 17 year old boys on YouTube which is like the products of the audience and so that's not going to work for me I had to think when I was creating my audience how could I come up with an audience that I could actually serve that wants the things that I know about and how could I make let's say enough money to build a business around this particular audience that is going to be 1 100th of the size of Mr Beast that's when I realized that the higher the niche the higher the rich and what do I mean by that I mean that when you have a very specific skill set that you focus on people who want that thing are typically willing to pay more shut up and take my money then let's say people are willing to pay when you have hundreds of millions of followers like Mr Beast Mr Beast can sell a chocolate bar because he can get 1 100th of his audience to buy it and have a business that does tens of millions of dollars a year you and I have to be more specific I actually started out on YouTube trying to make singing videos I thought I thought I was

going to be the next Boyce Avenue the next Hugo Schneider I was going to play all the instruments my friends would sing and I would sing occasionally but I'm not I'm not that good I found a love for me darling just Dive Right In follow my lead and play guitar and my first like five or six videos on YouTube are music covers of Payphone by Maroon 5 and When I Was Your Man by Bruno Mars and all this kind of stuff how had I tried to succeed in YouTube on there I have no one Fair advantages there it's just a dumb area it's not it's not an interesting Niche find something that the market actually wants because a lot of people will treat YouTube as like oh I should be able to creatively express myself and then good things should just happen right but no if you're treating it like a business which is my whole thing you know treat a YouTube channel like a business if it's a creative hobby then let's call it a creative hobby but if it's a business a business needs to solve a need that the market has the market had no need for my shitty singing skills shitty guitar playing skills inability to kind of string to two notes together but the market had a need for me teaching people how to get into med school what are the things you enjoy what are the things people would say you're good at if you were on a desert island and you had to give a talk about something what are the five topics you might give a talk about what are the things you wish you had known two years ago or five years ago or ten years ago what are the things that people are asking you for advice on what is the thing that you would do even if you weren't making money for it all of those are trying to figure out the who am I component and then we're trying to figure out the what value can add to my audience and so what groups are you familiar with like medical students chess players doctors high school students what's the kind of content that you consume what were you like two years ago five years ago 10 years ago can we try and get you into the mind of who this person is that you're speaking to then can we bridge that with some kind of value proposition really the way people get rich off of YouTube is by selling their own products it's just a business plan I know a chap who had 15 000 subscribers and built a million dollar business off of that because it was a very Niche audience he was doing very very very detailed videos about how to build operation systems in notion and then his course was about how to build operation systems in Ocean and did like 400k in his first first six months of of running that of running that business with a relatively small audience of only 15 000 subscribers the people who I know who've made money off of YouTube with even less than that have maybe sort of a few hundred to a few thousand subscribers but they target a very Niche audience who have money to pay for one-on-one consulting or coaching Services because that is where the money is at if you can land a 2K a month 5K a month client you just need two of those people and so if you have a couple hundred subscribers who really love your stuff and it's the right Niche and they crucially have money and are willing to spend money to solve this problem you can make a six sometimes even seven figure business although it's harder to seven figure at least a six figure business off the back of selling one-on-one coaching or Consulting I had to think what is the niche that is going to make me Rich and that Niche for me is finance if people specifically want to learn how to buy small businesses I'm your gal now how many people are going to want to buy small businesses I don't know one out of a hundred but that one will be willing to pay a lot to learn how to do it and the skill that I'm teaching them can take them from investing let's say a thousand dollars to making a hundred thousand or a million you can't really make money by buying a chocolate bar people are paying for your videos they're not paying with their money but they're paying with something arguably even more valuable which is the time and their attention which is the only limited resource that they have and so would

someone actually choose to pay you for your content and does it provide enough value to their life to Warrant the amount of Life Force uh and time that they're paying for it now the answer is no then let's get to a point where it is and if the answer is yes then you've got potentially a chance on YouTube so the better model your Niche is the more Rich you and your business will become if you're one of those business buyers here's a free little something for you down in the corner the first three things you need to know if you're gonna go look to buy a bar in business and that right there you guys what I just did where I said hey if you're my audience if you're one in 100 that wants to buy a small business and then I point you to something that only those of you who are going to do this cares about that's how you don't oversell to people because for people that aren't interested what do you do you just keep watching the video ignore it doesn't matter how do you do a business where you sell things online in a way that feels really good to you yeah this is something I really struggled with so when I first created our YouTuber Academy I the it was a child it was we were charging 400 for it I had never charged 400 for anything before in my life and so I had a lot of kind of in hindsight emotions uh and feelings around the ickiness and the pain of like oh I don't want to come across as that used car salesman look at the size of that trunk you could put three bodies in there and it was speaking to uh some other some other friends of ours who kind of helped me change my mindset around selling and helped me see that selling is not an evil thing selling is almost education you're educating people on your product and if they want it they will buy it and if they don't want it it's not like you're trying to shove it down their throats and after trying this and you know putting it slowly out there into the world and seeing Oh my God people don't hate me for charging money and people are getting lots of value from the course we're giving out loads of scholarships to people who can't afford it anyway we have a basically zero questions asked refund policy like all of those things in particular I think the refund policy made me feel very okay with selling because if someone doesn't like it they'll literally just ask for their money back and now I don't have to worry too much and now that's the advice that I give to people like because I speak to so many people who are struggling to sell and I say because they don't want their audience to hate them or whatever just offer a refund policy and it's probably going to be fine can you find your point of pain and solve it your point of pain not somebody else's here's a perfect example this is Danny Austin Danny online influencer schlepping out a bunch of Affiliates to dresses and jeans and shorts things that you know we don't really need but influencers like to talk about online all of a sudden Danny started losing her hair a little bit she was getting stressed at a young age she was staying up late with her business and like a lot of women was losing hair and not talking about it because this is really faux pas for women to lose hair right this was her pain she started sharing it on the internet again and again and again like look at this does anybody else have it all of a sudden she found a bunch of other humans who shared that pain they had the same issue and nobody else was really talking about it so as she continued to share her pain and some small little Solutions she also started behind the scenes creating products to fix it entered Divi her brand that solved this one unique issue of women losing their hair early all of a sudden she's spent months priming her audience to want the thing that she has created to solve hers and now their pain point that means she has no what I call audience degradation in sales if you go out and you try to shill something to your audience something that they don't really want or need it feels like you're pushing a giant boulder up the hill If instead you allow them to do something that gets out of the way of the boulder that is already careening towards them that's

where you make millions and you don't have to sell your soul so find your pain because that's where the profit is so if you're wondering what to do next how do I also grow my audience you should watch this video it's got all the answers you want

