

1. Course Intro

1.1. Welcome!

Welcome to "How to Grow Your YouTube Channel" course!

So, you've gone through the basics of how to set up your own YouTube channel, recorded, edited, and published your first video, and now you're looking to grow your channel.

In this course we discuss methods and strategies on approaching your channel identity, finding your content niche, testing and iterating your content type, and overall view on how to work towards creating a successful channel.

As with most things in life, first thing to learn is that there's no silver bullet for success, which leads us to our first lesson...

1.2. Embracing the Uncertainty



(Image source: Midjourney)

YouTube and other influencer & social media stardom can often look easy and quickly attained, but hides countless hours and years of hard work and dedication that the influencer has gone through to reach the point of success.

What is also often not seen or thought about, is the hundreds of people who set on the same path, but didn't reach that success. Of course, there are people who reach viral sensation overnight, but even then fostering this sudden fame into a steady viewership and growth, is more easy said than done.

It's good to recognize that each creator's path is their own and it's important to embrace each upload, comment, and analytics stat as a learning opportunity and as a milestones

towards crafting your own personal creator journey.

It's also important to understand that not everyone is a success and not everyone's success looks the same, and that whatever your goals are, it will likely require a lot of time and work.

1.3. Setting Goals and Avoiding (De)motivation

1.3.1. Don't Set Too Ambitious Goals



(Image source: Midjourney)

As you're setting goals for yourself, be mindful that you don't set too ambitious goals from the start. Doing so is a great way to quickly kill your motivation. Of course, it's good to aim high, but you have to learn to walk before you can run. So even if you set yourself with major long-term goals, also set more reasonable shorter term goals that you aim to reach first.

Don't expect 10 000 views for your first video. Or even a thousand, or even a 100, because - if you're starting from scratch - the viewership is very likely not there. Take each new video as an opportunity to learn and hone your skills.

1.3.2. Realistic Goals as Stepping Stones for Growth



(Image source: Midjourney)

Your goals don't have to be typical numerical success goals like "X subscribers, Y viewers, Z ad revenue" and so on. For example, you can set your goal to be that you teach yourself five things about the subject matter you're interested in and create a video for each. This way, creating the video itself is already a success and a goal you've reached. This way, you're also extra motivated as you're learning about a thing you're interested in, and you're also likely creating videos where your enthusiasm for the subject comes through, creating more enticing experience to the viewer.

Also, note that when I say "teach yourself" here, you don't have to consider it absolutely as traditional learning goal. You can for example take it as "I will beat the final boss of Dark Souls", or "I will cook that pasta dish I've never cooked before." or something else along those lines, but within your target interest.

It's also good to be realistic with your numeric reach goals and when facing potential peaks in individual content success, so that you don't suddenly create unrealistic and demotivating goals for yourself. If you normally get 100 views per video, and then suddenly one video peaks to a 1000 views, having all videos after that consistently make 500 views might feel like a failure, even though you should see them as a success as you've reached a higher consistent result than you used to have.

Below picture showcases this type of situation. Don't be sad about the steady level of viewership the blue bars showcase you having after the single peaked video (green bar). The blue bars represent steady 5x viewership compared to your earlier performance (red bars). However, you should try to analyze potential reason for the green bar's peak, and also what in your videos has caused the new higher level of performance (blue bars). Did the green bar bring in an influx of new viewers, some of which stayed behind? Or did you change something in your content or presentation that better resonates with viewers? Or did something in the marketplace change maybe?

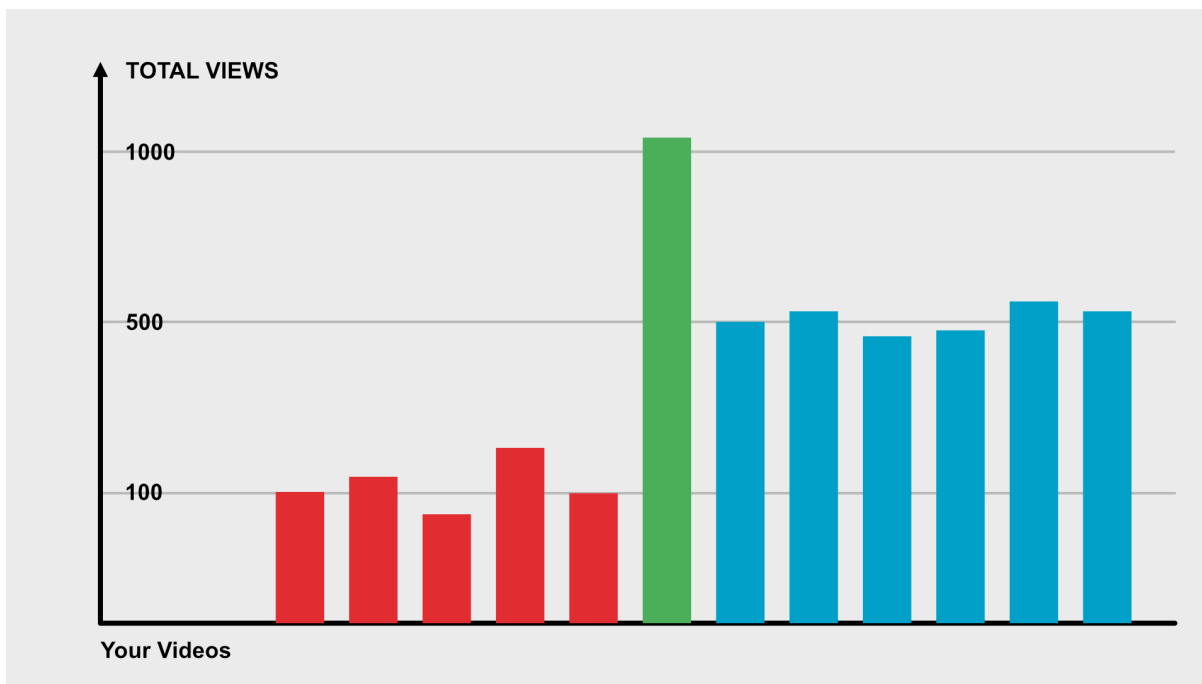


Image source: Illustrative graph - Olli Mäntylä

We'll discuss schedule planning more later, but as a general guideline, if you're looking to stick to a consistent video release schedule, don't make the schedule such that it kills your motivation. Too tight schedule can be overwhelming to keep and kill all your motivation, so set a schedule that you can actually reach and live with.

2. Crafting Your Content and Channel Strategy

2.1. Two Ways to Approach Your Channel

YouTube is a wide, interwoven array of different content genres, themes, and styles. From the exciting world of gaming to the more intimate vlogging to realm of educational and DIY content to the creative world of animation and music, and everything else, YouTube thrives as a kaleidoscopic platform, offering creators a myriad of avenues establish their unique space.

With over [2.7 billion active users as of 2023](#), there's also potential for interested viewership for almost any kind of content. But the competition is also fierce with over [113 million channels](#) and over [60 million creators \(according to Social Blade\)](#) on the platform.

How do you carve your creator path so that it resonates with the audiences? There's two ways to approach creatorship...

2.1.1. It's a Hobby!



(Image source: DALL-E)

You can do it because you love it and want to do it, without caring too much about the result. Basically this means that it's a hobby to you. It can be a hobby you put a lot of effort in. And it can be a hobby that at some point turns into a job.

The key here is, that if it's a hobby, you don't need to aim for or expect specific level of success. This takes weight off your back, and lets you just enjoy being yourself and creating what you love. This can help you keep doing it even if your next or stream again doesn't get more than a handful of views.

This approach can also help you keep yourself and your content authentic, which people generally speaking like, if they resonate with you and your content overall.

2.1.2. It's a Business!



(Image source: DALL-E)

Another way to look at this, is heavily business and success driven, analytical mindset. This means delving deep into market, industry, analytics, algorithms, and trends of Youtube. Watching, following, and analyzing many other creators and channels. Doing experiments, testing out different content types and themes, and overall step by step figuring out what works and what you type of content approach gives you the best chance at success. Then, once you've figured that out, you run with it, and foster your success and build on it.

This approach is pretty much running your creator career as a business from the start. With it, comes the constant push towards goals, constant need to learn and develop your self, and grinding towards success. Which can also be a lot of fun and give you enjoyment. It can also be frustrating and demotivating if you can't reach the goals you set.

Jimmy Donaldson, better known as [MrBeast](#), is a great example for basically all of the points presented before. MrBeast is without a doubt not only one of the biggest youtubers in the world, but also one of the people who has best understanding on creating channel growth and working youtube algorithms and viewership. Donaldson worked years [analyzing youtube](#) and trying different things, becoming better at his craft step by step. But he also talks about how the key aspects of his channel come from [him loving doing the things he does](#).

To emphasize MrBeast's channel's growth, below is a graph (from [mrbeastburger.io](#)) showing total subscriber gain for his channel one year after it had already hit 100 million subscribers, and comparison against the other biggest channels on the platform.

MrBeast vs. The 100M Club | Total Subscribers Gained 1 Year After 100M

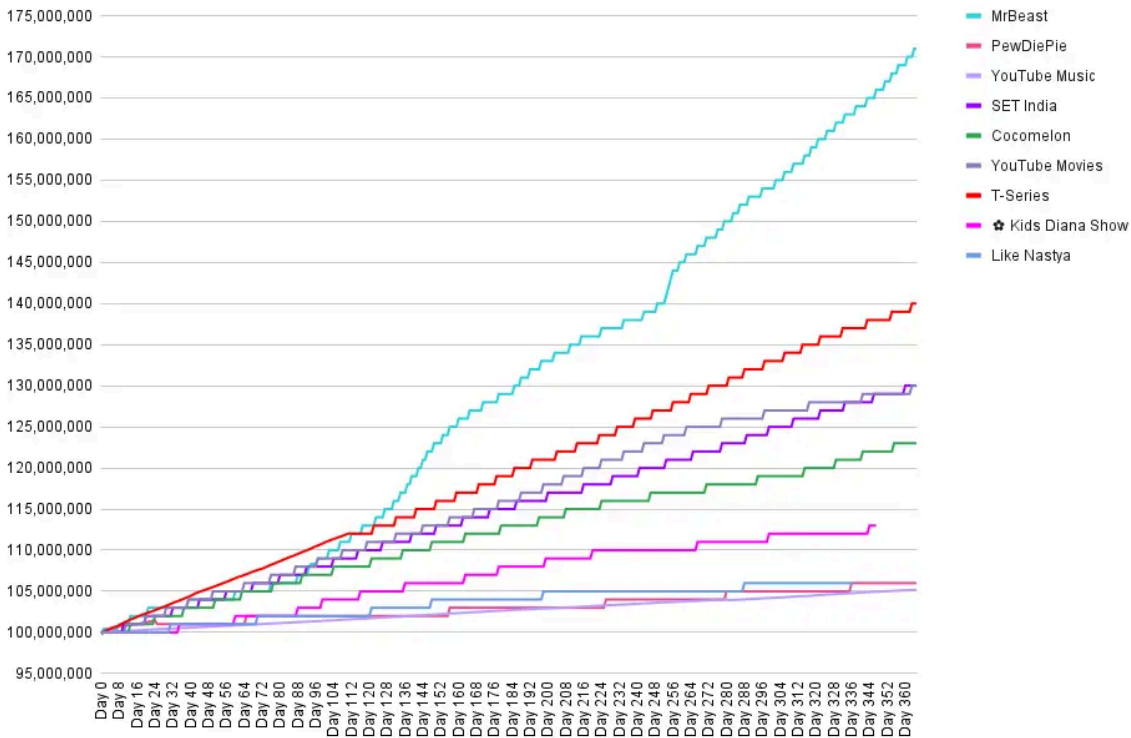


Image source: <https://mrbeastburger.io/mrbeast-aims-for-1-billion-subscribers-within-5-years-but/>

2.2. Understanding Your Drive

How to establish a channel and content strategy that captivates your intended audience and keeps your creative spirits high?

2.2.1. Figuring Out Your Passion

First, you must immerse yourself in the process self-discovery, exploration, and introspection. You need to understand what your passions are, identify your skills, and recognize the aspects of the content creation process that ignite and drive your creativity.

- Are you a skilled gamer? Maybe there's gaming content that you can create.
- Do you enjoy movies and discussing them? Maybe you can start a movie review channel.
- Are make-up and beauty products close to your heart? Maybe you can start doing makeup tutorials.
- Do you enjoy woodworking? Perhaps you start a DIY woodworking channel.
- And so on...

These are all good starting points, but they are still at very basic level of approaching your content strategy. You need to realize that for all of these, there's already dozens and dozens

of channels out there, both successful and failed. **You need to figure out what your unique angle is for this content.**

Here again, thinking deeper about your passions, interests, and experiences can help a lot. Maybe you have a unique or rare experience or knowledge that you can utilize? Or maybe you have a somewhat rare skill that you could show? Maybe you can take some of these and combine them with your other interests to create something new and exciting, or to just provide a new view on things.

This is ultimately something that you have to work out yourself. But what can help you a lot, is analyzing the market.

2.2.2. Finding Market Niche

You should explore the vast realm of content that YouTube offers, both to seek inspiration and ideas, and to see what's there, what works, what doesn't, and where might be an unexploited content niche.

Learn what others are doing and why, and reflect how that matches your goals and passion and the content you're looking to create. Then figure out the niche or niches where you can try to enter with your content.

This includes both, looking at the content itself as well as looking at the way it is presented.

2.2.3. Taking Over a Niche - Looking at Donut

[Donut](#) is a great example of a channel that's found their niche among car YouTube as a channel that's essentially a "group of friends doing fun car projects". Whether this is reality or a carefully crafted story and group of characters for presentation purposes is irrelevant, as it's working very well.

YouTube of course has lots of channels reviewing cars, modifying and tuning cars, and doing all kinds of car projects. Donut touches all of these kinds of content types - more or or less - but has clearly found great success with their presenters and presentation style, as well as a handful of well crafted and somewhat unique content formats. Like their "Low vs High Car" series, where they piece-by-piece tune two identical cars with other getting cheap low-budget parts and the other expensive high-budget parts.

Or variation of that where they upgrade a cheap basic car with extremely expensive parts and measure performance improvements. As shown in this example video "[We Put a \\$10,000 Interior in our \\$500 Civic](#)".



We Put a \$10,000 Interior in our \$500 Civic

2.6M views • 1 month ago

Image source: https://www.youtube.com/watch?v=_e14SmHGqqM

They've also quite successfully and in a short time launched a side-channel, [Real Mechanic Stuff](#), which combines car-theme with reaction content and the commentary from real mechanics, as well as their now well-known presenters. This is a move into a new niche, utilizing their existing niche and success in it.

Here's one example of their videos: "[Mechanic Reacts to Catastrophic Engine Fails](#)".



Mechanic Reacts to Catastrophic Engine Fails

1M views • 2 weeks ago

Image source: <https://www.youtube.com/watch?v=I1pp0iPXhRE>

2.2.4. Turning Expertise into a Content Niche - Legal Eagle

[LegalEagle](#) is a popular YouTube channel presented by American lawyer Devin James Stone. The channel found success with videos applying law and the presenter's legal perspective and expertise into popular culture, often commenting on correctness of legal aspects shown in movies and tv shows. This combination of popular entertainment with legal expertise, a combination which isn't often seen, boosted by a professional and entertaining presentation has grown the channel to 3 million subscribers to this date.

As an example, below is the one his most popular videos "[Real Lawyer Reacts to My Cousin Vinny \(The Most Accurate Legal Comedy?\)](#)"



Real Lawyer Reacts to My Cousin Vinny (The Most Accurate Legal...

5.7M views • 4 years ago

Image source: Screenshot from: <https://www.youtube.com/watch?v=a1l7QBCHqng>

LegalEagle has expanded his content and legal commentary to include topical YouTube events and dramas, as well as other topical content outside of entertainment. For example, he has commented on the MrBeast and MrBeast Burger legal situation which has rose up recently: "[MrBeast's \\$100 Million Suit Against Beast Burger](#)"



MrBeast's \$100 Million Suit Against Beast Burger

966K views • 1 month ago

Image source: Screenshot from: <https://www.youtube.com/watch?v=-yWulWUQSFo>

LegalEagle is great example of a channel successfully combining creator's own special expertise and passion (legal expertise) with another topic (entertainment) to create a unique content niche. Boosting that with a good and entertaining presentation, creates a great stepping stone to success, barring there's overall interest for this content niche.

2.2.5. Passion into Content Niche - ThePrimeAgen

Michael Paulson is a programmer and software engineer who has found his own content niche in reacting to and commenting on programming and software development related articles and videos. While his focus is more on [Twitch live streaming](#), he has two respectably sized YouTube channels as well: [ThePrimeagen](#) and [ThePrimeTime](#) with the latter focusing on collecting live stream clips.

His passion to his craft and work combined with unique personality and somewhat silly but honest and straightforward presentation creates a uniquely entertaining dive into world of programming and software development. As an example, here's PrimeAgen's comments on

article discussing actual software code shown to jury members as evidence in the recent FTX trial: "[FRAUD IN CODE With FTX | Prime Reacts](#)"



FRAUD IN CODE With FTX | Prime Reacts

78K views • 11 days ago

Image source: Screenshot from: <https://www.youtube.com/watch?v=v7EMXq6mi2k>

2.2.6. Work and Passion Into Content - Louis Rossman

[Louis Rossman](#) is a YouTube creator and a computer repair shop owner & technician. He has gained popularity over the years both for his expertise in component level computer repairs, his honesty & outspokenness and very direct opinions especially on matters related to his field, and his right-to-repair activism in the USA.

Basically, Louis makes videos about repairing computers and other devices, often on the highly delicate level of soldering and swapping individual components. He is often very direct and doesn't hold back in stating his, often quite harsh opinions, especially on matters such as poor repair work by other companies, electronics manufacturers' hostile practices against electronics repairs, and other similar matters.

His presentation style is quite unique, and combined with his outspokenness often creates entertaining and informative content experience. The subject matter of his content is also quite unique, and it quickly becomes apparent that he is professional in his field. This creates a unique content niche that he comfortably falls into.

Louis has brought both, his expertise and passion, into his channel and it has clearly resonated with people. He has further utilized his YouTube-fame to push matters important to him, mainly with actively working on lobbying legislation related to right-to-repair.

As an example, here's Louis fixing an Apple laptop: "[How unauthorized idiots repair Apple laptops.](#)" (Note: contains harsh language).



How unauthorized idiots repair Apple laptops.

Louis Rossmann ✓ 1.8M views • 7 years ago

<https://discord.gg/rossmannngroup> Let's get Right to Repair passed!

<https://gofund.me/1cba2545> 🙏 If our videos have added revenue to...

Louis' channel is a great example, that you can find a content niches from less obvious and somewhat surprising places. And showcasing your passion and skill will help you create entertaining content and connect with your audience.

Image source: Screenshot from: https://www.youtube.com/watch?v=ocF_hrr83Oc

2.3. Understanding Content Types

Understanding YouTube involves delving into distinct content types and channel strategies, and acknowledging that they all come their own set of expectations, challenges, and rewards. There simply is no one-size-fits-all approach.

The vlogging style of Casey Neistat is significantly different, in both creation, promotion, and viewership to the the meticulous educational content crafted by Vsauce. Same goes for comparing the makeup tutorials by James Charles to the high-adrenaline challenges orchestrated by MrBeast.