if you can get these three things right then you're completely Off to the Races and your channel will explode and you'll become a millionaire so in this video I'm going to take my last six years of experience on YouTube and I'm going to try and condense it into a three-part framework that I would follow if I was starting a YouTube channel completely from scratch today so I call this framework the part-time YouTuber blueprint because my course is called the part-time YouTuber Academy and I've taught this system to more than 2 300 students over the last three years now there's three levels to this framework if you're new to making videos and in this context I'm starting a YouTube channel with xero experience completely from scratch we're going to start with level one level one is get going and this is like your first three videos now if you're starting completely from scratch and you have zero experience then a huge hurdle that holds people up from starting a YouTube channel is actually just not getting started with the thing in the first place so what I'd be doing is I'd just be making three videos maybe they're shorts maybe they're videos I don't even edit maybe I'm just making them on my phone and speaking to the camera and uploading them to a new YouTube channel I would create a channel create maybe some channel art on canva or something like that and this is kind of like the first three dates that you go on someone if you're in the date you know you're kind of getting to know them you're seeing if you Vibe and in those three videos I get some pretty good insight into how I feel about making videos I'm going to be absolutely terrible at it because like with any skill it takes ages to get good at the thing but at least at the start I've made some kind of effort in doing it like for example if you're watching this right now and you haven't yet started a YouTube channel I suspect the thing that's holding you back is probably overthinking I suspect it's probably overthinking about your Niche what the hell do I make videos about why would anyone watch my content will people at my job respond poorly to the fact I have a YouTube channel all of that overthinking just gets in the way of people that's why level one is to get going and just make those first three videos because to be honest YouTube is a lifestyle Choice what you're trying to do what you're signing up for if you're gonna take this seriously is making videos every week for the next like several years of your life and so it's worth flirting with it for these first three videos and just seeing how you feel if you don't know anything at all about literally how to hold a camera how to hold a phone how to edit a video how to make a thumbnail how to start a YouTube channel then there's loads of free content available on YouTube alternatively I've got a course that you can take at your own pace it's called part-time YouTuber foundations and it's just one dollar and if you take the course then you take action on the course and you email us we will literally refund you the one dollar that it costs for the course it will take you through how to set up a YouTube channel how to make your first video your second video titles thumbnails the basics of editing using free software anyway once you've gone on these first three dates once you've made these first three videos at that point you have a choice and this is Choice number one this is do you want to be in a casual relationship with YouTube or do you want to be in a serious relationship with YouTube now casual is like I'll make a video whenever I feel like it maybe I'll film a video on a holiday here and there serious is I am committed to this and that would be obviously the position that I would be in if I was starting YouTube completely from scratch today I would actively decide

consciously commit to being in a serious relationship with YouTube that means just like if you're in a serious relationship with a person in real life you want to try and see them at least once a week I would want to be committing to making at least one video a week because that to me is taking it seriously you know a YouTube channel does not grow if you if you treat it casually you cannot accidentally lock into just having a big profitable YouTube channel and that kind of stuff you have to actively take it seriously and then once I've committed to taking YouTube seriously I'm now ready to go on to level two now level two is what I call get good but I would say in Brackets get good enough because in level two we're going to be making our next seven videos and the point of these seven videos is to get better at the craft of making videos and the thing with YouTube is that there are a lot of skills wound up in being a good YouTuber or being a successful YouTuber there's titles and thumbnails and filming and talking to a camera and like structuring your stuff and storytelling and being reasonable at public speaking if you're going to show your face and then being reasonable at research and writing an animation if you're not going to show your face and then actually editing which takes absolutely ages and understanding analytics there are so many skills around what it takes to Be an Effective YouTuber again in this model we're starting completely from scratch I don't know any of these skills I don't know how to talk to a camera don't know how to edit video so I need to spend these next seven videos actively trying to improve the craft of making videos crucially at this point I'm still not worrying about my Niche I don't give a toss for my niches at this point because all I'm trying to do is get better at the craft of making videos so my next seven videos in this get good enough stage are going to be I'm just making videos on whatever I feel like maybe I just add absolutely freaking love these Stabilo pastel colored highlighters so I might make a video about my favorite highlighter pens maybe I absolutely love this D brand Ali abdall palette collaboration phone case and I can make a video reviewing that maybe I absolutely love this book that I have on my desk at all times show your work by Austin Cleon so I can make a video reviewing the book it does not matter what the video is about what matters is that we're getting better at the craft of making videos and we're not trying to overthink our Niche at this point and again to use the relationship analogy this is where you get to know each other a little bit better you're learning more about the other person they're learning more about you and across these seven videos and three plus seven equals ten so 10 videos in level one and level two across these 10 videos you're getting to know the craft of making YouTube videos but you're also learning a little bit about yourself maybe at this point you're even having to confront your own emotions around like fear of what other people will think and judgment and self-doubt and all of these other emotional hurdles that can get in the way of us building a life that we love and so I'd be making these seven videos on top of my other three and I would just be uploading them to my YouTube channel at this point you might also want to learn how to get better editing if you happen to use Final Cut I haven't other course about this it's completely free on skillshare or it's included for free as part of my part-time YouTuber Academy if you want that'll be linked down below as well by the way if you're enjoying this video so far I would love it if you could give us a thumbs up apparently it really helps for the YouTube algorithm anyway once you've gotten Beyond level two at that point you have to make the ultimate choice and the ultimate choice is do you want to treat YouTube like a hobby having made 10 videos or do you want to treat YouTube like a business and on the hobby to business Spectrum let's say hobby zero and business is 10 where do you land on that Spectrum you're not allowed to pick five and if you do decide at this

point that you actually want to treat YouTube as a hobby that's totally fine but if you decide that you want to lean towards the business end of the spectrum if you decide like I would if I were in a position that I want to treat YouTube very seriously and I want to treat it like a business and I want to be a professional rather than an amateur when it comes to YouTube that takes us on to level three and level three is get smart now at this point we need to actually understand the game of YouTube so far these first 10 videos we've just been trying to make videos that we enjoy but to really grow a YouTube channel that can potentially change your life we need to understand what is the game that we are trying to play and there's basically three things there's only three things that YouTube cares about when it comes to growing a YouTube channel and if you can get these three things right then you're completely Off to the Races and your channel will explode and you'll become a millionaire and those three things are number one click number two watch time and number three satisfaction so firstly the click this is the importance of titles and thumbnails and idea generation and concept no one is ever going to watch your video unless they click on your video and so the first step to success on YouTube is earning The Click your titles and thumbnails and Concepts need to be sufficiently intriguing that someone actually clicks on the video secondly we have watch time now the YouTube algorithm cares a lot about how much of your video someone has watched because the YouTube algorithm is ultimately trying to serve the Right video to the right viewer at the right time and so if a viewer is watching a lot of your video it means they're getting continuous value from that video and so watch time is a great signal for the algorithm to then promote your video to more people that are similar to that viewer that watched it for a long time so we've gotten people to click with our title and thumbnail we've got people to watch the video with everything about the video actually being good and then we want to leave people satisfied now increasingly the algorithm is talking a lot more more about satisfaction is looking at signals according to my YouTube Partner manager who I speak to fairly regularly signals like you know likes and comments and things but also YouTube has started putting these surveys for a percentage of their users that you might have seen when you're browsing YouTube and they've got tons of other signals for viewer satisfaction so it's not necessarily that you need to get people to watch 100 of your hour-long video but YouTube has good ways of knowing were people satisfied as a result of the video that they watched so having understood the game we now need to talk about strategy and this is where we're allowed to start thinking about our Niche but at this point we have to think okay there are zillions of videos uploaded to YouTube every single day and so your video needs to add enough value for the person on the other end to think that it's Justified as an investment of time and attention on their part you're not just competing with the other stuff that's on the side of YouTube in the suggested videos and watch this next you're competing with their phone you're competing with things happening in their real life you're competing with every other distraction in this person's life so this is where strategy comes in and this is where it's really important to figure out what is our Niche now the way that I've been teaching this for the last three years on my YouTuber Academy I think makes a lot of sense and that's you know the question of Niche gets people focused on the wrong things I think a niche is actually two things it's a Target and it's a value so in the start of my YouTube journey in 2017 the target for my YouTube videos was people applying to medical school in the UK and the value I was giving them was helping them get into medical school in the UK and that is a very clear Target and a very clear value proposition which is how my channel grew in those initial days now in our YouTuber Academy we have a whole like two