However, this does not mean that you can't learn from something for all of these channels and creators, and that you can't successfully combine elements from them into your content.

2.3.1. Generalized View of Content Types

Here's a generalized list of different content types, and different well known creators that operate in them:

- **Gaming:**
 - Playthroughs, reviews, and live streaming of video games.
 - Examples:

- [PewDiePie](#): Known for his Let's Play videos and comedic formatted shows, PewDiePie has been a significant influencer in the gaming community.
 - [VanossGaming](#): Known for his funny montage gaming videos and collaboration with other gamers.
- **Beauty and Fashion:**
 - Makeup tutorials, product reviews, fashion hauls, and style advice.
 - Examples:
 - [James Charles](#): A makeup artist who became the first male CoverGirl ambassador. He shares makeup tutorials, product reviews, and personal vlogs on his channel².
 - [jeffreestar](#): Jeffree Star is known for his makeup reviews, tutorials, and also for sharing aspects of his personal life on his channel³.
- **Fitness and Wellness:**
 - Workout routines, fitness challenges, healthy recipes, and wellness tips.
 - Examples:
 - [Yoga With Adriene](#): Provides high-quality practices on yoga and mindfulness at no cost to inspire people of all ages, shapes, and sizes.
 - [Blogilates \(Cassey Ho\)](#): Offers free workout videos, especially Pilates and body weight exercises, along with nutritional advice.
- **Technology and Gadgets:**
 - Reviews, unboxing, and tutorials on the latest gadgets and technology.
 - Examples:
 - [**MKBHD \(Marques Brownlee\)**](#): Popular for tech reviews, gadget unboxing, and comparisons.
 - [Linus Tech Tips](#): Known for building PCs, reviewing new tech, and exploring tech topics in a deep yet entertaining manner.
- **Travel and Adventure:**
 - Travel vlogs, destination reviews, adventure activities, and cultural explorations.
 - Examples:
 - [Wolters World](#): Run by Mark Wolters, sharing travel experiences and providing tips and advice for travelers¹.
 - [Brooke Saward](#): A travel vlogger from Tasmania, aiming to inspire young people to travel more and feel confident traveling solo².
- **Education and Learning:**
 - Educational tutorials, language lessons, and explainer videos on various topics.
 - Examples:
 - [CrashCourse](#): Provides educational videos targeted at the AP high school level, with a fast-paced and engaging format³.
 - [Veritasium](#): An educational channel where complex issues are dissected in consumable content to help those interested in learning⁴.

- **Cooking and Food:**
 - Recipe tutorials, food challenges, restaurant reviews, and food travel vlogs.
 - Examples:
 - [Binging With Babish](#): Known for recreating iconic dishes from movies and TV shows⁵.
 - [Tasty](#): Provides a variety of content from perfecting classic recipes to taking on impressive cooking challenges⁶.
- **Parenting and Family:**
 - Family vlogs, parenting tips, baby care, and child education.
 - Examples:
 - [The ACE Family](#) - Austin & Catherine McBroom share their family's daily life and adventures on their channel.
 - [Roman Atwood Vlogs](#) - Roman Bernard Atwood shares uplifting stories and advice on every aspect of parenting and family life.
- **DIY and Home Improvement:**
 - Do-it-yourself projects, home renovation, gardening, and decor ideas.
 - Examples:
 1. [Lowe's Home Improvement](#): Offers a wide range of home improvement topics with roughly two videos posted daily¹.
 2. [House Improvements](#): Provides straightforward how-to videos on a broad spectrum of DIY and home renovation topics².
- **Entertainment and Comedy:**
 - Skits, pranks, reaction videos, and humorous commentary.
 - Examples:
 - [Smosh](#): Known for sketch comedy, parodies, and humorous videos revolving around pop culture and internet memes¹.
 - [Kinda Funny](#): This channel provides a blend of humor and discussions on various entertainment topics including video games, movies, and comics among others.

Each of these niches caters to different audience interests and demographics, and they offer a lots of opportunities for creators to build and engage an audience.

It's important to note, that this is also very generalized higher level listing and just a single perspective. You can define other content type groups next to or in place of these. And more importantly, you can dive deeper into each and find multitude of content types with more niches inside of those. You can also find content types which overlap with one or more adjacent or sometimes completely different content niches.

This is also where you can find your own new niche that's either underserved or not served at all. Of course, it's also important to try to analyze if there's an existing demand for your content.

2.3.2. Unique Content Approaches - Many Takes on Gaming

As discussed previously, there's basically always room to get creative and create a new and unique approach to any content niche. Here's some to check out and compare to the other examples listed in previous step.

For example, in the Gaming niche, there's many well known creators with their own unique approach to content, whether it's reviews, gameplay, or something else.

[Videogamedunkey](#) is a long-time very popular video game focused YouTube creator who has a very unique humorous style in his videos and also very unique delivery. These are technically reviews and Dunkey is usually very good at delivering the core point of the review about the quality of the game, without really going through the classic review steps. Below is his video "[Cocoon \(dunkview\)](#)" (note: may contain harsh language)



Cocoon (dunkview)

685K views • 18 hours ago

Image source: Screenshot from: <https://www.youtube.com/watch?v=efgBO69P1Kw>

Another long-time video reviewer with a very recognizable and unique style is the **Zero Punctuation** series on [The Escapist](#) channel. Zero Punctuation is well known for its humour, fast-paced non-stop delivery, and specific visual presentation style. Below is their review "Final Fantasy XVI (Zero Punctuation)" (note: may contain harsh language)



Final Fantasy XVI (Zero Punctuation)

402K views • 3 months ago

Image source: Screenshot from <https://www.youtube.com/@theescapist> channel

[Oboeshoegames](#) is a newer channel but has gained popularity recently with somewhat unique content choice and presentation style. Lots of the channels gaming content focuses on older first-person and third-person shooters that are either lesser known or generally considered bad or mediocre. The creator's delivery is also constant stream of joking around, referencing gaming wider culture, and mocking predictable game storytelling trends and mechanics. Below is their video "[A Unique Shooter/RTS Hybrid with Space Cowboys | Starhawk](#)".



A Unique Shooter/RTS Hybrid with Space Cowboys | Starhawk

164K views • 8 months ago

Image source: Screenshot from: <https://www.youtube.com/watch?v=uZeclFA84Lc>

2.3.3. Unique Content Approach - Tech + DIY + Movies

Looking at other genres, a good example of a channel that combines multiple interests well, is the [Hacksmith Industries](#). They bring together DIY with a bit of tech and lots of entertainment by creating real-world versions of weapons, tools, and items from video games and movies that generally don't exist in reality. For example, below is one of their many lightsaber videos, combining cool tech and DIY with the fame of Star Wars: "[4000° PLASMA PROTO-LIGHTSABER BUILD \(RETRACTABLE BLADE!\)](#)"



4000° PLASMA PROTO-LIGHTSABER BUILD (RETRACTAB...

39M views • 3 years ago

Image source: Screenshot from: https://www.youtube.com/watch?v=xC6J4T_hUKg

2.3.4. Unique Content Approach - Gaming + Animals

Popular YouTube channel TierZoo creates miniature documentaries about animals with the goal of analyzing and ranking them as if they were "character builds" in a video game. The channel brilliantly provides a lot of details and information about animals in a fun and humorous way by dressing it up in the gaming context.

The animal descriptions utilize a lot of gaming related language and terminology, which make sense in the context, is easy to understand to the target audience (gamers), and is instantly funny because of the absurdity of the whole concept. They further emphasize the context and add to the humour with editing, music choices, and by adding gaming related graphics to the videos.

For example, below screenshot from TierZoo's video "[Are Scorpions OP?](#)" borrows the top and bottom left corner UI elements and the large, whole screen spanning, boss enemy health-bar from popular Dark Souls video game series. This reference is instantly recognizable to millions of gamers across the world.



Image source: Screenshot from: <https://www.youtube.com/watch?v=uiHlmpdbbg>

Clip from the same segment in the video further drives in the references with the style of music choice, additional graphics & animations used, and the overall choice of clip by the editor. [View the clip here.](#)

TierZoo describes it's purpose this way on the channel:

"- - my goal is to get gamers interested in zoology, since there's a ton of amazing aspects of life on Earth that go underappreciated. Evolution has produced some bizarre traits, strategies, and life cycles that I feel need to be given the spotlight once in a while."

This is a very unique concept and instantly understandable and fun for the target gamer audience. Here's how TierZoo introduces the channel:

"Hi everyone, welcome to TierZoo, the web show which seeks to analyze the meta to determine the best current builds. I talk about the special abilities and build strats of various prominent animal classes and show people things they may have overlooked when specing their character."

As an example of a typical TierZoo video, here's "[Are Giraffes OP?](#)"



Are Giraffes OP?

4.5M views • 5 months ago

Image source: Screenshot from: <https://www.youtube.com/watch?v=TBNOH1jhEUg>

2.4. Using a Persona

Using a persona to present your YouTube channel can be a good way to give your content a unique angle and to engage your audience in a personal way.

2.4.1. What is a Persona?



(Image source: DALL-E)

A persona is a character that you, as the creator, adopt when presenting your content. The character may be an exaggeration of your own personality, or a completely fictional character you've created, or something between these two.

A well-crafted character can become a key figure for the channel's brand and make it memorable and easily recognizable. Some notable examples include Colleen Ballinger's [Miranda Sings](#) character, which is a satirical take on bad singers, Herschel Beahm's live streaming gameplay focused character [DrDisrespect](#) who oozes 1980's machismo, and Mark Fischbach, better known as [Markiplier](#), initially a horror gaming YouTuber, who nowadays is also well known for his various characters, such as "Darkiplier" and "Wilford Warfstache" and the larger, often intertwined, storylines he's created among his more regular gaming content.

2.4.2. Advantages of a Persona

Personas offer a couple of great advantages.

Firstly, it can help you set you and your content apart from other creators in your field, by giving a unique angle and perspective to the content. Previously mentioned DrDisrespect is a great example of this, as he is basically a big brand at this point.

Secondly, the characters can be a source of content in themselves, as brilliantly shown over the years by Markiplier with his multitude of characters. Another example of this is Tech YouTuber Bitwit who occasionally adds to his already humorous content, with a joke character "Lyle".

Thirdly, it allows a level of detachment and privacy as the audience interacts with the character rather than your personal life. You can, to a certain degree, stay and hide behind the character itself in all your fan interactions, and leave your own personal views and life hidden.

2.4.3. Drawbacks of a Persona

The personas offer challenges and drawbacks as well.

It can be or become difficult to maintain the character over time, and it can start feeling restrictive or unauthentic. It can be easier if the character's personality is closer to your own and thus more authentic. But even so, assuming you grow and change as a person over time, if the character doesn't do the same, it's very likely that it will drift apart and start to feel "dated" or "wrong".

Another potential issue is that the audiences might connect more with the character than the actual creator themselves. This can become a huge issue if you would like to transition to a different type of content or otherwise drop the character, but your audience keeps demanding it.

2.4.4. Crafting a Persona

When creating a persona, you need to ensure that the character is well-thought-out, consistent, and resonates well with your audience or planned target audience. You also need to remain flexible and open to evolving this persona as you put content out and get feedback, and as your channel grows.

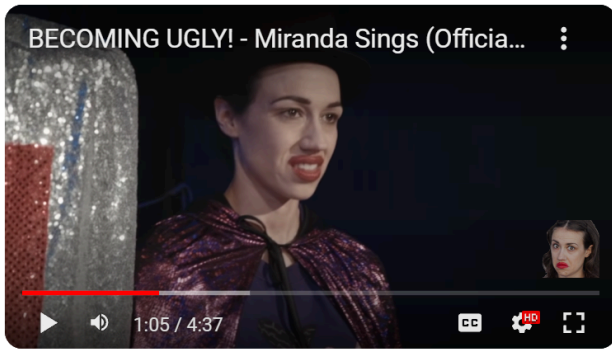
Here's some best practices to think about:

- **Authenticity:** It's good to ensure that the character has a level of authenticity and believability to help create a connection with your audience. Even if the persona is entirely fictional. Of course, you can create a character that's so crazy or different that it's entirely unbelievable, and that can be the character's point, but then your overall approach is quite different.
- **Engagement:** How will you engage with your audience with your persona? Think about your replies to comments and so on. How far should you carry your persona with these interactions?
- **Consistency:** Maintaining a consistent persona is important, so that the audience knows what to expect and also gets what they expect when they come back to watch new content. Regardless, allowing some room for growth and evolution is smart. Unless you've purposefully created a character that's absolutely stuck as who they are.
- **Transparency:** This can be a tricky thing to balance. If the persona is your only representation on your videos, and if it's basically just a slightly modified version of yourself, stating that it's a persona doesn't necessarily serve any purpose, or even make sense. Ultimately, it's normal to act a bit differently or be a bit "extra" in front of a camera. However, if you're creating multiple characters that do specific things or represent specific viewpoints etc., then this should be pretty obvious to the viewer that you've created a new character.

Creating a persona can be a fun and creative way to present content on YouTube. By considering the pros and cons and adhering to best practices, creators can build a unique and engaging channel identity that stands out in the vast and competitive landscape of YouTube.

2.4.5. Example Personas

Below are examples of some of the previously mentioned YouTubers and their characters.



BECOMING UGLY! - Miranda Sing's (Official Video)

4,254,820 views • 4 years ago

"Becoming Ugly" - Miranda Sing's (Official Music Video)

See me LIVE ON TOUR! TICKets - <http://mirandasings.com>

Get my new lipstick! - <http://mirandasingslipstik.com>

i'm amazing.

...

READ MORE

Miranda Sing's and her video "[BECOMING UGLY! - Miranda Sing's \(Official Video\)](https://www.youtube.com/watch?v=oJxNzl8mtc0)"

(Image source: Screenshot from: <https://www.youtube.com/watch?v=oJxNzl8mtc0>)



DrDisrespect - THIS is what WINNING LOOKS LIKE!

395,391 views • 1 year ago

What does glory feel like you ask me?

◆ Instagram: <https://www.instagram.com/drdisrespect/>

◆ Twitter: <https://twitter.com/DrDisRespect>

◆ Facebook: <https://www.facebook.com/drdisrespect...>

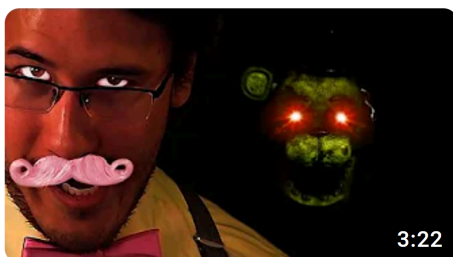
▶ LAZERPUNK & Max Brhon - Do Not Disturb...

READ MORE

DrDisrespect's showreel video "[DrDisrespect - THIS is what WINNING LOOKS LIKE!](https://www.youtube.com/watch?v=ehmVM6ngXBA)"

(Note: DrDisrespect's videos may contain harsh language)

(Image source: Screenshot from: <https://www.youtube.com/watch?v=ehmVM6ngXBA>)



Five Nights at Freddy's: The Interview

Markiplier ✓ 12M views • 8 years ago

Wilford Warfstache returns to uncover the truth behind the Five Nights at Freddy's phenomenon. But will he dig too deep? MORE Sketches ▶ ...

(Image source: Screenshot from <https://www.youtube.com/watch?v=kSksGcX5PDO>)

One of Markiplier's videos for one of his many characters, Wilford Warfstache: "[Five Nights at Freddy's: The Interview](https://www.youtube.com/watch?v=kSksGcX5PDO)"

(Note: Markiplier's videos often are often about horror videogames or otherwise contain horror style content. May also contain harsh language.)

Another example of a YouTuber using personas, is tech YouTuber Kyle Hansen, better known as **Bitwit**. He sometimes plays different characters on his videos to underline a theme or concept. As an example two recent videos from his channel:



The CLEANEST PC I've Built In Ages! | Build Of The Mont...

Bitwit ✓

98K views • 2 months ago



🔥 THE EVIL PC! 🔥 ft. Phanteks NV5 | Build Of Th...

Bitwit ✓

55K views • 1 month ago

(Image source: Screenshot from <https://www.youtube.com/@Bitwit> channel)

"[The CLEANEST PC I've Built In Ages! | Build Of The Month | Ep 1](#)" and "[🔥 THE EVIL PC! 🔥 ft. Phanteks NV5 | Build Of The Month | Ep 2](#)"

He also has a recurring joke character "Lyle" (a made-up brother to himself, Kyle), who sometimes appears to deride Kyle, as shown in this example video "[I HIJACK my brother youtube channel to build you free PC](#)".



I HIJACK my brother youtube channel to build you free PC

1.1M views • 4 years ago

Bitwit ✓

When Kyle away, Lyle play :+:+PARTS:+:+ Gigabyte AC300G: <https://gen...>

4K



Intro | Parts | Build | Outro

4 chapters ▾

(Image source: Screenshot from <https://www.youtube.com/@Bitwit> channel)

2.5. Channel Strategy

2.5.1. Establishing Channel Strategy

You shouldn't just choose a genre or content type you want to focus on. Regardless of whether it's "let's plays", or "make up tutorials", or "reaction content". You should understand the nuances that come with this content focus and then combine those with your unique take and approach.

It's all about establishing a channel identity that navigates through the existing terrain the content genre and also pioneers a new path through "uncharted lands". This way it offers viewers both, something familiar and a fresh and authentic experience.

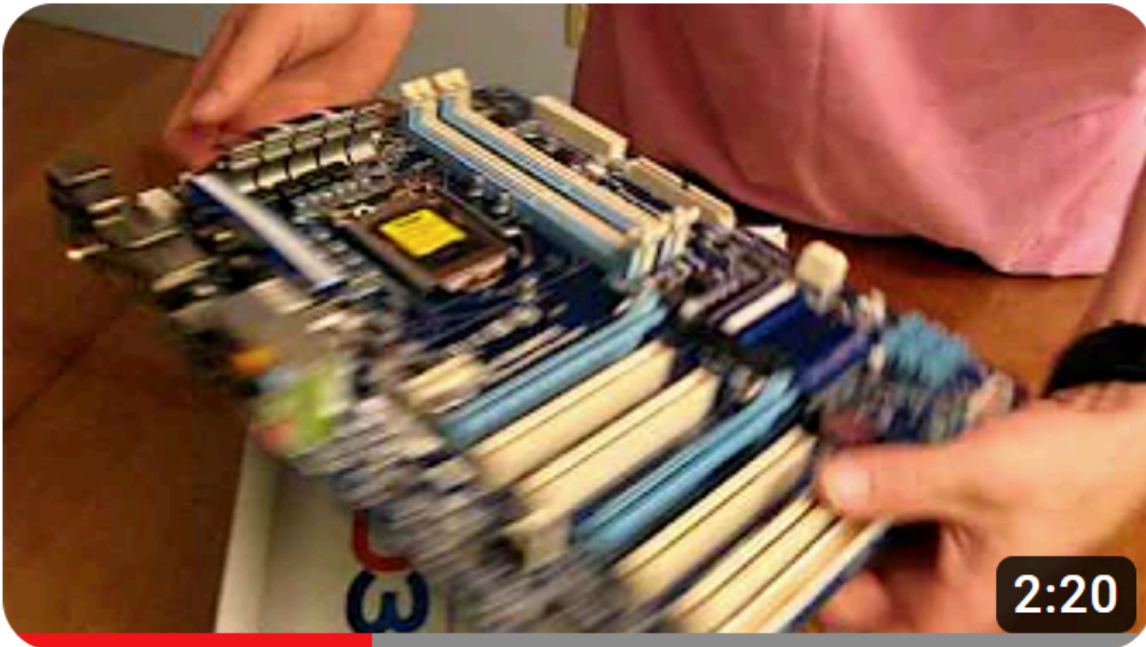
At the same time, your channel strategy should not be a rigid, unyielding blueprint. You very likely have to keep iterating, trying new things, and overall changing your approach a bit, without losing the core red line you're following. We'll talk more about this in a later chapter.