hour long session where we talk about how to figure out your Target and your value proposition but kind of long story short basically what you want to do is you want to figure out what are your own interests and what are your own strengths and what are your own unfair or competitive advantages and who are the people that you could potentially help or serve with your content and then you kind of combine all those things and you make a few hypotheses about okay I could potentially be helping small business owners manage their accounts or I could be potentially helping dentists run better ads on Facebook or I could potentially be helping students in Indonesia get better at studying for their exams like whatever that Target and value is those are different niches that you could potentially enter with your YouTube channel and so that answers the question of why should someone watch my videos it's like I'm the videos are targeted to that person and I'm giving value to that person and therefore people are watching my videos for the value that they get whether it's entertainment or education or inspiration there's always value that people want to get from your videos otherwise they wouldn't watch them and then the next question we have to answer in the strategy piece is why would someone watch my videos rather than the other videos on this topic now most niches that you might want to go into on YouTube are kind of crowded these days productivity personal development all this this kind of stuff ridiculously crowded and so you need a way of standing out in a crowded market so again the method that we teach for this there's like two things to understand here there's number one the market and number two your Edge so firstly we've got understanding the market and here we want to apply the principles that a business would use which is why we're treating YouTube as a business let's say you wanted to start a new business let's say you decided I want to open an Italian restaurant on my local High Street you wouldn't just decide to open an Italian restaurant on your local High Street you would do some market analysis you would see what other Italian restaurants are there in my local area what other restaurants are there in my local area what are the coffee shops what's the clientele like what are the what's the sort of income of people walking through the area you'd be doing a lot of analysis before you pull the trigger and just randomly decide to open up an Italian restaurant and so we'd analyze the market and then we'd figure out our competitive or authentic Edge and this isn't necessarily about being better in fact I think being better is like the worst way of doing this firstly because better is in the eye of the beholder and also it just takes way more work but there are loads of other domains in which you could stand out for example in terms of the depth of research you go into your videos in terms of Storytelling in terms of editing in terms of relatability and authenticity maybe you're a male in a female dominated industry or female in a male-dominated industry maybe you're the only person of color who's making that kind of content and so you're appealing to other people of color just like you and so there's loads of these different ways that you could stand out in the market and you just need to figure out what is that like what is the market and what is my Edge now once I figured out the strategy the next problem I'm going to run into is that it takes a large amount of time to do all of this stuff well especially if I've got a full-time job especially if I've got a family and friends and I want to maintain my health and social life it's actually really hard to make the time to do YouTube well unless of course you quit your job from day one and that kind of like again I'm assuming if I start YouTube completely from scratch I don't have the ability quit my day job and this is quite a lot to do there's a lot of stuff you have to do to be good at YouTube and it's really really really hard to do it in you know five to ten hours a week but what I've learned over the last six years and I'd incorporate this kind of knowledge into my

starting YouTube from scratch is that if I build systems of systems and leverage then I actually can do YouTube in somewhere between five and ten hours a week and again this is thinking like a business it's like if you go into any McDonald's anywhere in the world you'll get basically an identical experience because the systems and processes that McDonald's have built are absolutely incredible you can put any 16 year old into any of the positions at McDonald's basically and they'd give you the same result because the systems are so good so what I'd be thinking is how do I build systems for my YouTube channel so that I can create valuable content that my audience finds interesting and useful within my Niche that's strategically aligned to what I want to do but do it in a way that doesn't take up large amounts of time now if you've gotten to the end of this video and you're interested in potentially Building Systems for your own YouTube channel and saving a lot of time that's exactly what we teach on my part-time YouTuber Academy and we're going to be doing our final live cohort of the course in April and May of 2023 so this is the last time we're doing a live cohort I've done seven live cohorts for over 2 300 students in the last like two and a half years but now it's kind of getting a bit boring firstly because I've been saying the same stuff repeatedly for the last three years but also now that this channel has grown and I'm about to publish my book and all this other stuff's happening my life is going in a direction where running live online courses is no longer compatible with other cool stuff that's happening but basically the whole course is about how do you build systems and processes and tools and templates to operationalize and scale a YouTube channel just as if you were treating it like a business and I've been building these systems and tools for my channel for the last six years I've taught it to 2000 plus other students and so we'll teach that to you on this live course as well and we've got some really cool looking graphs and testimonials as well from people who have taken the course in the last like two and a half years and whose channels have exploded and it's just super interesting to see and of course has a 60 day 100 satisfaction money back guarantee also I get that the course is pretty expensive because it's live and it takes a lot of effort from like me and like 10 other people in my team to make this happen but for the last three years we have been offering scholarships to people who are in financial difficulty who can't afford the price of the course and this time again because it's the final live cohort that we're going to do we have doubled the amount of scholarship places that are available so if you want to take YouTube seriously but if you're in a financial situation that means you can't afford the price of the course then you should absolutely apply for a scholarship we spend a lot of time looking at these applications the team spends ages reviewing them and so if your application is good you'll get a scholarship to the course and then you can join this community of 2000 plus part-time YouTubers it's absolutely sick anyway that'll be linked down in the video description so you can check it out and if you enjoyed this video you might like to check out this video over here which is my top 10 tips for beginner YouTubers so that might be interesting for you thank you so much for watching have a great day and I'll see you in the next video bye

okay there we go i'm going to take you along for a journey you see i set this up so it will work for total beginners or for people who have been doing youtube for a while howdy howdy everyone nate here youtube isn't a big bag of tips and tricks that you need to gain all at once it's also not about gaining 10 000 tips so that some point you hopefully magically explode you see youtube is a sequence this video is different and longer very much on purpose and it will be best if you give me your attention for

the entire video because i've been hinting at something for a while now on this channel and it's big it is really important to anyone that's looking to build a successful youtube channel and it's finally here i'll be offering it to you near the end of this video so i will appreciate it if you stick around until then so you can understand why i'm so excited about it let's talk about exactly what i would do to build a successful channel this year if i were starting from total scratch so i don't care if you have a brand new channel or if you've been doing this for a while this is going to apply to you all right let me show you so first of all my team and i have multiple channels that build multiple channels to 10 000 or more some of them quite a lot more than that per month and we also have a large community of people in project 24 who are doing very well with our youtube channels by applying an earlier version of what i'm about to show you right now so we are going to assume that i am starting a brand new channel it's not this channel it's not an already existing channel i am starting a brand new channel so the very first thing that i'm going to do when i'm starting that channel in this youtube system is i'm going to break the barriers which is my simple way of saying i'm going to sit down and i'm going to record videos even though i don't know very much about that and in fact i'm going to record between 12 and 20 videos in this very first step and i'm gonna do that before i do extensive research on that topic because the first thing that i'm going to do and the first thing that i recommend for most youtubers especially beginning youtubers is that you break the barriers that stop so many youtubers by making your first few videos right off the bat i purposely do this i intentionally make it so i don't study i don't make sure my my logo my title or my banner my channel are perfect before i do this i just get in there and i record some videos right away and then in most cases i don't just record those videos i actually make thumbnails and i fully start publishing those videos on my brand new youtube channel before i do anything else now the reason why it is so important for me to get in there and just start making videos and publishing videos is because for so many people this stops them and it's not just because they have never produced a video before it's because it's very easy to get caught in analysis paralysis so i mean this sincerely if you were to come to me and say nate i'm starting a brand new channel or if you've never done youtube if you've done youtube for a while i don't care either way if you were starting a brand new channel you say nate what should i do first this is what i would say i'd say okay whatever you know about it make some videos fully produce videos and then publish them because at that point the conversation that we could have changes caliber dramatically after you've already published some videos on youtube at that point we can really start talking about what will work for your channel and what you really enjoy versus what you don't all right and we're back at the blackboard we're on to step two what am i gonna do once i've broken that barrier and i've gotten those first videos done i'm going to get really crystal clear on the idea for my channel i'm going to validate it that's why i call it here idea direction i'm going to make sure that this idea actually has space on youtube i'm going to go in i'm going to test the industry i'm going to see what other channels are out there how much interest is out there how large are these channels how many subscribers do they get on average how many views baseline do they get what kinds of factors are leading to success versus other channels if i see a lot of dead channels in the same space why are they failing so that i know all of these things before i ever move on to any of these other phases the other super important thing to do at this point when i am in phase two and i am really solidifying my idea direction is i'm making sure that it's a fit for me when i see what's working on youtube when i really i'm validating going through that process of of discovering yeah this is a good

idea i also need to make sure and you also need to make sure it is good for you is it a fit for you the the direction that you see being successful on youtube is that what you want to do so how am i going to do that i'm going to get really good at knowing my space on youtube my industry what is out there what do people like what do people not like all of that because what i'm looking to do at this point in my channel is form a framework so that i can hack the algorithm and show it much more quickly what type of channel i have you see most of the time there's a lot of time wasted on youtube from channels as they're figuring out what they're doing they're trying to they're making videos this way they're making videos that way and the youtube algorithm is trying to figure out okay audience here's the channel here's the audience what are they what is this channel about what audience can i match with this channel if i go into it and i purposely give the algorithm indicators guess what algorithm hey this is what nate's channel is about the algorithm can classify it much more quickly and it can start working in my favor much more quickly the next thing i'm really going to establish during this phase is a system for creating ideas that are successful that i know are good you see it's not just shooting in the dark now there is a certain amount of always experimenting on youtube and i get that but in many cases i can actually create my own custom formula for my own channel so that i know within a reasonable amount of confidence what types of ideas will do well versus not too well and it's it's very specific to whatever type of channel i'm making but during this phase i'm going to build that out so that i can know what ideas work well and then adjust accordingly as the channel develops and as the channel evolves as i evolve as the audience evolves let's talk about phase three this is where i'm going to develop the core skill set this is the foundation that's going to play through the entire rest of the phases while i'm developing my channel at this point i have to get the core skill set right otherwise i'm going to be struggling for the rest of my channel growth and you'll see a lot of channels will struggle when they move on to these future phases because they haven't figured out the core so the other thing that i'm going to make sure that i do while i'm developing these core skill sets is i'm going to publish at least 20 videos on my channel just while i'm developing these core skill sets i'm not going to move on to anything else until i've done this this is why i say no matter where your channel is this is going to apply to you because chances are one of these things might be missing and therefore it makes sense to start applying it and actually putting it into published videos live on your channel live for the world to see before you move on so how do i do that at this point in my channel what i'm looking to do is get really good and understanding how the youtube algorithm works i want to know how they associate audiences with my channel i want to know how they decide to show videos to an audience versus not and i also want to know where the algorithm is putting my audience so i know how to create content that goes right to that audience the next thing i'm gonna do in this phase is i'm going to get really good at body language and on-camera presence this especially applies if you are showing your face on camera but it also don't don't just check out here because you're like oh i'm not showing my face on camera i'm just a voiceover channel whatever it is either one the better you are at being interesting and owning the space on camera it's like a secret hack that very few people are talking about the better you are at that the more interesting your videos will inherently be so at this point i'm going to make sure that i am intentionally practicing and getting better on camera in every video i produce the next thing i'm going to do if i have not already been doing this is i'm going to completely immerse myself in my industry i don't get on youtube off youtube everywhere i want to be like living and breathing this i'm no longer going to be you

know listening to whatever my tunes are in my drive i'm going to be in it i'm going to be listening to podcasts i'm going to do all sorts of things so that i am in that industry and then the final thing i'm really going to get good at in this stage is ideas for videos and titles for videos those two things i'm going to really nail now let us talk about step four this is the infamous transition phase this is where up to this point we've been breaking through barriers we've been developing our idea we've been developing core skill sets for us as channel makers at this point we have to start transitioning a good amount of how we measure success on our channel to outside factors because up to this point it's hey this is all internal i've developed my idea yeah i like the idea that's great at this point we finally need to make the transition into understanding that look for success to happen on a youtube channel at some point we have to make something that's helpful to people or that's interesting to people or appealing to people or entertaining people at some point we need to make that transition and the way we know when that is working is when the audience starts coming so if we've done all of this other stuff and the audience still isn't there we're not ready to move on this is the transition this is perhaps the phase that most people spend the most time in because at this point we're figuring out what is appealing to my audience and how do i make it so that i can spread the current core that all of these ideas the skill set all of this to spread it so that people actually like it and they find my content so how do i do this phase because we're transitioning to outside factors of success i need to make sure that my skill sets and what i'm focusing on also make that transition so one of the first things i'm going to do is i'm going to make sure that my videos are keeping people on youtube as long as possible i'm going to deep dive into engagement and all the factors that keep people that make an interesting video from the beginning the middle the end throughout the entire video as well as any call to actions that i make in that video how good am i at that i'm also going to get good at telling stories as well as leading people from video to video on my channel because at this point one of the most important things that i can do is build an audience or what i call subscribability it's a word i made up i'm pretty sure that's not on the dictionary maybe it is i don't know but subscribability are the threads that cause an audience to subscribe to my channel in the first place but then have an ongoing expectation of what they're going to get from my channel as well as a reason to watch every video on my channel in this phase i'm also going to get really good at thumbnails we've been producing thumbnails thus far obviously but most of the time i see that channels are not really ready to start really understanding what a good thumbnail is versus not a good thumbnail you can be practicing up to this point but in this phase we are really focusing on what makes extremely clickable thumbnails and then the last thing i'm doing in this phase is i'm getting dang good at call to actions i don't care if it's just booping the like button or commenting or visiting my website or whatever it is any of those things i need to really focus on in this phase because this is perhaps one of the most avoided skill sets for channel makers is the how good you are at inviting people to do something on your channel to a degree determines how successful you are at making money with that channel okay now we are on to phase five this is where things start to get really exciting for most youtube channel makers because in phase 5 this is where we have a tested model for a youtube channel i cannot overstate that very very often a channel maker will go in and they'll try to build a channel and they'll want to move on to all of these other stages in their channel but until you have a model that you know works because you've worked through phase four you know like yep the audience likes this this is a good concept only at that point can you move on to phase five because at that point it's exciting

because you say okay i've got a model that works now we're going to replicate that model we're going to take that model and take it to the next level we're going to keep up leveling what we already know is working but do it more and it's actually during this phase phase 5 and not before this that most channels become qualified for the youtube partner program aka monetize it's usually usually not until this point that that actually happens and at that point it's it's great it's like yes i'm starting to make money from ads but we're not stopping there no we're we're not going to be like yay my channels monetize and now i'm good we are definitely going to continue on from there but i want to put that in there to just say okay at this point it starts getting exciting because we're seeing income coming in we're seeing oh my goodness what i'm doing is working people are liking it and i'm actually starting to make money with my channel this is awesome oh yeah and another note i'll put here is you'll notice up to this point i haven't talked very much about monetization on my channel because in most cases it's more important to build an audience that knows likes and trusts you in all of this you you have a formula you have an audience of people that like you and i don't care what kind of channel you have you're a gaming channel uh you're an information a lawn mowing channel uh a skit channel i don't care what kind of channel it is most of the time you're building all of this so that when it's time to move on to phase six you're very ready for it and you're ready to start really monetizing which is again the next point where it becomes just really exciting at this point we get to really start getting into the nitty-gritty of making just really cool videos really fun videos and we have a large enough audience to get some a lot of real-time feedback from our analytics and elsewhere on how well that video does and how well the audience likes and idea versus doesn't and it's because of that that at this point i am finally ready to start understanding analytics up to this point i didn't have a lot of data to work with in most cases but now i have enough data that i can actually start making data-based decisions on what i'm going to do with my channel the next thing i'm going to focus on in this phase is i'm going to focus on making a viral video or any of the videos that take off i'm going to focus on making them into videos that actually benefit the rest of my channel versus just spike and then boom nothing happens and the opposite is also true if a video really tanks i want to make sure that i am quick to implementing the right strategies so that one video that tanks doesn't drag down the rest of the content the next thing i'm going to do in this phase is i'm going to start implementing things to prevent people from skipping ahead in my videos and i'm going to do that by really dialing in the engagement factors within a video whatever type of channel i'm building what are the engaging factors and what are the not engaging factors because at this point we have enough data to work with in the analytics to see hey these are the good things these are the not good things during this phase i'm also going to start leveraging the youtube community feature i i could use it earlier and that's great i have been using it but at this phase i'm really leveraging it now we are on to the next phase now it is time to monetize like crazy and actually before recording this i was looking at the setup if only i could show you the behind the scenes of everything that went into this it would blow your mind i'm sure it would blow your mind so if you haven't already i would love if you would boop the like button so this video can spread to more people thank you okay now let's talk about step six this is where we really start building revenue streams for our channel we are still publishing regularly and in fact in each of these phases i'm still gonna say i don't care where you are at this point i still want you to spend at least about 20 videos in each of these phases but now we've reached the point where it's time to turn on the faucet so to speak of all of the ways that you can make money from a