Think of the channel strategy as a compass that guides you and ensures that every piece of content you create points towards your unique brand, even while exploring different facets of the content genre.

2.5.2. Evolving with a Channel Strategy - Linus Tech Tips

A good example of evolving but sticking to a channel strategy is [Linus Tech Tips](#): They originally leaned much more heavily into detailed technical guides, product reviews, and unboxings. This is all still there and part of the central DNA in everything they do, but they have expanded their overall content offering to include a much wider range of things from entertaining DIY projects, challenges, and behind-the-scene looks to even heavier testing content, podcasts, secret shopper projects, and even car reviews. This has created a unique and very recognizable channel identity, combining entertainment with tech-content.

They've gone from this: "[Gigabyte P55-UD3R P55 LGA1156 Core i5 Motherboard Unboxing Linus Tech Tips](#)"

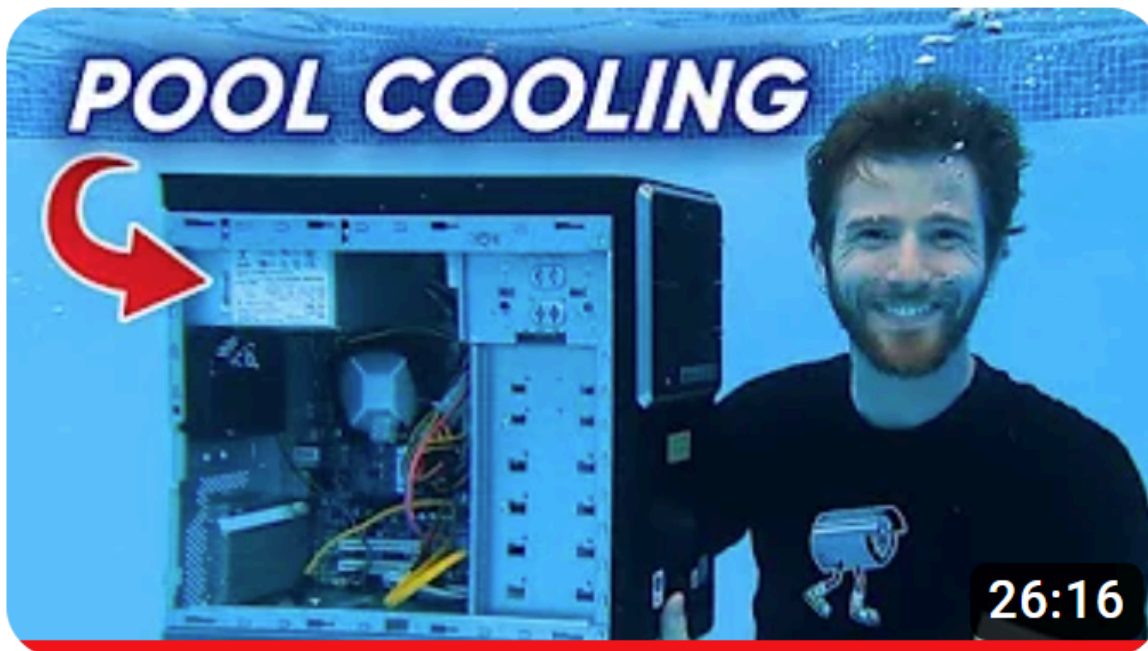


Gigabyte P55-UD3R P55 LGA1156 Core i5 Motherboard Unboxing Linus...

22K views • 14 years ago

(Image source: Screenshot from <https://www.youtube.com/@LinusTechTips> Channel)

To this: "[I can't believe this worked - Pool Water Cooling.\(janky\)](#)"



I can't believe this worked - Pool Water Cooling (janky)

2.9M views • 2 months ago

(Image source: Screenshot from <https://www.youtube.com/@LinusTechTips> Channel)

2.5.3. Evolving a with a Channel Strategy - Binging with Babish

Another good example is the food channel [Binging with Babish](#) (nowadays known as Babish Culinary Universe) by creator Andrew Rea, where he combines his love for film with his passion for cooking into a unique content mix by recreating and improving foods and dishes from popular movies and TV Shows.

The channel's popularity was further boosted by Andrew's relatively unique presentation style with the camera focusing on his hands and cooking area, hiding his face. Furthermore he has a very calm and relaxing presentation style and low and steady radio-voice. As a cherry on top, the production quality was high and very professional from the start.

All of this created a combination that grew fast in popularity and allowed the channel to grow into the "Babish Culinary Universe" with content expanded to basics of cooking, exploring foods of different cultures and eras, and other variations, while still (mostly) maintaining the channel's signature style and presentation. There's also other chefs with their own content niche within the channel.

The core style and presentation, while improved and honed over time, is still today very similar to the very first Binging with Babish video released: “[Binging with Babish: Parks & Rec Burger Cookoff](#)”



Binging with Babish: Parks & Rec Burger Cookoff

9M views • 7 years ago

(Image source: Screenshot from <https://www.youtube.com/@babishculinaryuniverse> channel)

Biggest changes come in the form of new content like the Basics with Babish series: “[3 Easy Fish Recipes Ready in Under 20 min | Basics with Babish](#)”



3 Easy Fish Recipes Ready in Under 20 min | Basics with Babish

251K views • 7 days ago

(Image source: Screenshot from <https://www.youtube.com/@babishculinaryuniverse> channel)

Including new chefs with very similar presentation and concept, but still unique content niche, like the Anime with Alvin and Arcade with Alvin series that focus on making foods from anime and video games respectively: "[Giant Pretzel Archon Burger from Final Fantasy XIV](#) | [Arcade with Alvin](#)"



Giant Pretzel Archon Burger from Final Fantasy XIV | Arcade with Alvin

326K views • 2 weeks ago

(Image source: Screenshot from <https://www.youtube.com/@babishculinaryuniverse> channel)

And sticking with introducing other chefs by allowing the show producer to act as the chef (with the help of Andrew himself), while also changing the presentation quite a bit and shifting to a brand new content niche: Combining foods from different regions based on team pairings from current (American) Football season. “[The Perfect Burrito-Cheeseburger Fusion \(Juicy Lucy + Mission Burrito\)](#)”



The Perfect Burrito-Cheeseburger Fusion (Juicy Lucy + Mission Burrito)

220K views • 4 days ago

(Image source: Screenshot from <https://www.youtube.com/@babishculinaryuniverse> channel)

Chapter 2 sources:

- Channels shown in Chapter
- Wikitubia: https://youtube.fandom.com/wiki/YouTube_Wiki
- SocialBlade: <https://socialblade.com/>
- Film Booth: <https://www.youtube.com/@FilmBooth>
- vidIQ: <https://www.youtube.com/@vidIQ>
- Global Media Insights: <https://www.globalmediainsight.com/blog/youtube-users-statistics/>
- Earthweb: https://earthweb.com/how-many-content-creators-are-on-youtube/#How_Many_Content_Creators_are_on_YouTube_in_2023
- MrBeastBurger.io: <https://mrbeastburger.io/mrbeast-aims-for-1-billion-subscribers-within-5-years-but/>

3. Finding Your Content Focus

3.1. Generalist or Specialist?

Creators can often find themselves at odds between choosing to delve deeply into a specialized content niche and subject matter, or embracing a wide array of different topics and becoming more of a generalist. Let's take a look at both of these directions to help you figure out the best approach that works for your intended audience and also keeps your creative motivation on.

To start, let's look at four different popular YouTube channels focusing on tech content, all with very different approaches and specializations.

3.1.1. Comparing Tech Channels: Marques Brownlee (MKBHD)

Let's start with [Marques Brownlee \(MKBHD\)](#): He carved himself a niche in tech by blending insightful reviews and analysis with clean & compelling visuals, and an authentic narrative. There's also been a clear leaning towards more mobile phone-focused content, while not directly shutting other tech out. MKBHD shows success through a deep dive into a niche and at the same time expanding with his own style within that niche, an example being expanding into reviewing electric cars.

Here's an example of a typical Marques Brownlee video "[OnePlus Open is Awesome - What's Happening with Folding Phones?!](#)"



OnePlus Open is Awesome - What's Happening with...

3.3M views • 4 days ago

Subtitles

Image source: Screenshot from <https://www.youtube.com/watch?v=jD9n01Mck0Q>

3.1.2. Comparing Tech Channels: Linus Tech Tips (LTT)

Comparing [Linus Tech Tips](#) (LTT) to MKBHD shows a clear distinction in both style and approach to content. Style-wise, LTT leans much more into humor and being very energetic, and unapologetically DIY & “janky”. Content-wise they also go into pretty much any direction that can in some way be considered under the blanket of “Tech”. This means content ranging from product testing & reviews, to building custom computers, showcasing highly specialized professional server hardware, and crafting their own water-cooled bed or cooling a server-rack full of computers with a swimming pool.

Here's an example of a typical LTT video combining tech with their more or less "janky" DIY in a project that's fun and interesting to follow, but not really useful for most people: "[My Gaming Minivan is COMPLETE!](#)"



My Gaming Minivan is COMPLETE!

1.3M views • 2 weeks ago

Image source: Screenshot from: <https://www.youtube.com/watch?v=M1x5bjpiJ0>

3.1.3. Comparing Tech Channels: Gamers Nexus

Let's compare both of these to [Gamers Nexus](#). They dive deep into into technical analysis and focus heavily on PC hardware, with their content catering to a tech-savvy audience. Over the years they have successfully established themselves as the go to place for reliable and trustworthy in-depth test results for PC hardware testing, ultimately crafting an authoritative presence in this space.

Here's a pretty typical Gamers Nexus product review video: "[Intel's 300W Core i9-14900K: CPU Review, Benchmarks, Gaming, & Power](#)"



Intel's 300W Core i9-14900K: CPU Review, Benchmarks, Gaming, & Power

372K views • 6 days ago

Image source: Screenshot from <https://www.youtube.com/watch?v=2MvvCr-thM8>

Regardless of the silly thumbnail and occasional joke, if you watch this or pretty much any Gamers Nexus video, it will very quickly become apparent how heavily stats and numbers focused the content is.

3.1.4. Comparing Tech Channels: Mrwhosetheboss

Lastly, let's check out [Mrwhosetheboss](#) who approaches the world of tech YouTube with his uniquely visual and entertaining approach, focusing on quick gadget reviews & listings, top apps, and quick tech tips. This offers a quick, bite-size view into interesting tech subjects with a bit more product consumerism driven angle, and without going too deep into the subject matter or being too heavy. Mrwhosetheboss' active editing style and personality also help create unique and engaging experience.

Here's a quite typical Mrwhosetheboss video: "[5 Tech Products that have changed my Life!](#)"



5 Tech Products that have changed my Life!

3.8M views • 1 month ago

Image source: Screenshot from: <https://www.youtube.com/watch?v=48vET0WDkqc>

3.1.5. Comparing Tech Channels: Conclusion

By looking at all of these four channels and creators, you can see a wide variety of different approaches into the same content niche. These variations come in the form of specialization, width and depth of focus, style and presentation.

Below graph shows relative differences of these four creators and channels.

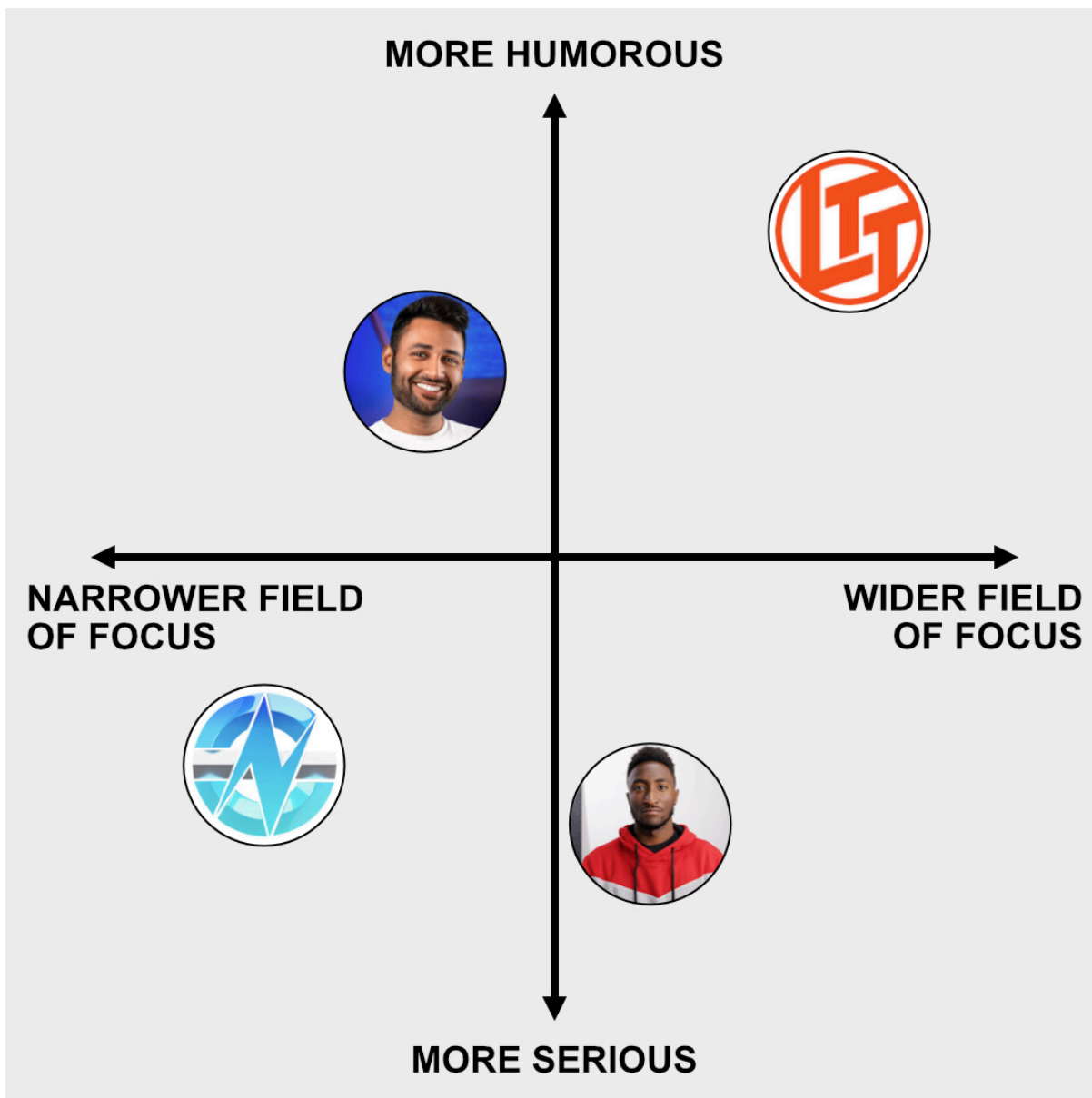


Image source: Graph by Olli Mäntylä. Channel icons from Linus Tech Tips, Mrwhosetheboss, Gamers Nexus, and Marques Brownlee youtube channels.

Comparing multiple creators within, or roughly within, the same field of interest that you want to start creating in, can help you find new ways to approach and present the content, new potential niches that haven't been used yet, and overall give you perspective into the content type.

3.2. Risks of Narrow Focus and Challenge of Expansion

Imagine that you're running a travel channel with a lot of followers and filled with adventure vlogs and destination guides. Then a global pandemic hits and all travel is halted. What

now? The demand for travel guides goes down and your ability to create new travel content seizes entirely.

What should you do?

Do you pivot your content? Maybe dive into virtual travel, or local adventures, or expand into related adjacent subjects like culture exploration or culinary adventures from home? How can you make sure that this shift or expansion throw your audience off, but instead softly moves them along to this new journey of yours?

For this you can use the **TIE Method: Transition, Involve, Evaluate**. Transition your content strategically, ensuring elements of your original theme linger, weaving familiarity into the new content tapestry. Involve your audience, perhaps through polls or discussions, making them active participants in the evolution. Finally, Evaluate the response, engagement, and analytics, ensuring the new path is not just creatively satisfying but also resonates with your community.

3.2.1. Transition

Transitioning your content is a process and requires a blend of innovation and continuity. As you move or expand into new topics or formats, it's essential to maintain a thread of familiarity that your audience can hold onto. Too big and sudden change can throw them off as the content isn't what they're expecting.

You can achieve this by maintaining certain signature styles, recurring themes, or with a consistent tone and style in your presentation. With a strategic transition you can ensure that your existing audience does not feel alienated by the new content, and at the same time attracting new viewers.

We'll look at a few examples of successful content transitions in this chapter's section "3. Shifting Your Content".

3.2.2. Involve

Involving your audience in your content's evolution helps build a stronger community. You can engage them through polls, discussions, or content suggestions. You can directly ask for a feedback on your new direction and this way make them feel that their opinions are valued.

This type of interactive approach with your audience can provide valuable insights and sometimes great ideas and perspectives. It can also foster a sense of ownership and loyalty within your audience. If the viewer feels invested in your content, they will more likely engage, share, and otherwise contribute to your channel's growth.

3.2.3. Evaluate

Evaluation guides your content strategy. As you try new approaches and content variations, it's extremely important that you keep analyzing engagement, responses & feedback, and overall video & channel analytics to understand the impact and direction of your changes.

Actively follow key metrics like viewer retention, engagement rates, and audience demographics to get a solid understanding on how your new content resonates with the viewers. This type of analytical approach will give you tangible data that you can use to refine your content strategy and ensure it aligns with your personal goals and your audience's expectations.

3.3. Shifting Your Content

There are channels and creators that have successfully either expanded their content into a new niche or type, usually still holding onto at least a slimmer of their original style and content type. This shift can come internally, from the creator themselves, as people change over time. Or it can come from the world and their operating environment changing around them. Youtube itself and its viewership are very different now than they were a decade or over a decade ago. Often this change is likely some combination of both.

Let's look at a few examples of this type of clearly visible change in content and style.

3.3.1. ThioJoe - From Jokes to Information

Creator [ThioJoe](#) started his YouTube career over a decade ago with tech-focused joke videos and parodies, many of which already found success. However, from 2016 forwards he shifted his focus entirely on more serious and informative tech content, providing steady flow of informative tech news and tips & guides with a relatively straightforward but still entertaining way.

This is very evident by comparing for example these two videos over a decade apart:



Steam Sale Song (Nicki Minaj - Starships Gaben Parody)

112K views • 11 years ago

(Image source: Screenshot from <https://www.youtube.com/@ThioJoe> channel)

“[Steam Sale Song \(Nicki Minaj - Starships Gaben Parody\)](#)”



Debloat Windows 11 Installations With Just 2 Clicks

383K views • 2 months ago

(Image source: Screenshot from <https://www.youtube.com/@ThioJoe> channel)

[“Debloat Windows 11 Installations With Just 2 Clicks”](#)

ThioJoe’s shift in content shows his own growth and change as a creator, and him changing together with his maturing audience as well with the maturing and changing YouTube platform.