youtube channel now i know for many people the primary reason why we're building youtube channels isn't just to make money and that's great but i can bet you this and i know this no matter what your channel is about would it be easier to run a channel if you had income coming in would it be easier if you could dedicate your entire time to building that channel versus just you know the off days or the weekends absolutely and i think you get that and in fact the opposite extreme of that is people who want to build an extremely lucrative youtube channel by having multiple streams of income at this point our channel my channel your channel is ready to really start doing that and in fact i'm gonna say this right here i don't give a dang if you were only thinking about youtube partner program or getting monetized on youtube as your primary source of income from your channel i don't care because you should have more than one stream of income from your youtube channel most channel makers should have at least three streams of income from their youtube channel so my big question for myself here is how do i actually start building those revenue streams you see there's a few ways that i see to be most successful i could build my own information products i could focus on sponsors i could focus on affiliate i could also focus on a youtube membership or a patreon so what i'm going to do at this point is i'm gonna say okay what type of channel have i built thus far and which of these monetization options are most likely to be successful for my audience i'm gonna focus on one first i'm gonna build it out if it's my own information product for example you can bet i'm gonna build that thing good and then i'm gonna move on to the next way of doing monetization and that might look like building out my affiliate presence i can sign up for affiliate programs i can also get my own website there's a lot of things i can do at that point and the same would also be true if i'm gonna really focus on sponsorships or if i'm gonna build my own youtube membership or a patreon i'm going to really start with that and build it out during the sixth phase the other thing i am really going to focus on during this phase is getting good at asking for and receiving money this is why i said i alluded to this earlier is perhaps one of the most avoided things it starts with call to actions a simple invite people to subscribe to your channel for example we're inviting people to boop the like button it starts with that but at this phase i'm going to get really good at saying hey i made something really valuable for you and therefore this is why it's so valuable and this is why you should get it and by the way go get it that skill alone could mean the difference between three timesing your channel revenue almost overnight i'm not making any promises here but honestly that single skill could make the difference between dramatically increasing your income versus just kind of staying where it was before alrighty now we are on to phase seven now it is time to really start establishing yourself as a name on youtube i call this one building authority that's you're building your space on youtube but at this point what you're doing is you're making your channel become a well-known name on youtube and if you're not there if that's just a distant pipe dream right now don't worry because this is where you start doing it because at this point what you're going to start doing with your channel is you're going to make it so that on youtube for example when people type in a channel name your channel pops up and it's one of the first results because you are known to youtube from the algorithm standpoint but you're also known to an audience so how am i going to do that the first thing i can do is i can start micro looking at videos you see up to this point it was more of high level or broad scale look at pieces of content right now because i have a formula and i've got revenue streams coming in i can afford to spend more time on individual pieces of content before and after producing them before in the planning and making sure that this is a

really high quality piece of content and afterwards understanding why it performed the way it did as well as tweaking it to supercharge its performance and increase its likelihood of it reaching more audience after i've published it the next thing i'm gonna do during this phase is i'm going to get really good at capturing additional segments of audience so for example if i've currently my niche is this much of youtube it's i've got this much at this point i can start because i've got the name authority i can start expanding it a little bit in a little bit what's that going to do for me it's only going to increase my reach get more views right but it's also going to increase the capacity ceiling that was before i'm only going to increase that because i have new ways of capturing audience the other thing i'm going to do during this phase is i'm going to start doing really good collaborations as well as appearing on other locations outside of youtube i'm going to become a guest on podcasts i'm going to be featured in a news article i'm going to look for opportunities where i can get the name out even further and build that authority even further and in fact in most cases when my channel is at this point i will start to see outside sources actually seeking me out to feature me on their various locations the thing is there's a lot that goes into each of those phases as i'm sure you can imagine i'm sure there's a thousand questions right okay but nate but what about this in phase five or this in phase seven well here's the thing i made a youtube system for you and i wanted to show you what it looks like so you can see exactly this process you will go through each of these phases with your own channel let me show you so from the get go you're going to see it's structured very similar to what we just covered in this video there's seven phases and during each of these phases that is where you are with your channel in each of these phases you have instructions a roadmap for each phase this is what to do when you're at this point within your channel's growth this is what to do and then this is how to know when you're ready to move on to the next phase each of these phases you have instructions on the skill sets to acquire during that phase as well as several worksheets and a blueprint to work through each of these processes just as i've described them but in depth because the goal for this youtube system as a whole is you go in and it doesn't matter if you know nothing about youtube going in you go in there and by the end you have acquired the skill sets and have the right strategy so that when you come out the other end you have a full-time income from your youtube channel and many people who have worked through previous iterations of this same youtube system have made much much more than that now the thing here is this is not a guarantee of success obviously i could not guarantee your success but what i can say here is just like building a business building a youtube system has risk built into it and many people will fail that's kind of the name of the game whenever we're trying to build something of value online but in this case i've done my very level best to go through each of those phases that i've just outlined in this video talk through every pitfall that you could run into as well as deep dive how do you acquire each of these skill sets in phase one for example this is what i call the compass this is where i take you through step by step how to validate and know before you ever produce a piece of content yep that piece of content is going to be successful yes this channel idea is going to be successful and you remember me talking about basically hacking the algorithm and showing it very quickly that this is the type of channel you're creating so that they can attach your audience with your channel and get views much more quickly this is where i show you in this first phase the other thing that i built into the system is clarity knowing what to do in any given moment on your channel no longer a big bag of like tips and tricks but i am at this point in my channel i know what i can do and man that combined with the direction

knowing okay this is where i am right now this is where i'm going as well as these are the skill sets that i need to focus on right now to be most successful with my channel all of those things if all it did was give you a definite direction no longer a big bag of all the tricks all the possibilities you could be doing but i'm right here with my channel right now if all it did was let you know that's where you are and this is where you need to go next it would be totally worth the time so if you want to check it out it's at channelmakers.com forward slash go go check it out right now because here's how i see it as many of you know i spend a lot of time building youtube channels as well as helping hundreds even thousands of other youtube creators to progress along this journey of building a youtube channel and if one thing stands out to me as far as leading to success consistently i tried to break it down as best as i possibly could in this visual right here okay because it's a formula it's a combination of these three things that will always lead to success on youtube enough time the right skill sets and the right strategy so for time many of you watching may have been building a channel for a long time years even but if the other two factors are not correct it doesn't matter how much time you have if you never figured out the right skill sets or the right strategy the time won't factor i just have to put time in there because a lot of times there's the opposite end of the spectrum where people go in and they hope or expect to get on youtube and they just explode boom and then i'm good within a month even three months yeah i'm great i'm monetized that is most of the time the exception it's not the rule you have to have enough time which is why during all of this i say hey keep publishing publish 20 videos publish 20 more videos keep working through all this because while that time is passing you're developing skill sets you see there's a reason why i didn't call this tips or tricks because in most cases it's not a simple tip or a trick that will get you success on youtube no it's actually a skill set it's something that you are becoming as a channel maker that will make the difference so that it's not just hey a one and done simple application trick it's you're becoming somebody different so everything else becomes easier and then this last one the strategy this is perhaps the most missed on anywhere when you go on youtube and you search how to build a youtube channel this one is overlooked more than any of the other ones because the very nature of youtube is it's you watch a video and it's a bunch of tips and tricks there's no sequence what's the sequence this is the sequence i've seen this work for hundreds of channels you go through each of these phases with your channel there's gonna be a slightly different formula i'm not gonna say there's one single formula for all of them right but you go through each of these phases so that you have a clear direction and the right strategy for the type of channel you are making so that the strategy applies and you have the correct roadmap and phases and steps to go through to actually get that success you're looking for because it does no good if you're trying to build this type of channel for example and you just have the wrong roadmap so when i was looking at building out this youtube system i realized it's not just about the skill sets or the strategy part you also need to keep in it for the long term and most of the time it's really hard to build a youtube channel alone you know what i'm talking about here it is really hard to feel like i don't know what i'm doing and i need additional help so what i've done is i've included in project 24 with this youtube system a community that is extremely active people are in there i swear every five minutes somebody is in there posting something asking questions getting help and in many cases people have said that the entirety of project 24 this this whole youtube system has been worth it alone just for the community but that's not all because the next big thing that a lot of people need is what about personalized help okay i get this this is a you

know it's a system it's gonna take me through this stuff i'm it's mostly self-paced i get that and it is mostly that but what if i need personal help what if i just need to get nate face to face or virtually face to face and i just need to get a question answered this is where to do it you see what i built into it is masterminds virtual masterminds that happens several times a week where you're able to go in and it's it's over zoom so it's literally real time face to face you get in there and i'm in there and i say okay what are your questions how can i help you and you're right there you get an answer right there okay nate you say that's great but what if the system becomes obsolete in the future like youtube is always changing it's not always the same this the formula that worked you know a year ago even a year ago five years ago is not the same formula then not the same system that's gonna work right now so what do we do about that well i have an internal members only podcast that is just for members of project 24 and in it i share several things that i literally do not share publicly of what i am seeing trends on youtube this is what's happening real time right now and here's what i'm thinking you need to do about it and because i'm spending so much time on youtube i will often see things before they are even published publicly or public features on youtube so the podcast is where i show you that as well as the second factor to what if it becomes obsolete project 24 this whole youtube system is a living system i am constantly updating it as soon as something needs to be updated with newer knowledge or better stuff it's not just a one and done i dump you in there okay goodbye good luck no it's constantly updated and in fact if you want to see an entire tour a to z of everything that's included in project 24 you can go to channelmakers.com and click on the tour video in that i'm going to show you everything that's in there all the behind the scenes what it actually looks like so you can see it's not just some scraped together piece of junk it's actually really slick and of course i'm biased on that but i think it looks pretty darn good so here we have it the way i see it there are basically two approaches to building a youtube channel the first one that works for a lot of people is piecing it together on your own and what that would look like is watching all the things on youtube trying to apply it to your channel getting all those tips and tricks accumulating those 10 000 tips or tricks so that hopefully at one point the channel will be successful and this does work for many creators and if that's what you decide to do with your own channel that is totally fine with me my main issue with that is that the very nature of youtube itself is that all of the tips or tricks are disjointed they're presented out of order and most of the time they're presented in a non-personal way or just in a moment in time when what we really need is an ongoing support we really need to understand where when i'm at this point in my channel i know what to do next for my type of channel and i know the very next step so i'm not wasting time trying to accumulate and hope that my channel will be successful when in fact if i just got the right sequence of events for my type of channel it would work much more quickly and actually that takes me to the second approach that i'm obviously biased towards i think it's far superior because i see channels that don't use it i see channels that do use it and that is let me show you how to build a youtube channel you see i've collaborated with a lot of other channels that teach youtube and if there's one thing that perhaps i most often think differently about youtube is that i believe that youtube is predictable it can be a sequence if you have the right sequence the right the set of ingredients the skill sets to the right strategy and the right amount of time it can be predictable now i do need to add here there isn't just one right way of doing it that is not what i'm saying here at all in fact this approach is more of like a choose your own storybook type of approach where you say okay nate i'm at this point in my channel and i say okay

here are your next few options you can take pick one and then we'll reevaluate and then we get another set of options pick that and we'll reevaluate so no it's not one single way but it's a very directed way and in fact if you go to channelmakers.com you scroll down on that main page you can see current numbers on how many people are at each income stage if they're making 500 or a thousand or 4 000 or more from their channel if you're watching at this point i'm going to make a guess and say perhaps there's something else that nate needs to address here and that is oftentimes i'll have people come to me and say look nate this looks awesome i just don't have the money for it right now so what often follows is something to the effect of as soon as i make enough money for my youtube channel then i will invest in it now that will work for many people and i am by no means downplaying that if you feel strongly that that is your situation the biggest concern i have with that approach and i mean this genuinely is in most cases that is going to take a long time to do because you're working through some of the hardest stuff and you're working through it in most cases alone in most cases i will say if there's any way for you to scrape together the cost of the program it will totally be worth it i obviously do not want you to put yourself in a bad situation financially but in most cases there are more resources available than what we realize and if there was any way to scrape it together sooner it would be worth it in save time alone in fact if all this program did was get you to the success you're looking for one month sooner it would have entirely paid for itself and i'm also finding that many people make it to the success that they are looking for much sooner than that in fact if you want some stories of people who have been successful with it it's on channelmakers.com go look at it right now and we'll see you there

here's some amazing YouTube advice from 10 very successful YouTubers let's get into number one any of you listening if if you especially if you have zero videos on your channel your first video is not going to give views period it's not your first 10 are not gonna give views I can very confidently say that so stop sitting there and thinking for months and months on end and just get to work and start uploading like all you need to do is this applies to people that have not uploaded videos but have dreams of being a YouTuber is make 100 videos and improve something every time do that and then on your 100 first video we'll start talking like maybe you can get some views but you know your first hundred okay there are very free cases like Liza koshy or Emma Chamberlain who have really good personalities and it doesn't take them so as many videos and it's just like people who are seven foot five and making the NBA like yes there are free cases you can find but for the average person like us you know who don't have these exceptional personalities and you know backgrounds in filmmaking just make 100 videos improve something each time and then talk to me on your 101st video well do you prove something is times tricky one how do you improve something each time the second one just I don't know put more effort into the script the third one try to learn a new editing trick the fourth one try to figure out a way that you can have better inflections in your voice the fifth one try to you know study a new thumbnail tip and implement it the sixth one try to figure out a new title there's infinite ways that's the beauty of content creation online there's literally infinite ways from the coloring to the frame rate to the editing to the filming to the production to the jokes to the pacing to every little thing can be improved and they can never not be improved there's no there's literally no such thing as a perfect video don't really worry about what your Niche is like people get hung up on this like I don't know what to make videos about it would be like a writer saying I don't know what to write about