3.3.2. h3h3Productions - From Reactions to Podcast

[h3h3Productions](#), run by Ethan and Hila Klein, was a very popular comedy, reaction & drama focused YouTube channel, growing to 1 million subscribers in early 2016 and up to 6 million subscribers in 2018, also breaking the 1 billion views milestone in the same year.

One of h3h3Productions’ most popular joke videos: [“VAPE NATION”](#) joking on the vaping culture that was on the rise at the time.



VAPE NATION

29M views • 7 years ago

Subtitles

Image source: Screenshot from <https://www.youtube.com/watch?v=Dkm8Hteeh6M>

In 2017 they started a podcast and a new channel dedicated to it, called [H3 Podcast](#). H3 has since focused basically entirely on their podcast, finding solid success with it. Meanwhile the old channel hasn't seen an update in 3 years. The podcast still has lots of the signature elements of original h3h3Productions content from humour to reactions and drama but by it's core the content is very different extending into topical societal and political issue, high-profile interviews and so on.

An example of a recent H3 Podcast episode: "[Sssniperwolf Doxxed Jacksfilms - H3TV #94](#)"



Sssniperwolf Doxxed Jacksfilms - H3TV #94

989K views • Streamed 7 days ago

Image source: Screenshot from <https://www.youtube.com/watch?v=VBM5JOx3eSU>

The H3 channel went from one successful format to another successful format, so what ultimately caused this shift? While the exact reason is not known, it's likely a combination of shifting personal focuses of the creators and shift in the YouTube marketplace. Around the time of this shift, YouTube started adding stricter rules on content and the overall landscape was shifting, allowing less room for reactionary and often controversial humour content.

3.3.3. Zoe Sugg - From Beauty Channel to Lifestyle Vlogs

[Zoe Sugg](#), a well-known British YouTuber, initially gained popularity with beauty and fashion content on her YouTube channel "[Zoella](#)". Her content leaned heavily on makeup tutorials, fashion hauls, and beauty product reviews, which ultimately brought in millions of subscribers. She portrayed a friendly and relatable persona which helped her connect with her audience and made her one of the most influential beauty influencers in YouTube.

Here's an example video of hers, "[Full Face Of Glossier Makeup | Honest Review & First Impressions | Zoella](#)"



Full Face Of Glossier Makeup | Honest Review & First Impressions | Zoella

1.3M views • 5 years ago

Image source: Screenshot from <https://www.youtube.com/watch?v=nYdJ1iDYHow>

Later she transitioned her content from just beauty and fashion to a more broad lifestyle and personal vlogging content on her "Zoe Sugg" channel. This channel gives a look into various facets of her life, including her journey towards motherhood, vlogs about her day-to-day experiences, home decor, and her life with fellow YouTuber Alfie Deyes. This channel has maintained her strong connection with her audience while sharing a more personal and wider range of content.

As an example, here's a video from Zoe Sugg "[Baking with Ottie, Halloween And House Prep](#) | ad"



Baking with Ottie, Halloween And House Prep | ad

338K views • 1 day ago

Image source: Screenshot from <https://www.youtube.com/watch?v=NzoU5OpI3Z0>

This evolution in content shows a shift and growth in the creator's personal and brand maturity. Zoe has successfully navigated the changing creator landscape by changing her content to resonate with the changes in her audience and her own life. Simultaneously, she has kept her style and personality, keeping the authentic connection with her audience through this shift.

Zoe's journey shows the importance of smartly adapting to changes in your audience and in your own life, and that crafting authentic connections with your audience can create a loyal and lasting audience base.

Chapter 3 sources:

- Channels shown in chapter

- MatPat with channels Game Theorist (<https://www.youtube.com/@GameTheory>) ja Film Theorist (<https://www.youtube.com/@FilmTheory>)
- Forbes: <https://www.forbes.com/sites/erikkain/2016/09/01/new-advertiser-friendly-youtube-policy-isnt-actually-new-isnt-censorship/> & <https://www.forbes.com/sites/ilkerkoksal/2020/01/10/youtube-updates-its-harassment-policy--stricter-rules--consequences/>
- Wikitubia: https://youtube.fandom.com/wiki/YouTube_Wiki

4. Strategies to Enhance Your YouTube Success

4.1. Utilizing SEO Optimization

SEO means "Search Engine Optimization," which involves implementing specific strategies to increase the visibility and discoverability of your online content in search engine results. In this instance we're specifically looking at Youtube searches.

4.1.1. SEO

Jumping to work on the SEO for your YouTube channel begins with understanding what your target audience is searching for, which in turn requires detailed keyword research. There's plenty of tools to use for this , such as [Google's Keyword Planner](#) (part of Google Ads, free to use), [Google Trends](#) (free), or [vidIQ](#) (limited free tier). These can help you in identifying keywords relevant to your content and niche.

Plan from Nov 17, 2023, 11 pm, GMT+02:00

Keyword Ideas Forecast Saved keywords Negative keywords

A video game, gaming, indie, indie game, game dev, game development, game developer, developer, computer games **B** Denmark, + 9 more English **C** Google Nov 2022 - Oct 2023 [Download keyword ideas](#)

Broaden your search: + media file game + goods games + video + video game consoles + video game accessories + indie music + alternative music [Refine keywords](#)

Exclude adult ideas Add filter Showing 8,636 of 8,641 keyword ideas Columns Keyword view

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
D Keywords that you provided								
<input type="checkbox"/> video game	100K - 1M	+900%	+900%	Medium	-	€0.35	€2.56	
<input type="checkbox"/> gaming	100K - 1M	0%	0%	Medium	-	€2.27	€15.10	
<input type="checkbox"/> indie	100K - 1M	0%	0%	Low	-	€0.03	€0.26	In Account
<input type="checkbox"/> indie game	10K - 100K	0%	0%	Low	-	€0.47	€2.74	In Account
<input type="checkbox"/> game dev	1K - 10K	0%	0%	Low	-	€0.49	€5.12	In Account
<input type="checkbox"/> game development	1K - 10K	0%	0%	Low	-	€1.02	€8.86	
<input type="checkbox"/> developer	10K - 100K	0%	0%	Low	-	€1.32	€6.49	
<input type="checkbox"/> computer games	10K - 100K	0%	0%	Medium	-	€0.17	€1.57	
G Keyword Ideas								
<input type="checkbox"/> chumba casino	1M - 10M	0%	0%	Medium	-	€2.52	€6.17	
<input type="checkbox"/> ps5	1M - 10M	0%	0%	High	-	€0.18	€0.98	
<input type="checkbox"/> slots	100K - 1M	0%	0%	Low	-	€5.31	€45.68	
<input type="checkbox"/> nintendo switch	1M - 10M	0%	0%	High	-	€0.15	€0.65	
<input type="checkbox"/> luckyland slots	100K - 1M	0%	0%	Medium	-	€1.70	€6.86	
<input type="checkbox"/> playstation 5	1M - 10M	0%	0%	High	-	€0.18	€1.12	
<input type="checkbox"/> xbox series x	1M - 10M	0%	0%	High	-	€0.17	€1.22	
<input type="checkbox"/> gaming pc	100K - 1M	0%	0%	High	-	€0.48	€1.75	
<input type="checkbox"/> gaming laptop	100K - 1M	0%	0%	High	-	€0.32	€2.23	
<input type="checkbox"/> xbox series s	1M - 10M	0%	0%	High	-	€0.21	€1.63	

(Image source: Screenshot from Google Ads Keyword planner: <https://ads.google.com/>)

Above image shows the Keyword Planner in Google Ads. This can be used for free. Find it in the Google Ads dashboard under "Tools" > "Planning" > "Keyword Planner". While this is mainly meant for planning keywords for search ad campaigns, it can be used to analyze, measure, and find new keywords for your videos as well.

A) Here you can place up to 10 keywords that you are currently using or planning to use. These will be used as the starting point for finding other keywords.

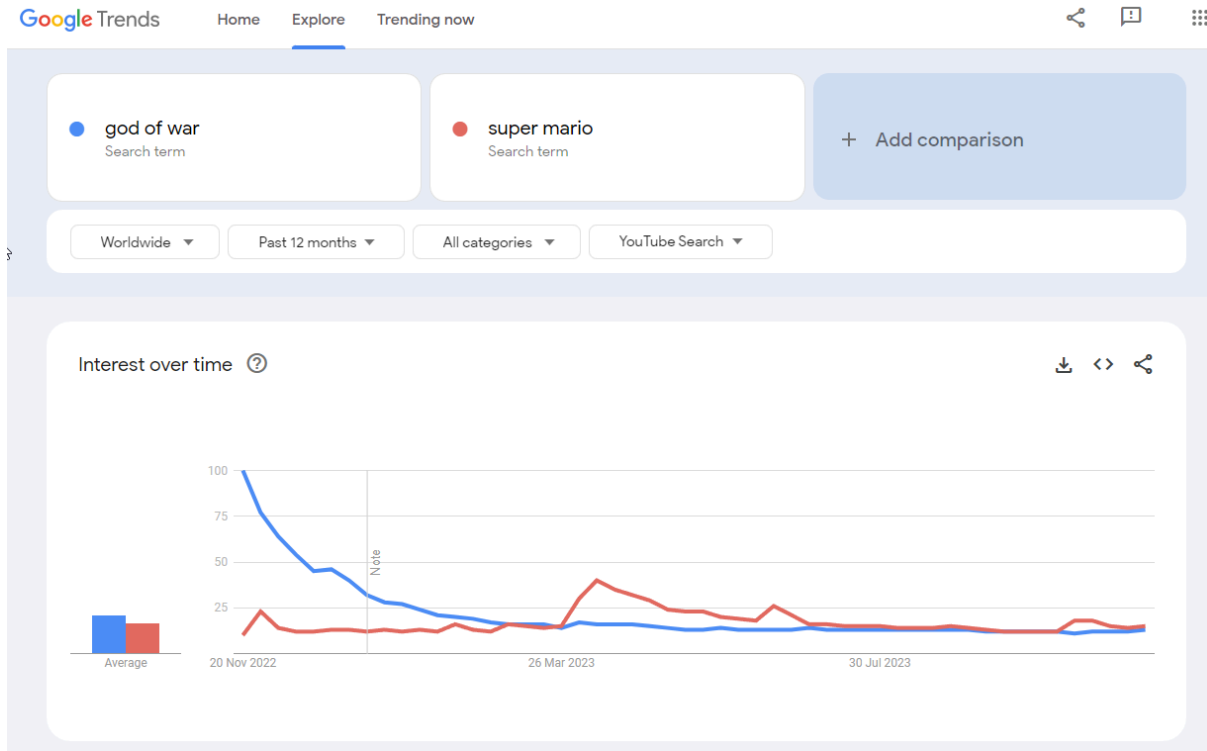
B) Here you can set the search region and language to be used. For example, I've set the region as United States & Canada and language to English. This way you can limit your keyword analysis to the region you're targeting or language you're using.

C) Here you can set the time range for your keyword analysis. This can be highly useful with measuring keywords that might be only momentarily performant.

D) This list shows the keywords you set as a starting point.

E) This column shows the rough average search volume for these keywords per month. Here you can get your first glimpse at which keywords perform better than others.

F) This column shows the level of competition a keywords has. Basically this means how many others are targeting this keyword. So what you're looking for is keywords with as high search volume as possible while still having as low competition as possible. This can be a difficult balance to find.



(Image source: Screenshot from Google Trends <https://trends.google.com/>)

Google Trends offers free and easy tools to quickly check overall search interest towards specific terms and trends. You can compare multiple search terms, as shown above, and even limit the search to specific region, time, category (like Games, Finance, Beauty & Fitness, etc.) and even specific search platform, like Youtube Search.

The screenshot shows a YouTube search for "video games". The search results are displayed on the left, and the vidIQ search panel is on the right. The vidIQ panel shows the following data for the search term "video games":

- Overall score: Low (35 out of 100)
- Volume: 68 (Very high)
- Competition: (Visual bar chart)
- Search Term: video games
- Highest Views: 333,803,412
- Avg Views: 24,930,154
- Avg Subscribers: 1,583,184
- Added Last 7 Days: 3/17
- CC: 1/17
- Avg Age: 2 years
- Times in Title: 5/17
- Times in Desc: 0/17
- Top Creator: Lana Del Rey

The top channels for this search term are:

- Lana Del Rey (14.8M subscribers)
- Scary Teacher Family (5.65M subscribers)
- Tenacious D (1.34M subscribers)

The top related opportunities are:

- Select all (3)
- best video games (36)
- easter eggs video games (35)
- video games lana del rey (32)

The related queries are:

- video games

(Image source: Screenshot from Youtube, with vidIQ plugin installed)

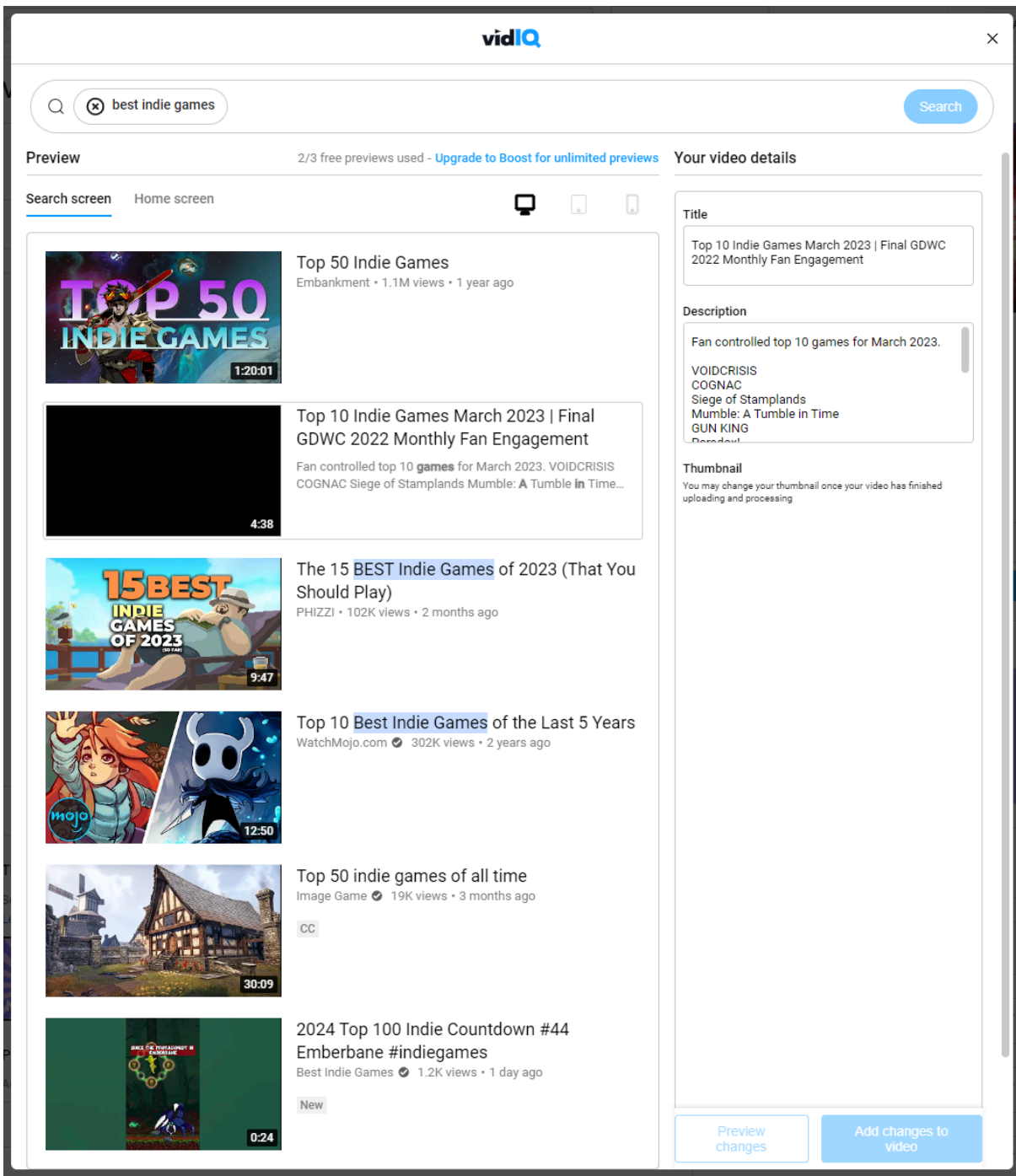
[vidIQ](#) offers a browser plugin (Install any plugins at your own discretion. Always read carefully what access the plugin requires.) that gives you data on individual Youtube videos and Youtube searches. The data is somewhat limited with the vidIQ free tier, but can already be of great help in analyzing different keywords and search terms to use.

In the above screenshot for example, on the right side of the screen, you can see vidIQ's rating for the used keyword "video games" as well as additional stats, some top channels found with the search term, and suggested similar keywords.