therefore I'm not going to write or like an artist saying I don't know what my masterpiece is going to be therefore I'm not going to hold a paintbrush it's totally okay for your Niche to emerge over time yes you can take a very calculating route and plot it out in advance and be like okay this is my path or you can do what I recommend which is just start making videos on YouTube about whatever you enjoy whatever you want if I was starting on YouTube I wouldn't really worry about the niche thing I just think you know what let me make videos about the things that I enjoy maybe some close-up magic because I'm not a total loser maybe like iPhones maybe like you know my favorite pen maybe like you know tips are getting started on YouTube maybe Life as a medical student maybe like whatever experiences in my life that I enjoy talking about and that I think I could teach on the internet that is the stuff I would start making videos about and over time as you start making videos about things that you enjoy the audience starts to resonate with some of those things and so your Niche ends up emerging over time I never thought I would be a productivity YouTuber but I seem to have become a productivity YouTuber because that Niche just sort of emerged over time it was not forward planned in advance and so if you've got a lot of interest if you've got a lot of things you're interested in or even if you don't know what to talk about on YouTube just start making stuff and you will figure it out don't be one of those writers who says I don't know what my bestseller book is going to be about therefore I'm not going to write a single word it's the same with YouTube who cares if you don't know what your Niche is your Niche can your Niche will change over time I started off making videos for medical school applicants I now no longer care about medical school applicants in terms of making video is and therefore it's it just sort of changes over time so don't worry about it don't overthink it just make the videos that you enjoy at start the wrongest call to action is to watch another video because now all of a sudden your channel went from like say eight minutes of watch time to 16 minutes of watch time if they watch another one and it shows that this person is in your little Watch Web it also gives you another ad impression like that is the metric that YouTube cares about sure you could ask them to comment you can ask them to like that's totally fine but watching another video exposes them to more of your content and shows YouTube I am a channel that keeps people on this platform for 16 minutes rather than just eight minutes yep that's incredibly well and for everyone listening to call to actions it sounds like one in the first third that may be the like you don't want to ask me to watch another video and leave your correct charm one yes an outro just to clarify is watch another correct yes as opposed to decision fatigue up like watch comment pick that subscribe yeah people don't do any of those it's it's a meaningless call to action Patty Galloway was talking about the ideas of your video and then he's also talking about the titles when it comes to ideas and this is something we do I just don't think we've talked about it enough no for sure he said to think of 100 ideas bring it down to the top 10 and then choose one he goes I can't believe when people think of one video idea and they just go and make it keep in mind these were like Mr Beast he's working with people who require a like killer video idea the point is ideas matter so much on YouTube start with volume and then work your way in the best ones you know transitioning from a video idea to actually landing on a title when Patty was talking about titles it's just crazy how just the reframing of the right title will cause so much interest and his word was curiosity he gave a really cool example he was working with a client in the first variation of the title was inside a 1.7 million dollar New York Loft they didn't really love it and it wasn't there was nothing really interesting about it except the money value but there's probably more expensive

ones or whatever right so then they they change it to I found the best loss left in New York and they liked it better they thought it improved and then they added one more thing to it which was I found the best Loft in NYC dot dot dot but nobody wants it and they were like that's the title they opened up this curiosity Loop if it's the best Loft in New York City why does nobody want it how can you breed curiosity into that because naturally you want to click on something that Sparks curiosity you want to know the answer and so you want to click on that video on that note of like deciding what videos to make how much are you good how much does it play on your mind of oh I know if I make this sort of video it'll get this this many views versus more like I feel like making this video because I feel like it and sort of that to me that's always felt like a bit of a spectrum of like doing things because I feel like it versus doing things because I know they'll perform well um how how do you think about sort of videos along along that Spectrum yeah so I think this is super lucky that the videos that I know will do well are the most interesting to me also because they're about probably a piece of tech that is so cool that I want to check it out anyway right so on one half it's like what videos will do well it's uh the the hottest gadgets the most impressive new things that people haven't seen before uh collaborations with really cool interesting people those I I know before we make them are like oh those are going to do pretty well and then on the other half is what do I want to do and sometimes it's well I want to check out this gadget this seems pretty cool well I kind of want to talk to this person they seem really interesting to talk to and suddenly like they're like meshing together and it's kind of the same pool of things so often um again it's like I don't have that much pressure to to like I don't really I'm not interested I'm not into this video but I'm gonna do it anyway because I know what it'll get a lot of views that doesn't happen too often for me because if I know it's going to get a lot of views why is that going to get a lot of views because it's a really interesting piece of tech oh okay so I'm in and has that always been your attitude or was that a thing that changed over time I think that's something I figured out over time I know that there are videos that I make that aren't going to blow up like the ones that are the most popular gadgets but I still want to share them because I still think they're cool and I think if I can make the video in a way that actually shows why I'm so interested in it then it will eventually be interesting to people and we'll catch on so I think that's something I sort of learned probably in the second half of making videos which is that yeah we can we can sort of justify pretty much any video we want to make hey I'd like to take a moment to talk about the sponsor of this video podcast whether you want to do a solo podcast or have all of your friends on podcast allows you to have up to 10 remote guests at a time one of the coolest Parts about this is that each person is going to be recorded locally on separate tracks and it's really easy for bringing guests on because they don't even need a podcast or account you just need to send them their link and then they can come onto your Show podcast even has a mobile app which makes it really easy for recording and exporting your content on the go they truly make it as simple as possible to produce your podcast thank you so much podcast though for sponsoring this video is there ever a point where it's like there's too much content I can't watch at all I think so and that's why sometimes you don't create even more content is not necessarily a bad thing because somebody might skip a day and if they watch your video today and they didn't watch yesterday they'll be like oh I go back she had one yesterday so let me go back and watch that I mean I think it's really just about like focusing on what your audience is sometimes you might not know what your audience is but just listen to them I mean I'm very quickly able to tell if somebody likes a video or they don't like a video in the

comments but I think the most painful comments is if the ones where people are like man you know I usually really like your videos but this one wasn't my favorite I'm like oh shoot bird will you ever delete the videos no I mean I've definitely set some to private um mostly because it was just like announcement videos it's like you don't want it up there yeah it's like hey it comes over yeah come meet me here well that was like a week ago right okay even small YouTube channels can lead to Big opportunities one of the things that people make a mistake of is they're too focused on vanity metrics and so we think and we have mistakenly defined success on YouTube as you got to get a silver play button you got to get a gold play button it's about getting as mil as many views as possible and I believe that's a flawed definition of success views or subscribers are not the only metrics for Success one of the underappreciated benefits of starting a YouTube channel is the connections and communities that you build with your audience YouTube allows you to build an a loyal and engaged following which can lead to opportunities for monetization other forms of income collaborations and even career opportunities so the mistake people are making is they're like is it too late to start a YouTube channel it's like what do you even mean like is it too late to start a viral YouTube channel why do you even need to go viral what if you have a different business model what if you get a promotion at your job what if it leads to that next connection or that next partner whatever leads to your future spouse like there's a lot of opportunities that could come from starting a YouTube channel and so you know I just want to present you the data that possibly defining it just by subscribers or vanity metrics is a limited if not completely flawed definition of success and speaking of starting a new channel or if your channel is small if you haven't heard we actually are doing a five-day free YouTube challenge and so if you go to tube1kchallenge.com for the new year if you're interested in saying Sean I do see the opportunity on YouTube I would like to learn some of the best tips and strategies you can go to tube number 1K the letter K challenge.com right now if you want to jump start your views right now and maybe you're not getting the momentum or the growth that you want is jump on Trends within your Niche can you talk about how that completely changed everything to you and what your thoughts are when it comes to people jumping on Trends and what are your tips yeah I think doesn't he call that a trend hacking yeah for sure yeah that's everything right now that's what Mr Beast and from the biggest to the smallest that is one of the best ways to Garner views and the audience and uh following the subscribers and sessions so um for me it's kind of funny I know if I have a gadget a tech product that is maybe about to be released if I get maybe a pre-release review unit then it's almost like four certain okay well people are going to be searching about it and talking about it right on that release date and so that video will do well now of course um you don't always get that product early that's very that's very hard especially when you're first starting out so maybe if that product just releases and I can maybe go buy it and then quick in a couple days turn around the video that will often do well another thing is a scene that wave or that Trend uh the virality of something before it hits I was on that wave right before it started to take off and that's why I think um I made it just a well condensed little review of video on hoverboards and uh and then YouTube really liked it it's like okay this is the authority on hoverboards and so when all these millions of people are searching for hoverboards and how to buy one and stuff like that I was the one that they promoted and so uh there's a lot of it's easier said than done but trying to stay ahead of the curve on what that next trend is going to be and then uh riding that wave and then you gotta remember that that wave will finish it'll crash down and then you gotta paddle back out and then find the next one