52.1/100 VIDIQ SEO SCORE		5/8 CHECKLIST	
Actionable 42.1/50			
5/5 tag count	1/5 tag volume	5/5 keywords in title	
5/5 keywords in description		4/5 tripled keywords	
Performance 10/50			
2/5 ranked tags		0/5 high volume ranked tags	
<p>With vidIQ Boost we can help you improve your video's performance!</p> <p>▶ Learn more about vidIQ Boost</p> <p>Upgrade to Boost</p>			
<p>Controversial Keywords</p> <p>Upgrade to Pro to see controversial keywords that could result in being flagged for demonetization</p> <p>Upgrade Now!</p>			

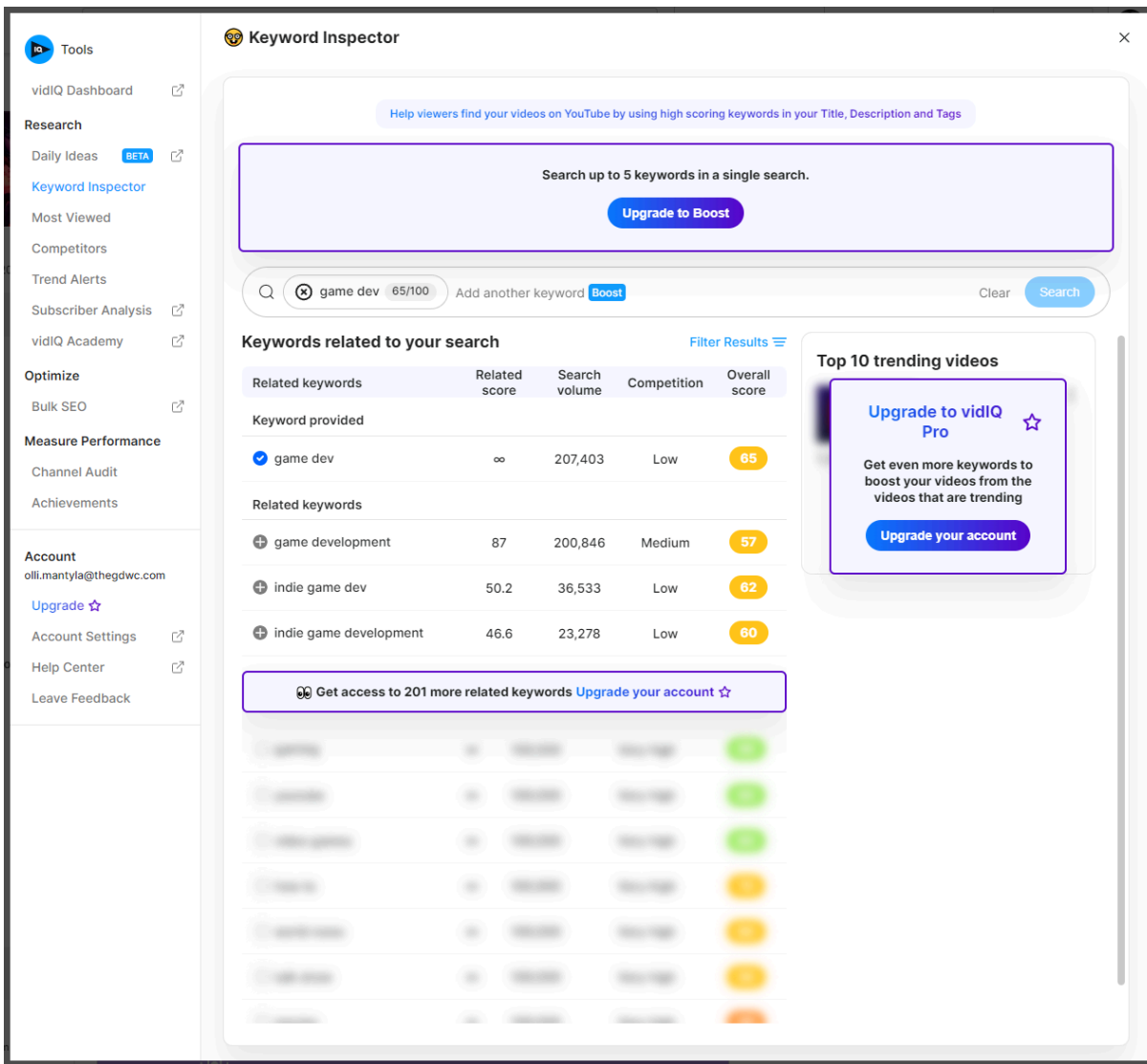
(Image source: GDWC Youtube channel video stats with vidIQ plugin:
<https://www.youtube.com/channel/UCA2lpimcLEu146dRATS-fsw>)

vidIQ can also show video-specific stats for your own videos. Above screenshot shows their video video analysis tool. Below you can also see their preview keyword tool, which gives you a preview on how your video video looks compared to other results when using a specific keyword. Note that with free tier, this tool offers limited uses.



(Image source: GDWC Youtube channel video stats with vidIQ plugin: <https://www.youtube.com/channel/UCA2lpimcLEu146dRATS-fsw>)

vidIQ also offers a tool which allows you to directly measure the keywords you've placed in your Youtube video tags. Below you can see a screenshot of this tool being used. Again the limited version offers a limited view into the results, but gives you a some insight into which your tags are useful for search and which are not.



(Image source: GDWC Youtube channel video stats with vidIQ plugin:
<https://www.youtube.com/channel/UCA2IpimcLEu146dRATS-fsw>)

Note that vidIQ, or any other similar 3rd party Youtube analytics platform, generally doesn't have deeper access to Youtube's data, so they base their analysis on overall available metrics and their own data. So while this can be helpful and offer you some ideas and insight, it doesn't mean they can give you a magic shortcut to Youtube success.

With SEO in general, remember that it's not enough to just dump some keywords into your content. You need to seamlessly integrate them where they naturally fit: Your video titles, descriptions, and tags.

Once you understand your keywords, craft your video titles and descriptions carefully. Video titles should incorporate your keywords but also be compelling and enticing to potential viewers to draw them in. Create descriptions that are rich and informative to naturally embed keywords and to simultaneously provide additional value or context to your content.

Consider tags as an additional opportunity to insert relevant keywords and phrases that might be used by potential viewers seeking content within your niche.

4.1.2. Thumbnails



(Image source: vidIQ channel in Youtube: <https://www.youtube.com/@vidIQ>)

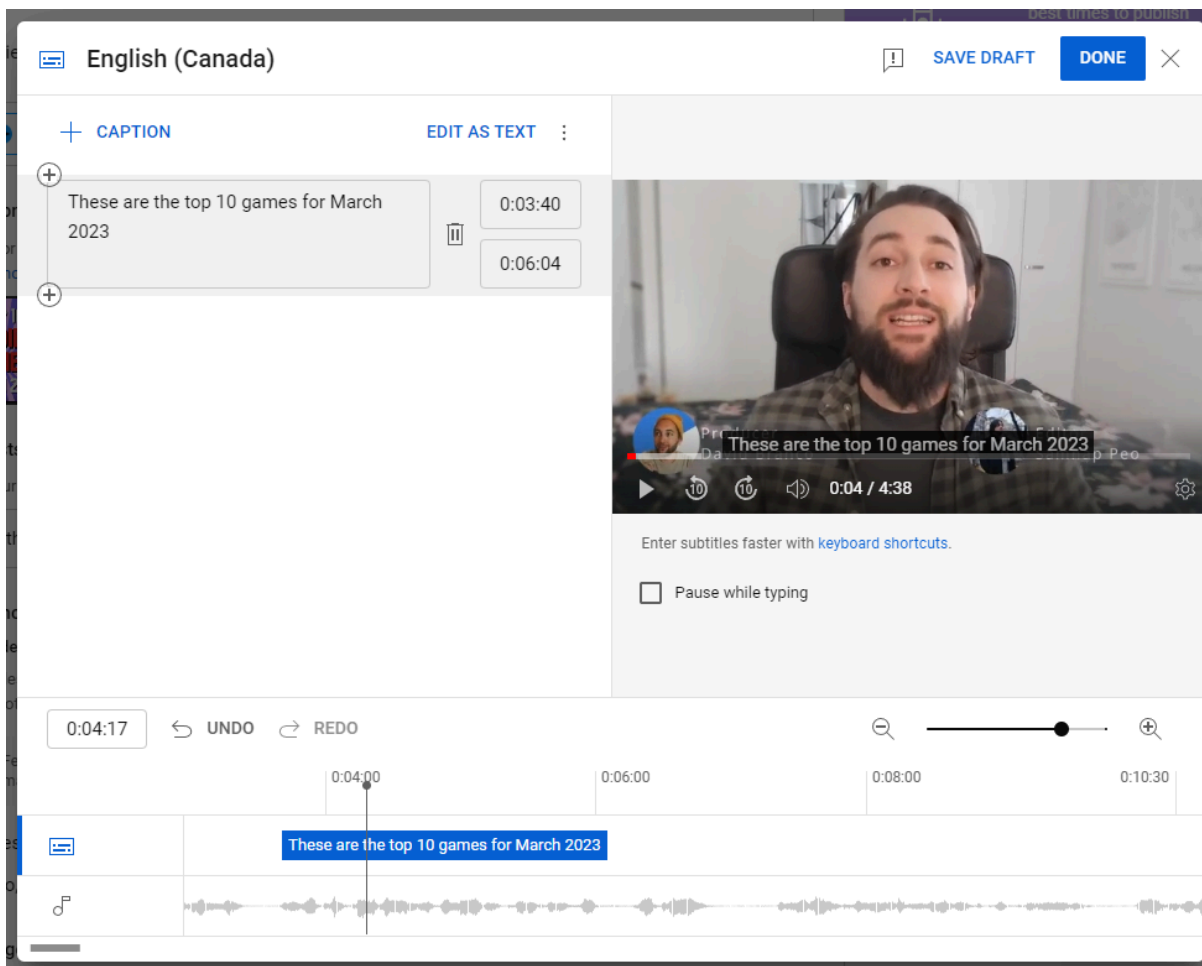
Thumbnail optimization is an important aspect often linked with SEO. While thumbnails don't directly relate to search keyword optimization, they have a key role in enhancing click-through rates. Basically, once your SEO pushes your video to top in the searches, the thumbnail is a big factor in pushing the user to click on your video.

A vibrant, clear, and engaging thumbnail, possibly with minimal text that complements your title, can significantly boost the number of users who click on your video. It's also important to consider that your thumbnail may appear in many screen different sizes from computers to tv to mobile, with mobile being the most important one.

We'll look into thumbnails in more detail later.

4.1.3. Transcripts & Subtitles

Additionally you can consider using YouTube's transcription and subtitle features as additional avenues for SEO. Providing accurate transcriptions makes your content more accessible and also provides additional data to YouTube's algorithm which may enhance your video's discoverability.



(Image source: GDWC Youtube channel:
<https://www.youtube.com/channel/UCA2lpimcLEu146dRATS-fsw>)

Youtube offers a handy tool for adding subtitles to your videos. You can either upload them as a file or write them directly into the video and adjust timing in the editor. You can find this tool in your video details page for each video.

YouTube is also soon adding new features that allow you to add AI-created dubs in different languages to your videos. These can help you reach new audiences, but as the feature isn't out yet, it's outside the scope of this course.

4.1.4. SEO is not a one time thing!

By actively integrating these SEO strategies into your content creation and upload process, you can greatly enhance your channel's visibility and discoverability, ensuring your content reaches your target audience and potentially grows your viewership. Remember that SEO is not a one-time task but an ongoing process that should evolve with each video to consistently steer your channel towards growth. It's also good to note that the search engine algorithms keep evolving as well, which may change what approaches work.

4.2. Optimizing Your Thumbnails

4.2.1. Importance of Thumbnails

As mentioned previously, thumbnails are a hugely important factor in optimizing your videos. The thumbnail has a huge impact on driving people scrolling YouTube to click on a video. So your thumbnail must not only pop out of the sea of other thumbnails and catch the attention of the viewer, it also has to peak the viewer's interest to get them to click on the video. Or at least to get them read the video title, which can then help further to push them to watch the video.

4.2.2. Think Where Your Thumbnail is Shown

You need to consider the fact that people browse and watch YouTube on various different platforms. These range from Computers to Tablets to TVs and ultimately to Mobile. All of these offer various screen sizes of course, but we all have a general understanding of the overall differences between these screen types. Also note that currently YouTube doesn't allow you to set different thumbnails for different platforms.

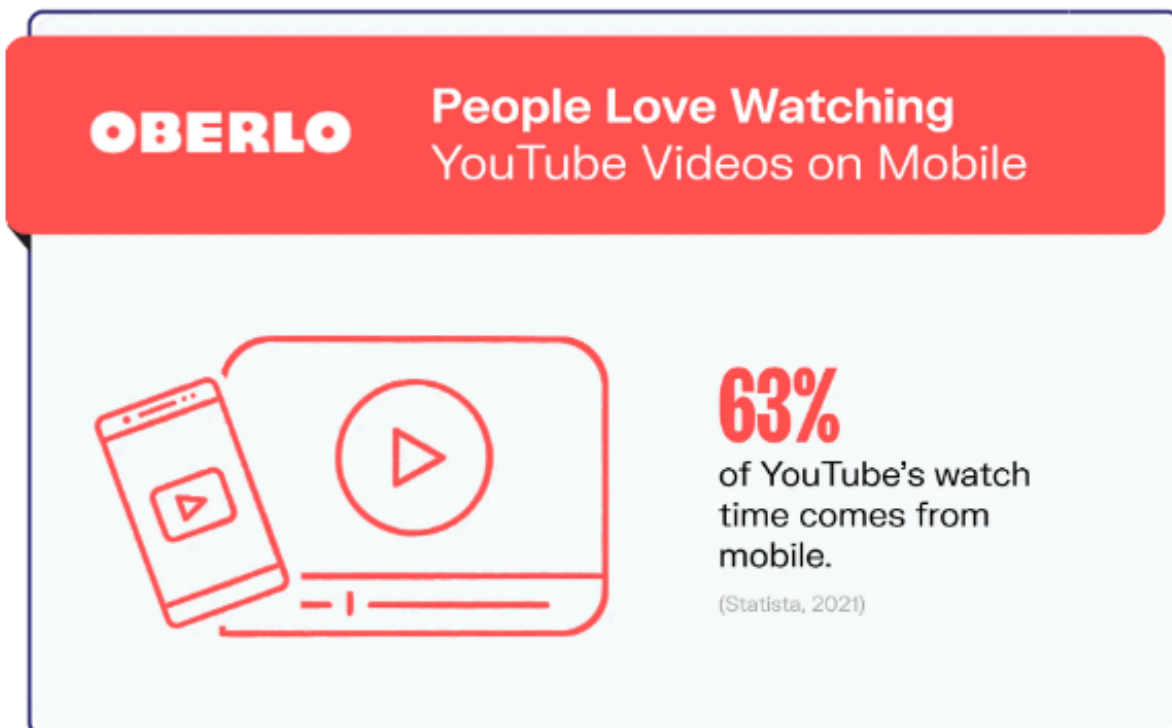


Image source: <https://www.oberlo.com/blog/youtube-statistics>

According to [Oberlo](#), 63% of YouTube's watch time comes from mobile devices. With how much mobile devices dominate our lives, this isn't really surprising. What's important to

consider is, how does this affect your channel? And in this particular case, **how does this affect your thumbnail design?**

Mobile devices are small, so as the user browses YouTube, the thumbnails will be even smaller. Somewhere between the size of a literal thumbnail and a postage stamp. Considering this, if your thumbnail has lots of little details and low contrast, etc. it just won't pop out between all the other thumbnails.

So what can you do to help remedy this issue? Some simple actions include:

- **Less details** - Lots of details usually just turns into "mush" or visual noise without any of them standing out once the picture gets very small. You need to get brutal and remove any extraneous details. (Note that this doesn't mean that you can't use more than one element in the thumbnail.)
- **Big subjects** - Take the key subject in your thumbnail, the thing that's intended to catch the viewer's attention and interest, and make it big. If this is the most important detail you want potential viewers to see, making it much bigger on the thumbnail can help it stand out from small screens. Blowing it out can also help bring up the details in the subject itself, which can be visually very interesting, and work well on other platforms as well.
- **Bump up the colors & contrast** - High contrast and bright colors will help the picture pop out of the already busy view of thumbnails. This can quickly do wonders to your click-through-rate with quick and simple edits.

Rethinking your thumbnail's content and colors can help increase your videos click-through-rate significantly.

Below are two variations of a thumbnail for a YouTube video by the popular creator [Ryan Trahan](#). The thumbnail on the left is the initial thumbnail, which did not perform well enough. The right thumbnail on the other hand performed well. For the thumbnail on the right, Ryan did a simple edit by switching the background to a much brighter color. The first thumbnail was likely simply too dark to properly stand out among other thumbnails. Notice also how the thumbnails also have only a couple of large elements that are central to the video.



Image source: <https://www.youtube.com/watch?v=MpzTqTCAz5I>

4.2.3. Testing Your Thumbnails

While working on your thumbnails, it's easy to get carried away by how good they look on your computer screen. Especially if you're working on a bright 4K monitor and have the thumbnail as massive and bright in all its detailed glory in front of you. It's easy to forget that it can look quite different on a five inch phone screen.

You can take simple steps to test out your thumbnails. Just simply zooming out on them so that they appear much smaller on your screen will already give you some idea how it will look.

It's also a good idea to test how the thumbnail looks in a crowd of other thumbnails. You can test this by taking a screenshot of a normal YouTube browsing view, both on a computer and on a phone. Then simply place your thumbnail on top of one of the other thumbnails in a photo editing software.

If you're not keen on photo editing or don't have the software to do so, there's also a service that does this for you. Thumbnailpreview.com allows you to upload a handful of thumbnails a day for free and will generate a real-looking YouTube view with your thumbnail placed among the others. It also allows switching between Desktop, Tablet, and Mobile views.

Here's an example of Thumbnailpreview.com Desktop view test:

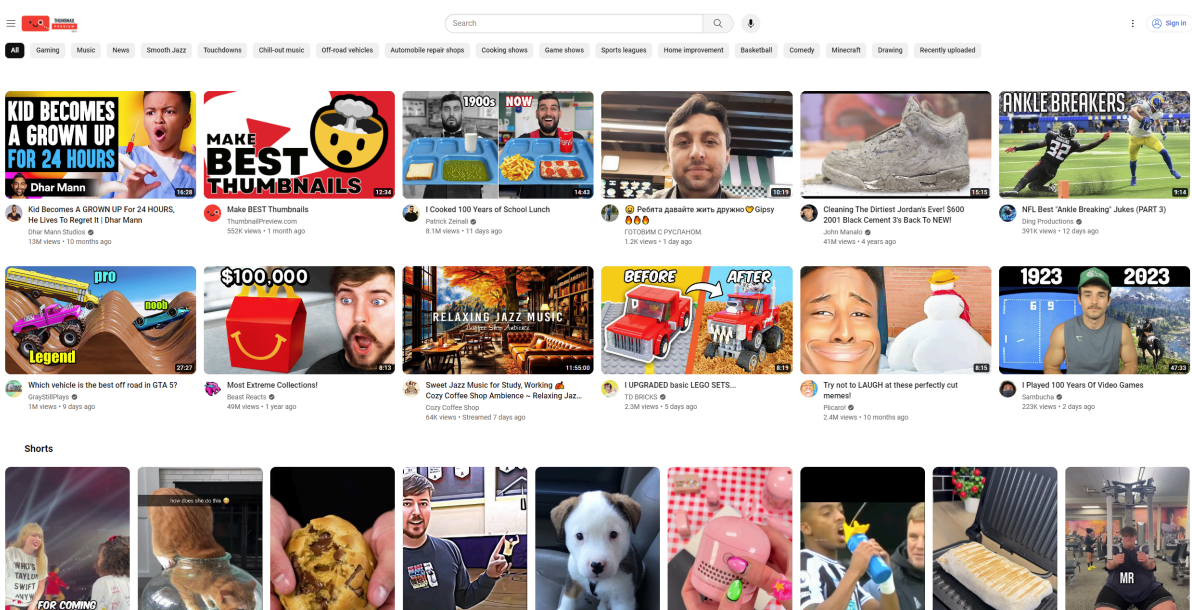


Image source: Screenshot from <https://thumbnailpreview.com/>

And here's an example of the Mobile view test:



THUMBNAIL
PREVIEW



Sign in

All

Gaming

Music

News

Sm



Kid Becomes A GROWN UP For 24 HOURS, He Lives To Regret It | Dhar...

Dhar Mann Studios ✓

13M views • 10 months ago





Make BEST Thumbnails

ThumbnailPreview.com

552K views • 1 month ago

Shorts



She was chosen by
Taylor Swift 🤯

18M views



Proof that cats are
liquid ❤️😂

29M views

Image source: Screenshot from: <https://thumbnailpreview.com/>

4.2.4. Other Thumbnail Elements - YouTuber Face

There are some general trends and key tips you can try to use for your thumbnails. This doesn't mean that they automatically work, but there's a lot of evidence of these working.

You can try using the "**YouTuber Face**", which is basically just the face of a person, usually the creator of the video, pasted on the screen with a surprised, worried, disgusted, or some other strong and exaggerated expression on their face. This is a very common element used by many YouTuber's these days. While it's often said to be annoying by many viewers, it

clearly works because otherwise it wouldn't be used so prominently. Below are few examples of thumbnails using this element.