nothing uh survives forever so I see a lot of people even myself hoverboards they were hot for a little while and then they faded away and it's like okay if I only did hoverboard reviews my channel would be dead but I had to Pivot and I like all things Tech anyway so that was kind of a natural fit but uh but yet always looking for that next wave is really key so what's the secret to creating a good short a lot of b-rolls everything that I stayed I have a b-roll like and then the doctor came in with this interesting device and I showed the device so every phrase has to be supported by footage that shows what's going on and the more relevant the footage is the better it is for the video they have to be as relevant as possible because sometimes we go to Shutterstock I like we're talking about oh a lot of students in the US and then we have these faces that we've seen everywhere like plastic acting you know I don't know they'll like you see they're not relatable because they're actors and the production quality is amazing but this is not what works for shorts something that's raw something that is filmed with an iPhone maybe worse quality this is what people are looking for in that type of content we experimented a lot with repurposed videos from YouTube you can just tell that this video was not made for shorts and you're like why should I bother if the Creator didn't bother creating a short specific video and we noticed that once I switched to creating content specifically for short videos that the traction has been tremendous there's such a tendency especially in a world where able to count your views in real time that if it doesn't work today it's never going to work and you know like I talked to Jimmy Mr Beast about this a lot like I spent whatever seven years making videos before he had one that broke a thousand views or something extraordinary like that and now he's doing a billion views a month um or my brother van who's the most brilliant mind on all of YouTube and you know van had this initial explosion of interest because he and I worked so hard to promote his first you know his first videos and then I explained to him I was like look it's all going to go away you're going to find your Baseline then you're gonna build from there and he's been consistently uploading for a year making the best work he can make and now he's really building out what is going to be a successful long-term career making videos and putting them on the Internet yeah it's extremely unsexy it's extremely uninteresting and no one wants to hear that it takes time but it takes time and I think if uh it's something that especially if you're young and just getting into this you don't want to invest but patience is really the most undervalued um aspect of succeeding in the world of media today you have all the agency in the world you don't need anything from anyone but if you're not willing to commit the time to it you're never going to find that success 100 if you want to learn how to grow a YouTube channel this year then click on the screen and watch this video and I'll see you guys in the next one

- So if I was going to start a YouTube channel in 2023, this is the exact seven-step system that I would follow. Our students have actually been using the system for years now to get their first a hundred, a thousand, even a hundred thousand subscribers on YouTube. If you followed this system, you might be surprised by how quickly your YouTube channel grows and also by how quickly you're able to start generating money from your YouTube channel. So stick with me 'cause I'm gonna break down this entire system for the first time ever on YouTube like this. Let's jump into number one, which is reverse engineer. Before you start really posting videos, you wanna answer a few questions. Who is your YouTube channel actually for? The mistake a lot of people make is that if you try and reach everybody, you'll end up reaching nobody. And then what? What problem does my YouTube channel solve?

Who's my channel for? People that want to get into fishing. What problem does it solve? People that wanna know fishing poles, lures, things like that. Okay, I'm gonna make a video and I'm going to review the top five lures for catching bass fish. And therefore, before you even start, you're making a plan, right? You may have heard if you failed to plan, you plan to fail. And so reverse engineer is the first R. Number two, research. We're gonna start crafting our title. This could include keyword research. What are the terms people are searching for? There's also the ability to look into how much search volume, like how many people are actually interested in this topic? Using some keyword research tools, I like to use vidIQ. You also can go to the YouTube search bar and you could type best fishing and it'll start finishing your sentence for you. Best fishing boats, best fishing poles. Another way that you research is you're gonna research your competitors. I'm gonna go see what other videos are out there on this topic. How long are they? What are their thumbnails look like? What is the content inside of the video? What can I learn from these videos. Again, our time spent in research and reverse engineering is our time spent winning the battle before the battle even starts. So when we actually record the video, we're doing it with more intentionality, with more insight, with more knowledge, with more strategy, and this will change everything. Let's get to number three. So number three is record. You want to record your video with strategy. The planning you've done here is going to help you record a strong video that holds the viewer's attention, that ultimately is pleasing to watch. You want to be brief, be bright, be fun, and be done. Turn the video off and now you have the video ready to edit and ultimately upload, which brings us to number four, which is release. I'm making sure my title's good, my thumbnail's good. I'm filling out that description line by line, uploading tags, adding your video to a playlist, and then eventually making your video public. And now here's the mistake people make. One of the things I've noticed is that people get lazy right about here, right? You already might be like, "Dear God, Sean, we've gone through so much." We've done a lot up until this point. Do not cut corners here. You wanna make sure that your video is findable, meaning it's discoverable, making sure that your video is optimized properly. So that's number four and that is release. Which brings us to number five, which is rocket and rank. The best way for your video to grow on YouTube is to actually trigger the YouTube algorithm itself. Meaning this: If you have done the first four steps properly, then in a way number five should take care of itself. However, you can share your video on the community tab an hour or two or three after the video comes out to maybe get a few more views to your video. Now there are off-platform opportunities here as well. My friend Neil Patel, he's able to rank his videos 'cause he's built a big email list, and when he releases a new YouTube video, he sends an email, and YouTube loves the fact that he sends all these people over to YouTube that weren't on YouTube. Then boom! Your video ranks, and here's the dream. Do you wanna create a video today that gets views a month from now, a year from now, and even beyond? So number six now, review. So review is all about analytics. Now, disclaimer: Your first video is gonna probably be terrible. Like your first videos are your worst videos. I know mine were. Spending too much time reviewing them is kind of discouraging. It's not even super helpful. But eventually, this is a key step because what gets measured gets improved. We look at the video and we say, "Okay, what do we learn from it?" Did the video take off? And what your analytics will tell you is 1 out of 10, that's good, or 10 out of 10, the worst out of your last 10 videos. And you can look at these different metrics. And then not only that. Remember, the seven R system is about your entire channel as well, so it works for both. Like this is a routine, this is a system that you work over and over

consistently, and then the key is you say, "How can I improve and get better next time?" Number seven, repeat. We take the information we learned from studying our video and we say, "How can we begin again more intelligently?" What are the winners? What are the videos out of the last 10 videos I've posted, which one or two videos did the best? Success leaves clues, make part twos, right? So if you've got 10, 20 videos, there's maybe a couple videos where you should follow up and that's gonna influence the videos that I make next. Now the eighth R, which is repurpose. So one of our favorite things to do right now at Think Media is to encourage people to do video podcasts. We have a video podcast. Typically, those episodes are about 20 minutes long. So if it's a 30-minute episode, there may be seven minutes that are worth uploading as a clip. You're starting to work smarter, not just harder, and you're getting more uploads because not everyone's gonna watch 30 minutes or an hour or two hour podcast. You don't even have to record it. It's already recorded. You just trim it out, re-release it, rocket that. And you might be able to get multiple clips out of your longer form YouTube video. If you specifically want to figure out the shortest path to how can I make significant money on YouTube even if I have a small channel, then I highly recommend checking out freethinkclass.com. My name is Sean Cannell, rhymes with YouTube channel. Hit like and I will see you and the next video. Peace.