\$1 vs \$100,000,000 Car!

157M views • 1 month ago



Have I been doing this the expensive way for no reason?

1.1M views • 1 month ago



World's Most Dangerous Escape Room!

241M views • 1 year ago



I Bought Banned Kid Toys

8.1M views • 1 month ago

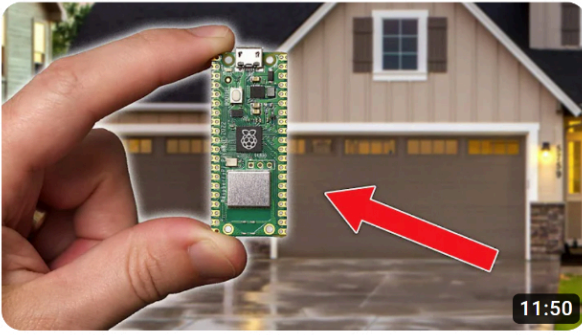
Image source: Above thumbnails are screenshots from [MrBeast](#), [Linus Tech Tips](#), and [Ryan Trahan](#).

4.2.5. Other Thumbnail Elements - Big Key Image

As previously mentioned, showing an **item or thing in great detail** can also be a great way to draw attention to the thumbnail and peak viewer's interest towards the video's content. The item or thing, should of course be central element on the video itself.

This approach can work especially well for product reviews and food videos as both usually have focus on a single thing, which can be shown in prominent detail in the thumbnail and which will then directly give viewer a quite a good idea what the video is about.

You can also use big images to communicate a central concept of your video, even if the object or thing in itself isn't directly within the video itself. For an example, look at the bottom right thumbnail among the examples below. The thumbnail uses a prominent picture of a stopwatch to communicate that the video's central subject matter is time related. Further information is revealed with the text in the thumbnail and by video title.



Hacking my garage door with the Raspberry Pi Pico W

Jeff Geerling ✓

317K views • 11 months ago



English Muffins & Hollandaise from Scratch | Basics with Babish

431K views • 1 month ago



The uConsole Is The Coolest All-New DIY Handheld We've Ever Had Our...

ETA PRIME ✓

589K views • 1 month ago



This is How We'll "See" the Universe's First Second

SciShow ✓

165K views • 4 weeks ago

Image source: Above thumbnails are screenshots from [Jeff Geerling](#), [Babish Culinary Universe](#), [ETA PRIME](#), and [SciShow](#)

4.2.6. Other Thumbnail Elements - Situations

You can also create a precarious or otherwise dramatic, fun, weird, or interesting situation in your thumbnail to draw viewer's interest. This should also tie either into the core content of your video, or at least be an element or event in the video itself. Key being that as the thumbnail promises viewer something, the video has to deliver on that promise.



Lamborghini Vs World's Largest Shredder


127M views • 1 month ago



7 Days Stranded At Sea

177M views • 2 months ago



 Australian Mechanic Reacts to Aussie Car Problems

Real Mechanic Stuff ✓
375K views • 6 days ago



Binging with Babish: Krabby Supreme from Spongebob...

25M views • 4 years ago

Image source: Above thumbnails are screenshots from [MrBeast](#), [Real Mechanic Stuff](#), and [Babish Culinary Universe](#)

4.2.7. Other Thumbnail Elements - Text and Graphics

You can use short bits of text, often just single words, to highlight key factor or point of the video and this way draw in viewer's attention and maybe make them check out the video title for more details. This must again connect to the core concept and content of the video, at least thematically.

Usually it's good to avoid putting in too much text, as that adds a lot of complex detail which then usually turns into visual noise, especially with smaller thumbnails on mobile. Also, average people's interest in reading random things generally isn't too high as processing text requires additional focus and effort.

However, sometimes you can make text-heavy thumbnails work, as shown in the top right corner thumbnail among the examples below. Here the text poses a very bold claim that certainly draws in the viewer's attention. The creator has also highlighted one key word, "MrBEAST" to strengthen the message.

You can further improve boost the effect of the key elements on the screen with additional graphics. Especially arrows or a person pointing can be used to direct viewer's attention

towards specific part of the image, and this way push the narrative idea and key elements to viewer's attention.



My server is broken :(- Fixing Linus' Home UNRAID Server

1.5M views • 2 months ago



Why I Am Bigger Than MR BEAST - And Why is YouTube Broken

1.2M views • 1 month ago



VFX Artist shows you how many people a TITAN Could ACTUALLY eat (ATTACK ON...

995K views • 2 months ago



Beating Just Cause 3 With a Steering Wheel

martincitopantsLIVE ✓

1.3M views • 3 months ago

Image source: Above thumbnails are screenshots from [Linus Tech Tips](#), [The Spiffing Brit](#), [Corridor Crew](#), and [martincitopantsLIVE](#)

4.3. Engaging Your Audience

Audience engagement sits at the core of YouTube: Turning passive viewers into active participants and dedicated fans can make your channel thrive. Engaging your audience effectively cultivates a dynamic community around your content, enhances viewer loyalty, and drives channel growth.

4.3.1. Recognizing and Valuing Your Viewers

Embrace the idea that each viewer contributes to the lifeblood of your channel. You can do this by recognizing and expressing gratitude for their participation. Gestures like hearting comments, shouting out engaged viewers in your videos, or hosting appreciation events,

such as live Questions & Answers or giveaways, can show acknowledgment and appreciation to your audience.

Take **Philip DeFranco** for example. He regularly interacts with his audience through his content by addressing viewer comments and opinions, and involving them in discussions about news topics. This keeps his community engaged and makes the channel a two-way interactive experience.

<https://www.youtube.com/watch?v=4OCaX0N0bJ8&t=1344s>

Below screenshot shows a segment from DeFranco's video, where he reads and shows viewer comments.



(Image source: screenshot from <https://www.youtube.com/watch?v=4OCaX0N0bJ8&t=1344s>)

4.3.2. Involving Your Audience

You can also involve your audience in your content creation process by using tools like polls, comments, or community posts to solicit their input on upcoming content or gather feedback on past videos. If it matches your content type, you can host "Subscriber Specials" where content is directly influenced or requested by your subscribers, further embedding their role in your channel's content.

Twitch streamer **AtrioC**, whose content is also released in Youtube, has created multiple speedrunning challenges for his audience in assassination videogame Hitman, rewarding the fastest playthrough of a custom created challenge level. This type of content engages viewers directly by giving them a fun challenge, and creates interesting content for other

viewers to watch. By featuring many of viewers on the video, it also creates an incentive for them to share the video with their friends, further increasing video's reach. This can work especially well with video game content.

Example video: https://www.youtube.com/watch?v=ZptPBz9gp_c



I Created A \$1,000 HITMAN Challenge.
The Results Broke The Game.

Atrio  2.9M views • 10 months ago

5 Kills. \$1,000 Dollars. Only 7 Days To Attempt. Which of the world's best killers will come up with the best route? GIVE OUR CONTRACT...

Image Source: Screenshot from https://www.youtube.com/watch?v=ZptPBz9gp_c

[Linus Tech Tips \(LTT\)](#) overall does good work in engaging with their viewers. Great example is recent video where Linus needs a new phone and apparently first time in his life actually has to go and buy one. He turns this situation into a content directly engaging his audience and certainly gets two or more videos out from it. In the first video, he kicks everything off by asking people to recommend him phones, based on the requirements and preferences he gives, and promises to use give that phone a full test cycle and report.

Example video: <https://www.youtube.com/watch?v=VJFaXwnixxM>

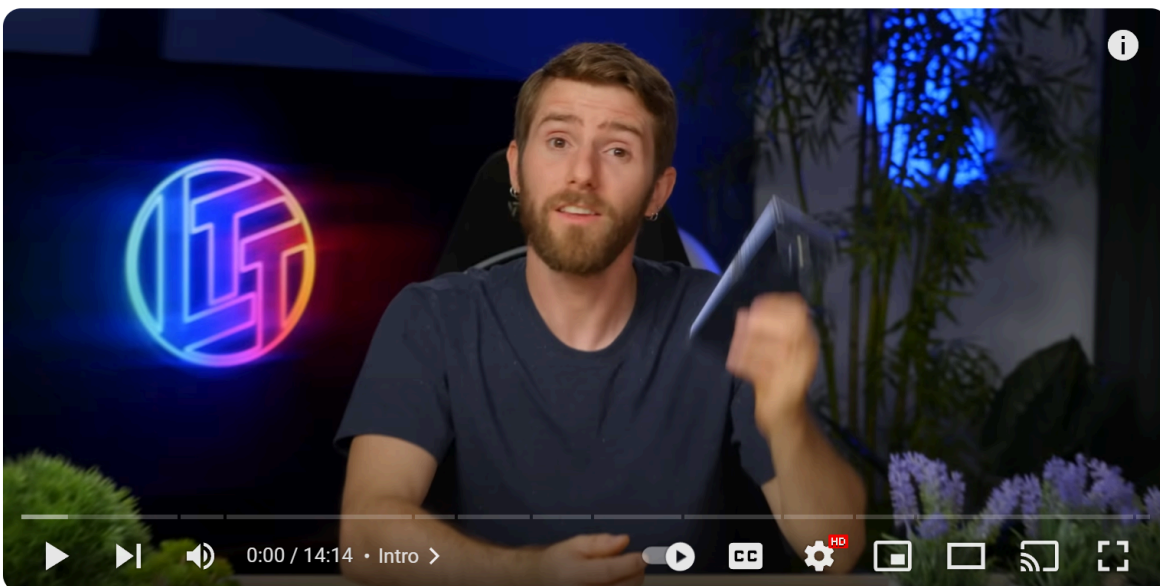


Image source: Screenshot from <https://www.youtube.com/watch?v=VJFaXwnixxM>

Continuing to look at LTT, they also host weekly live stream podcast called WAN Show, in which they regularly engage with comments from their viewer chat and answer even complex business and work related questions. Additionally, they have a custom feature where users can post a message directly to the stream when they buy merchandize from LTT's own store, which is a brilliant move in driving sales and redirecting Youtube superchat revenue to a more profitable revenue-channel for them. Their live stream producer also actively answers the messages seen on the screen, again creating meaningful engagement with the audience.

Example video: [Windows Subscriptions - WAN Show October 6, 2023](#) (starts from correct time code)

Look at the middle of the bottom bar on the screen. You can see a viewer message come through.



Image source: Screenshot from <https://www.youtube.com/watch?v=etyCb38ag-s>

Here you can see answer from LTT team / WAN Show producer directly to the viewer, again at the bottom center of the screen.

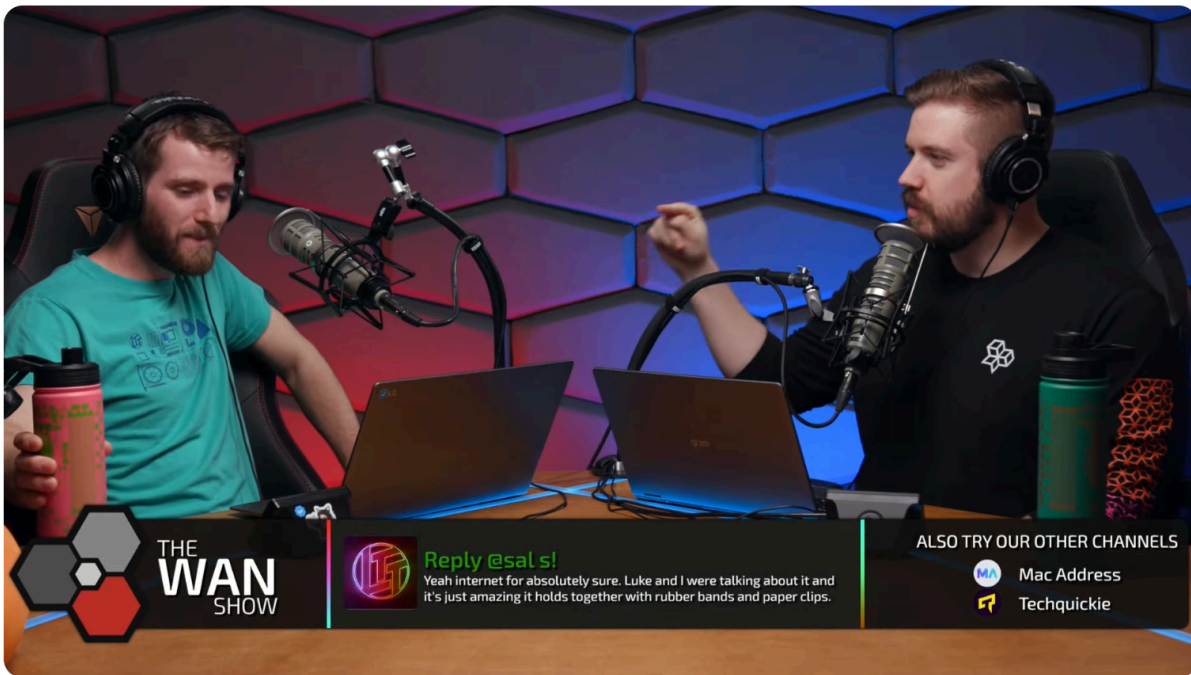


Image source: Screenshot from <https://www.youtube.com/watch?v=etyCb38ag-s>

4.3.3. Active Interaction Across Platforms

Expand your engagement beyond YouTube. Utilize social media platforms, Discord servers, or newsletters to stay connected with your audience, share updates, and continue conversations outside of your video comments. Keeping touchpoints across multiple platforms ensures a wider and more consistent interaction.

You can for example check out how **Marques Brownlee (MKBHD)** maintains active engagement across various platforms like Twitter and Instagram, extending conversations about his YouTube content and tech topics into these spaces. Overall, most bigger youtubers engage their users in multiple channels, so you can find examples all over.

Below you can see screenshots of Marques extending a discussion from a subject matter in one of his videos and also general tech news, into his Twitter and Instagram channels.



Marques Brownlee ✓
@MKBHD

Subscribe



There's a small catch with Apple announcing RCS support for the iPhone



1:22 AM · Nov 17, 2023 · 1M Views

201

723

10K

569



Post your reply

Reply



Edwin 📷 ✓ @edwinxsilva · Nov 17

They gonna make RCS bubbles orange

4



168

17K



International Polling Station ✓ @PollingStation_ · Nov 17

RCS, or Rich Communication Services, is a communication protocol that aims to replace traditional SMS messages with a system that is richer and more interactive.

It's designed to bring "texting" up to modern standards with features we expect from messaging apps.

3

10

124

16K



Jeremiah Bonds @JeremiahBonds · Nov 17



They are scared of Nothing. Hahah

5

1

97

17K



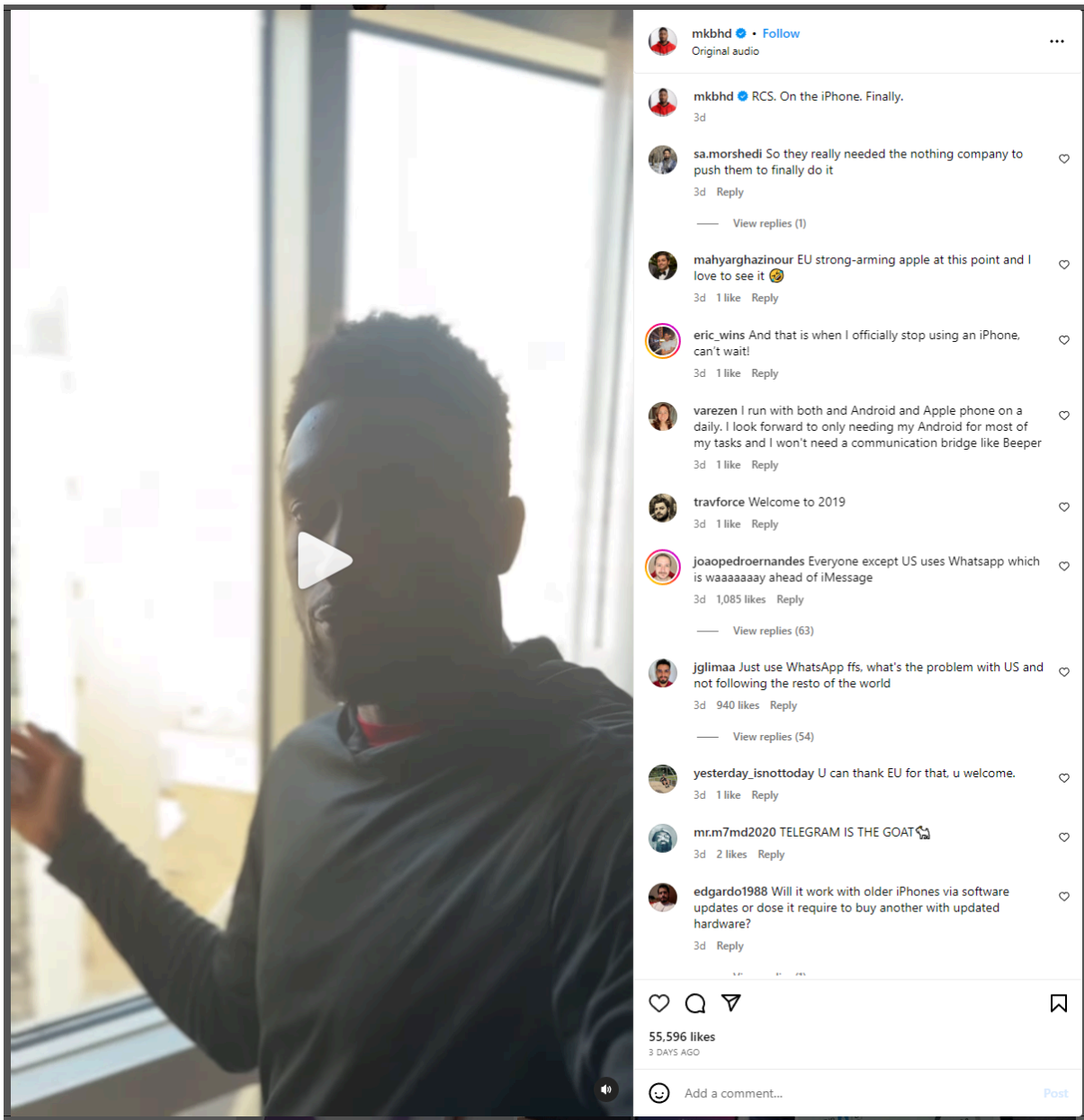
iamMANOLIS @iamMANOLIS · Nov 17



So I guess we have to thank the real CEO of Apple, the European Commission president Ursula von der Leyen. We got USB-C, we got RCS on iMessage. Good job!

(Image Source: <https://twitter.com/MKBHD/status/1725293208866046253>)

Above image shows Marques' short video clip discussing latest developments around Apple's take on use of RCS messaging.



(Image source: Screenshot from <https://www.instagram.com/p/Czuaf65vNpf/>)

Here same video is also posted on Marques' Instagram channel, expanding the overall reach of this discussion.



To Beat the iPhone, You Must... Be the iPhone?

2,721,856 views • 5 days ago

Nothing embraced iMessage for Android. Here's what that means 🗨️

Blue Bubbles vs Green Bubbles:
<https://youtu.be/BuaKzm7Kq9Q?si=WhoCh...>

MKBHD Merch: <http://shop.MKBHD.com...>

READ MORE

(Image source: Screenshot from <https://www.youtube.com/watch?v=ji5Hws3bhLU>)

The subject matter of the whole discussion is at least partially related to above video, which is also in itself related to another, older, video shown as a separate link in this video's description (the "Blue Bubbles vs Green Bubbles" link above).

4.3.4. Maintaining Authenticity

Ensure that your engagement remains genuine and consistent. Authenticity in interactions, responses, and content creation will solidify trust and establish a stronger, more genuine connection between you and your audience.

For example **MrBeast** is known for his authentic and unfiltered presence on YouTube and social media, which has allowed him to forge a genuine connection with his massive viewer base. Also, **Linus Sebastian** from **Linus Tech Tips** is known for his direct and honest responses, in both WAN Show and Twitter, which has garnered trust in their channel, but has also landed Linus in hot water more than once. So, while authenticity is highly recommended, keeping a slight delay between your thoughts and mouth or keyboard, is probably smart, to make sure your message comes out the way you intended.

Here's a screenshot of MrBeast's twitter post, with authentic feeling engagement with his audience:



(Image source: Screenshot from <https://twitter.com/MrBeast/status/1707872553715302808>)

You can see more replies and engagement with his fans in the source link.

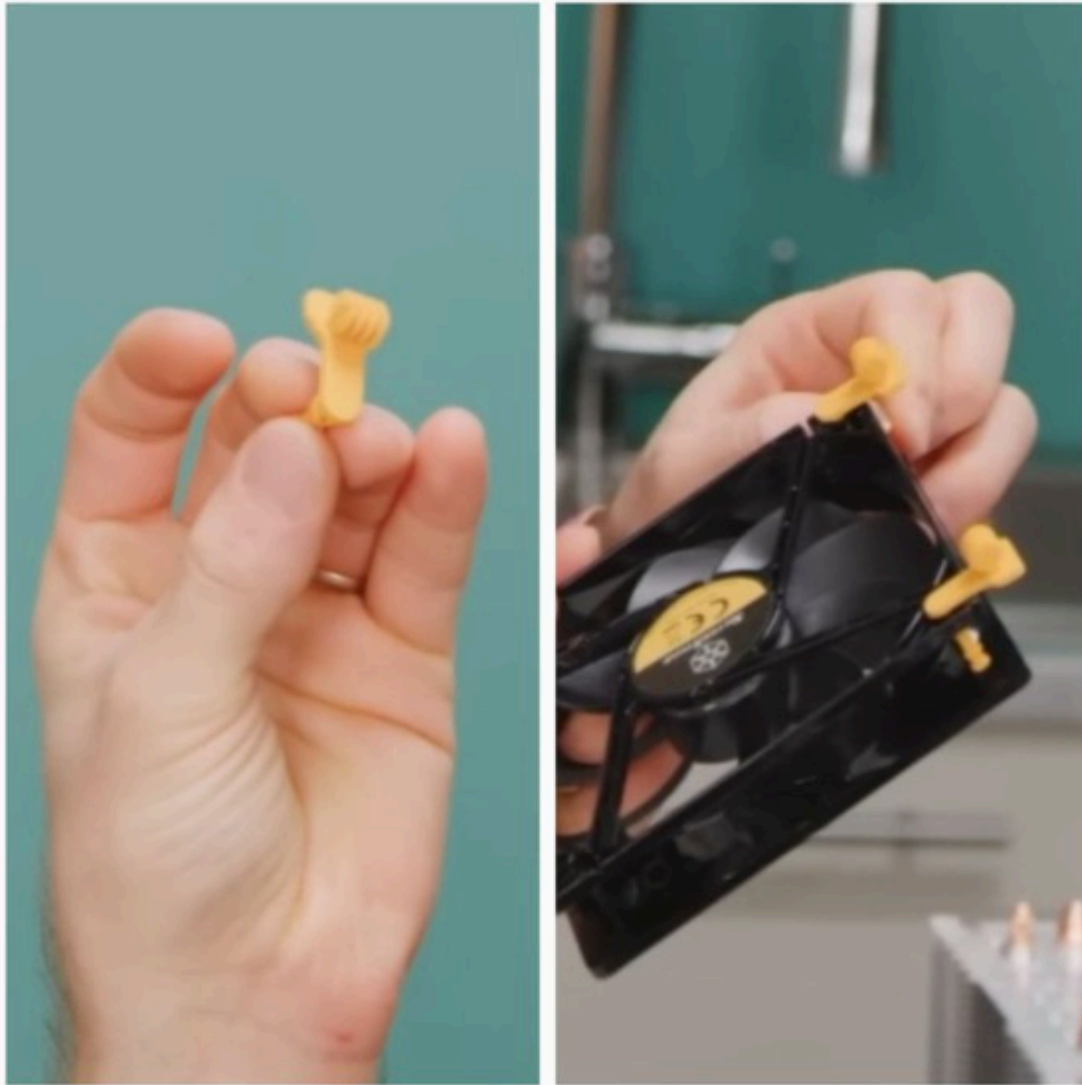
Here's couple of example screenshots of Linus posting in his personal Twitter and engaging with his fans.



Andrew
@Werdna_5



[@linusgsebastian](#) Hi Linus! During wan show I asked about these rubber fan mounts and if they are sold stand alone by chance. You were nice enough to direct me to Twitter to specify which ones I'm talking about. Here they are (source: rog reboot 2019)



2:58 AM · Nov 19, 2023 · 168 Views



Post your reply

Reply



Linus LinusMediaGroup @linusgsebastian · Nov 19



those are included with the cooler iirc. I'm sorry I'm not aware of a way to get them standalone.



165





Andrew @Werdna_5 · Nov 19

No worries thanks!



17



(Image source: Screenshot from https://twitter.com/Werdna_5/status/1726042192261582985)



Normand Nadon

@Normand_Nadon



[@linusgsebastian](#)

Hey Linus, I just had a flash after ordering my Steam Deck OLED! Did you check if the Steam Deck OLED was capable of running an e-GPU ? The first gen could not, can this one do it?

4:34 AM · Nov 17, 2023 · 391 Views



1



Post your reply

Reply



Linus LinusMediaGroup @linusgsebastian · Nov 17

I didn't think to check, but I'd be surprised if it could.



1



2



315



Normand Nadon @Normand_Nadon · Nov 17



If it did, that could be a game changer!!! Imagine plugging it in your 4k TV to continue your game and suddenly having superb graphics at high frame rate... AMD is really slow on that front, not many options for e-GPUs... I guess it is going to be for the Steam deck 2 !



100



(Image source: Screenshot from

https://twitter.com/Normand_Nadon/status/1725341637855809905)

4.3.5. Addressing and Learning from Criticism

Not all engagement will be positive, and learning how to address and learn from criticism is vital. Use constructive criticism as a tool for improvement and address negative comments or feedback in a manner that aligns with your and your channel's style.

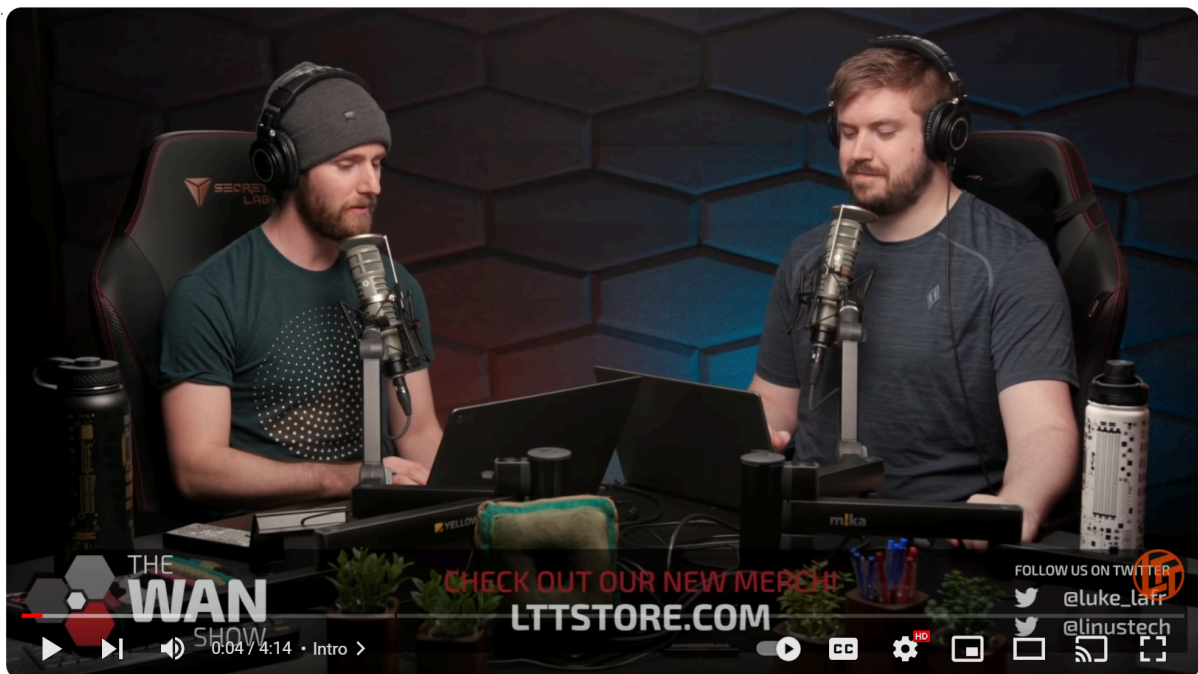
Key thing is not to let criticism, even harsh criticism, beat you down. You need to consider where this is coming from and how true or widely applicable the feedback is. Is this just a view of someone who had a bad day and was annoyed at everything, or is this truly an issue in your videos, potentially limiting your growth?

Not every criticism or suggestion is necessarily useful, even if they are technically true and correct. You still need to look at the criticism through the lens of what you are aiming to create and how you want to get your message out. And loudest voices are not always representative of a widest opinion. Balancing between the feedback is a challenge, but keep a cool head and carefully consider different, constructive, criticism and how to best tackle it.

4.3.6. CASE EXAMPLE: Engaging Criticism - Linus Tech Tips

As an example for all of this, I'll again return to LTT, because they happen to be a great example of this. Which isn't really that surprising considering they've been at the youtube game for years, they do a lot of different things in and outside of youtube, they are a large operation with 100+ employees, and the whole operation was founded and is ran by Linus, a strong willed person who often speaks his mind. All of this is why they have a big audience and all of this is why they've found themselves in hot water more than once. Just to pick few examples from past years:

- Linus got flack from stating how if their employees saw it necessary to unionize, he'd take it as a sign of personal failure (as an employer). <https://www.youtube.com/watch?v=yymbZzjq6tQ>



Would LMG ever unionize?



LMG Clips ✓
550K subscribers



Subscribe

Share

Download

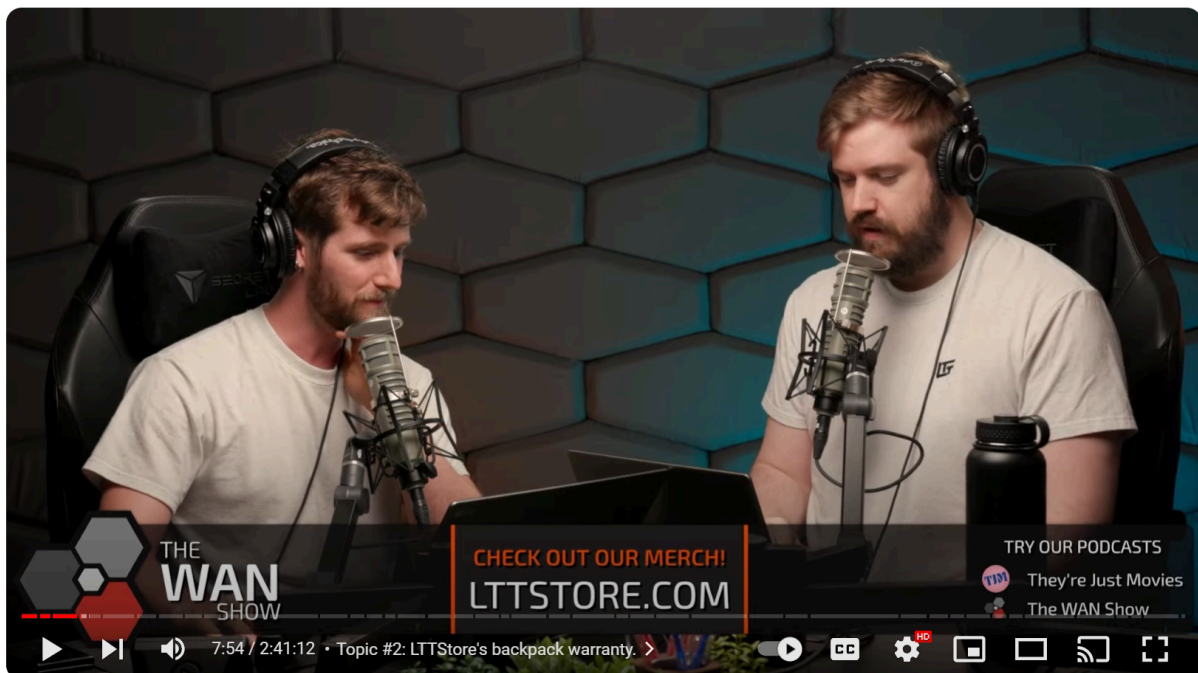
Save



(Image source: Screenshot from <https://www.youtube.com/watch?v=yymbZzjq6tQ>)

- Releasing their in-house designed backpack, viewers requested an official written warranty to which Linus answered with their store having general “make it right” policy, which should be enough. This was mockingly condensed to “trust me bro” warranty and caused a controversy with even other YouTubers throwing their thoughts in and ultimately leading into their store adding official warranty policy.

<https://www.youtube.com/watch?v=l1rCEL9uGwk&t=461s>



(Image source: Screenshot from <https://www.youtube.com/watch?v=l1rCEL9uGwk&t=461s>)

- During stream, when asked about testing a prototype GPU cooler with a wrong type of a graphics card, Linus expressed that he didn't feel like wasting couple of hundreds worth of an employee time for a more in-depth testing, to a product which he saw as not making sense from the start, causing a minor uproar then, and more issues later.

The last example blew up massively later, when a fellow tech channel, Gamersnexus released a long analysis video on LTT's poor testing practices and many errors on their videos. <https://www.youtube.com/watch?v=FGW3TPytTjc>



The Problem with Linus Tech Tips: Accuracy, Ethics, & Responsibility

5.4M views • 3 months ago

(Image source: Screenshot from <https://www.youtube.com/watch?v=FGW3TPytTjc>)

This led into multiple public apologies from LTT with the first one being Linus' knee-jerk reaction, ultimately just making things worse. Later everything culminated in the channel closing production and video releases for almost two weeks. A significant event considering they had done daily video releases for almost a decade without missing a beat.

After the brief hiatus, they came back with a proper address to the whole situation, an a list of already or soon-to-be implemented improvements in their production practices,

guidelines, error reporting & handling etc. With the biggest one being relaxed release schedule.

It has not been long since all of this went through, so how well they've recovered is still hard to say, but overall it looks like they've managed to gain audience trust back and have survived with minor scratches from a controversy that could have killed almost any channel.

LTT offers many moments controversy and criticism to learn from over the years. In both how to and how not to address criticism. And also many examples in how quickly a controversy can take a life of its own and people can start twisting your words and interpreting them in the worst way possible.

4.3.7. Closing Thoughts

Cultivating and maintaining a vibrant, engaged community on YouTube involves strategic, genuine, and consistent interaction. By recognizing, involving, and valuing your viewers, your channel can grow exponentially, creating a mutually beneficial environment where both creator and audience thrive. Tailoring your approach to engagement while maintaining authenticity will secure your viewership and enable sustainable channel growth in the vibrant ecosystem of YouTube.

4.4. Create an Audience Avatar

You can create an Audience Avatar to help you guide your planning and thinking when working on your channel and content.

4.4.1. What is an Audience Avatar?

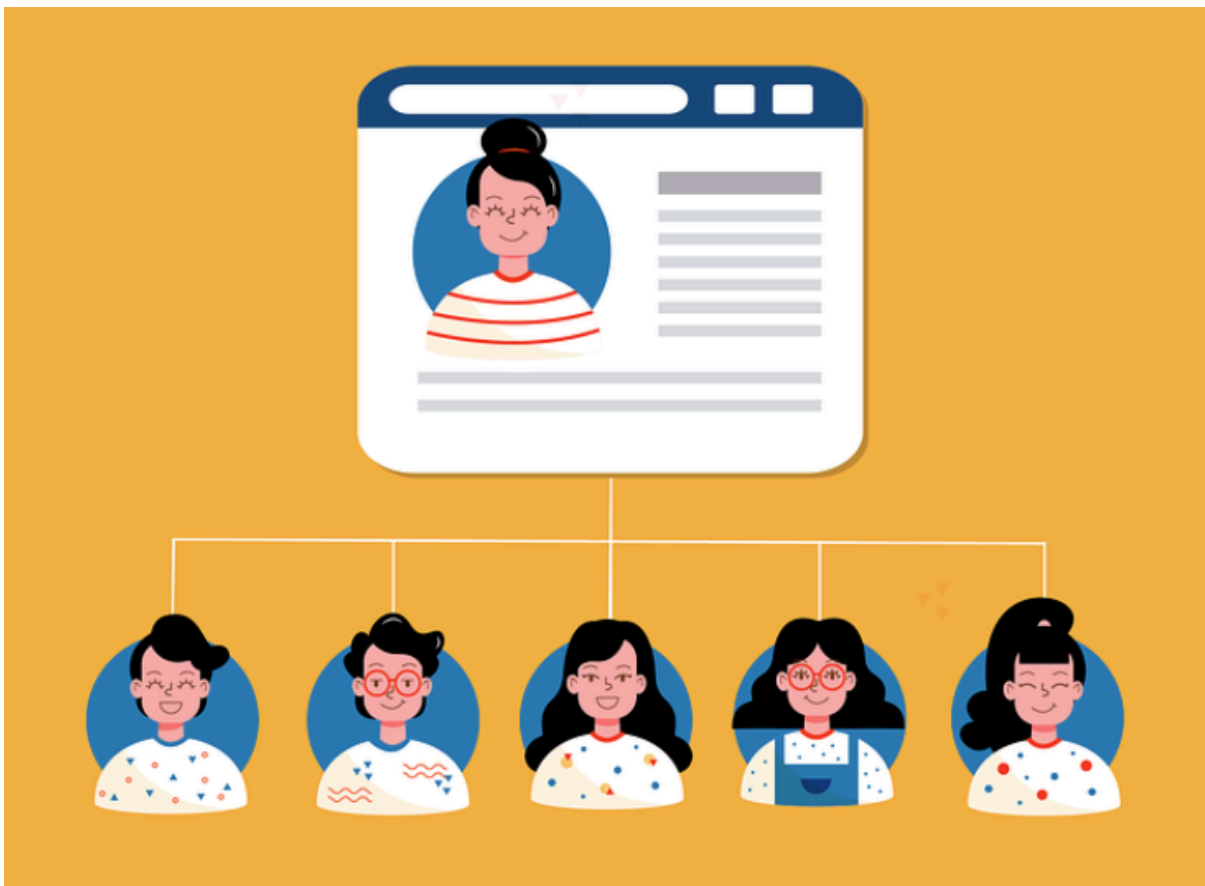


Image source: <https://pixabay.com/illustrations/buyer-persona-business-dental-clinic-6231739/>

In simple terms, Audience Avatar is a detailed profile of your ideal viewer. It's not just a simple demographic stat for your audience. Instead it should be a comprehensive character description that contains the preferences, behaviors, and aspirations of the viewers you wish to attract or that you already have.

The Audience Avatar is a strategic framework that works as a guide for tailoring your content to resonate with your target audience. For example, knowing that your avatar appreciates humor can lead you create more light-hearted scripts, whereas avatar focused in learning might appreciate a more educational and insightful style for your content.

Creating an Audience Avatar is an important step that's used in other fields as well with various different names. In marketing this is often referred to as the "Customer Persona" or "Buyer Persona". It's goal is to help you envisioning an actual human for the statistical data that you have about your audience, and this way better align the content creation process with the audience's expectations and preferences.

4.4.2. What goes into the Audience Avatar?

Some key factors to consider for your Audience Avatar are demographics of your audience as well as their preferences and behaviors.

Demographics includes viewer statistics such as:

- Age - Audience age range
- Gender - Audience gender split
- Location - Audience geographic location. This may directly affect what type of content can be shown, what can and can't be monetized, what platforms they can use, etc.
- Language - Can directly affect if the viewer can even understand your video. For example, about 17.3% of people speak English, but only about 4.6% speak it as their first language.
- Educational level - Can affect content complexity as well as overall interests
- Income level - Can affect monetization
- Occupation - Can affect overall interests and monetization
- Marital & family status - Married or not? Children or not?

Viewer preferences in turn can include details like:

- Content formats - Do they prefer videos, podcasts, or blogs, etc.?
- Topics of interest - What subjects are they following?
- Style of content - Are they watching humor, educational, or what type of content?
- Platforms - Which online and social media platforms do they use?
- Frequency of engagement - Do they watch content daily, weekly, monthly?
- Time of engagement - When do they watch content?
- Device usage - Do they watch on phone, computer, or tv?

Behaviours can track things such as:

- Online behaviour - What kind of content do they share, like, or comment on?
- Purchasing behaviour - Are they likely to make online purchases? What type of products or services do they buy? How much do they spend?
- Interaction with brands - Do they interact with brands or creators online?
- Search behaviour - What things do they search? What keyword or search phrases do they use?
- Subscription behaviour - Do they subscribe to things, like YouTube channels or newsletters? Do they stay subscribed for long?
- Loyalty - Do they frequently come back to a certain creator or brand? Which ones do they and which ones not?
- Referral behaviour - Do they recommend content, products, services etc. to others? Do they do this often or almost never?

You can add more details next to these or replace the ones that are important to you and your content type with other ones, or you can drill down into them more. For example, if you're creating a gaming channel, maybe you want to know which types of games the viewer plays. And which gaming platforms they own and use. And so on.



Image source: <https://pixabay.com/illustrations/target-audience-buyer-persona-7733218/>

4.4.3. Crafting Your Audience Avatar

To start crafting your Audience Avatar, you need to conduct some deep research. If you have an existing audience, you can start by analyzing them. A good place to go first is the Analytics on your YouTube channel. You can also conduct surveys, questionnaires, interviews, or otherwise gather insights directly from your audience.

If you don't have an existing audience or if it's very small, or for any other reason you can't directly ask or survey them, you need to utilize other, generally available channels. You can explore communities, forums, and other social media platforms where potential viewers might hang out. Simply reading people's conversations can point you towards general views, preferences, behaviours and so on. You can also engage in conversations with people and ask questions.

You will likely also have to use empathy and make logical conclusions based on this generally available data, if you don't have an existing audience yet. And even if you have an existing audience, utilizing both of these, will likely help you make a more detailed and deeper Audience Avatar.

You should also look into general market and industry statistics relevant to your content type and planned audience. With simple Google Searches you can find detailed stats from many industries.

For example, Newzoo provides yearly games industry focused market statistics. Below is a picture from their "[New free report: Explore the global games market in 2023](#)" which shows relative sizes of different gaming platform groups on the market.



2023 Global games market

Per segment with year-on-year growth rates

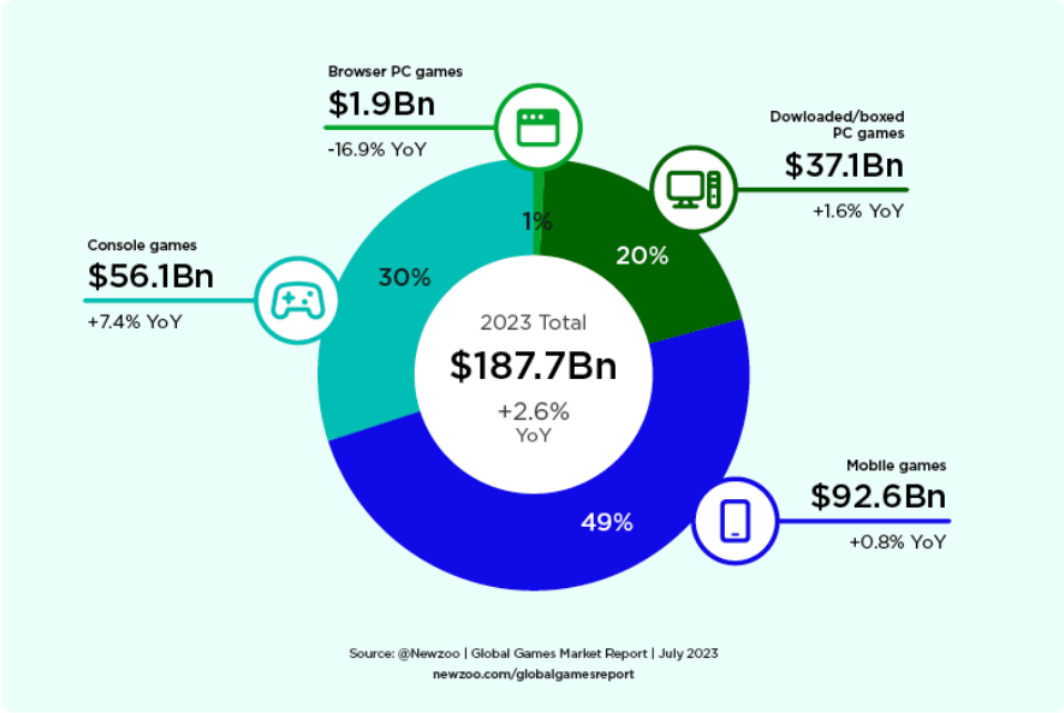


Image source: <https://newzoo.com/resources/blog/explore-the-global-games-market-in-2023>

As another example, below is an image showing the gender and age distribution of YouTube users from January 2023 as reported by Global Media Insights in their "[YOUTUBE USERS STATISTICS 2023](#)" on October 9th 2023.

DISTRIBUTION OF YOUTUBE USERS WORLDWIDE AS OF JANUARY 2023



MALE



FEMALE

YEARS



Image source: <https://www.globalmediainsight.com/blog/youtube-users-statistics/>

The more detailed your Audience Avatar, the better you can tailor your content to meet their expectations. This Avatar will not be static; as you gather more insights, it should evolve to stay relevant to your audience's changing preferences.

4.4.4. Implementing the Avatar in Content Strategy

Once you have a well-defined Audience Avatar, it should become the cornerstone of your content strategy. It gives you a lens through which you can evaluate and measure your content ideas, scripts, and even your presentation style.

You should ask yourself:

- "Would my Audience Avatar find this engaging?"
- "Does this content align with my Audience Avatar's interests and preferences?"
- "Am I releasing my content so that my Audience Avatar sees it?" (Correct channel? Correct release time? etc.)

This practice will help you maintain a viewer-centric approach in your content creation process.

Furthermore, you can leverage the insights derived from your Audience Avatar to experiment with new content formats, topics, or presentation styles. You should evaluate the response and adjust your Avatar and content strategy accordingly. You should actively look to evolve your content, as well as your audience avatar, as the world and markets will keep shifting and changing over time, and you don't want to become stale.

Here the channel analytics & stats, surveys and questionnaires to your audience and just overall engaging with them and checking their feedback, and following the general market, industry, and YouTube trends becomes important again. This is a continuous cycle of learning, adapting, and evolving to make sure your channel stays relevant and engaging to your target audience.

Chapter 4 Sources:

- Channels shown in chapter
- Film Booth: <https://www.youtube.com/@FilmBooth>
- vidIQ: <https://www.youtube.com/@vidIQ>
- Think Media: <https://www.youtube.com/@ThinkMediaTV>
- Colin and Samir: <https://www.youtube.com/@ColinandSamir>
- MatPat with channels Game Theorist (<https://www.youtube.com/@GameTheory>) and Film Theorist (<https://www.youtube.com/@FilmTheory>)
- The Spiffing Brit: <https://www.youtube.com/@thespiffingbrit>
- Jay Clouse: <https://www.youtube.com/@CreatorScienceYT>
- Hubspot blog: <https://blog.hubspot.com/marketing/buyer-persona-research>
- Hootsuite blog: <https://blog.hootsuite.com/buyer-persona/>
- SocialBlade: <https://socialblade.com/>

- Global Media Insights: <https://www.globalmediainsight.com/blog/youtube-users-statistics/>
- Oberlo: <https://www.oberlo.com/blog/youtube-statistics>
- Newzoo: <https://newzoo.com/resources/blog/explore-the-global-games-market-in-2023>
- Linus Tech Tips Forums <https://linustechtips.com/>
- Linus Sebastian Twitter <https://twitter.com/linusgsebastian>
- Marques Brownlee Instagram (<https://www.instagram.com/mkbhd/>) & Twitter (<https://twitter.com/MKBHD>)
- MrBeast Twitter <https://twitter.com/MrBeast>

5. Consistency is Key

5.1. About Consistent Release Schedule

5.1.1. Why Consistency Matters?

Think about your favorite TV show: What if it released episodes sporadically, with no rhyme or reason. One week there's an episode, and then nothing for the next three.

This unpredictability could be tolerable at first if you're really excited about the show. But over time this would definitely kill your enthusiasm and interest. And even if your interest is still there, if it doesn't become a part of your regular schedule and rhythm, it's very easy to forget the whole show, especially in the modern media landscape where you're constantly bombarded with new media and entertainment.

Now think about this from the perspective of a viewer in YouTube. A big part of YouTube viewership has always been, still is, and will always be people jumping in to watch a random video that they stumbled upon somewhere or that someone shared to them. However, this isn't the only type of viewership there is. With over 2.7 billion active users, YouTube has a wide and constantly growing audience who are shifting evergrowing segment of their watch time to YouTube. So there is a large and growing viewership looking for recurring programming to watch.

5.1.2. What Consistency can do for You

Let's consider [Philip DeFranco](#) once again. He has etched his presence in Youtube with a notably consistent posting schedule. Viewers anticipate his news coverage, knowing that on weekdays, without fail, they can tune in to get a digest of world events and Philip's take on them. This reliability has fortified his viewer base and has positioned his channel as a dependable source of information in YouTube. While not the sole reason to his success, this type of consistency can help set channel as a part of a viewer's routine.

If you look at the latest videos list from Philip DeFranco and go through the release times, it's apparent that he's quite tightly holding onto a steady publishing schedule, which currently seems to be from Monday to Thursday with occasional Friday videos as well.

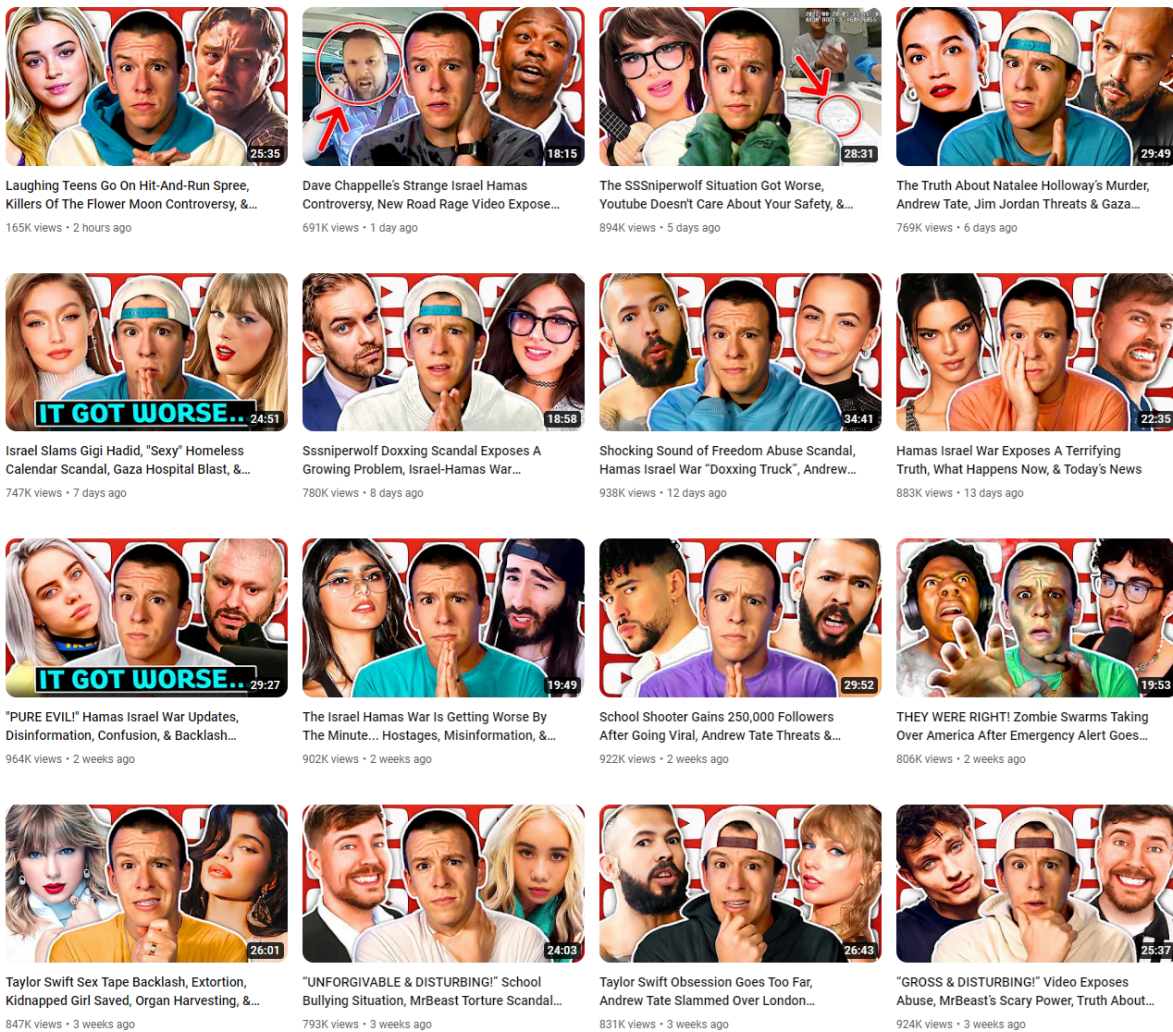


Image source: Screenshot from <https://www.youtube.com/@PhilipDeFranco> channel

5.1.3. Consistency and YouTube Algorithm

While no-one outside of YouTube itself knows the exact details of how the almighty YouTube algorithm works, it's generally understood that the algorithm favors channels that upload videos regularly and consistently. This is overall a logical conclusion considering that regular activity on the channel signals to the algorithm that the channel is active.

Additionally, each video is a new chance for your channel to appear in YouTube's various discovery mechanisms, which in turn increases your chance of gaining new viewers and followers. If you think of each video as a lottery ticket, you have a better chance of winning with multiple lottery tickets than one.

So steady and consistent posting schedule can help you grow your channel if the YouTube algorithm pushes your video to more users in recommendation feeds and search rankings.

However, this is just a one element and doesn't automatically lead to success. YouTube users must also be engaged to click your videos and watch them.

5.1.4. Looking Beyond the Calendar

Your work on the video doesn't end when you hit "publish." After this you need to engage with your viewers, absorb their feedback, take in the analytics, evaluate the video performance, and then apply all of your learning from that to your upcoming content. And it doesn't hurt to also keep a track of the wider markets and ecosystems beyond your channel, that are in a significant way connected to your channel and content. For example, if you're a gaming focused channel, it's good to keep up with the games industry and markets at least so that you have a general knowledge of what's going on.

Scheduling some time for this is highly recommended. Because if you just leave it as unscheduled "will do this when I have time" task, then one of two things will end up happening: You just don't do it at all, or it will end up taking a lot of time and eating it away from something else that's very important. Like your sleeping time or relaxing time.

So set up some time to check up on your videos and feedback. You can also set a monthly or bi-monthly review of your overall analytics to observe patterns, viewer drop-off points, engagement peaks, and so on forth. Then you can adjust your upcoming content calendar accordingly.

5.2. Ensuring and Maintaining Consistency

5.2.1. How to ensure consistency?

How do you ensure consistency without burning out or compromising content quality? Crafting a content calendar that's aligned with your own personal creative rhythm and capabilities, can be a huge help. Your publishing schedule should be in harmony with what the viewers are expecting and your content creation capacities. Otherwise you'll end up pushing yourself too hard and either burn out or your content quality will suffer.

Hacksmith Industries is a good example of both, crafting success from overworking oneself, and also for the challenges that running a Youtube channel can pose. This video discussing their founder taking a leave over burnout goes discusses both, the ups and downs of the business: "[running a business on youtube is hard.](#)"



Image source: Screenshot from <https://www.youtube.com/watch?v=ePqkCl4MsKQ&t=305s>

5.2.2. How to Craft a Production Schedule

Here's an example of how you can approach your production schedule.

1. First, divide your month into two phases: **The Creation Phase** and the **Analysis & Engagement Phase**.
2. Dedicate the first half of the month to brainstorming, creating, and scheduling your content for the month.
3. The second half of the month can then be devoted to analyzing viewer responses, engaging with comments, and understanding what clicked and what didn't, which will then fuel your content creation for the next cycle.

This approach ensures you're not constantly in a creation frenzy, providing space for reflection, engagement, and strategizing, while ensuring a steady flow of content on your channel. Of course, this scheduling should be adjusted to the type of content you're creating and how much work and time a single video requires.

Also, remember to schedule your time in your calendar and leave in time for breaks, relaxing and doing other things, and of course to being with your friends and family.

Below is an example of a Production Schedule for a month. Note that the presentation style for this type of content calendar is entirely up to you. This is simply one way of organizing and formatting the calendar.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	Brainstorming	Brainstorming	Brainstorming	Scripting	Scripting	Thumbnail Design	Recharge
Week 2	Filming	Filming	Editing	Editing	Scheduling	Promotion Planning	Recharge
Week 3	Analytics Review	Analytics Review	Content Review	Engagement	Engagement	Engagement	Recharge
Week 4	Strategy Planning	Strategy Planning	Networking	Learning & Upgrading	Reflecting	Reflecting	Recharge

Image source: Table by Olli Mäntylä

Here is another table, with a different type of presentation and differently organized workflow, emphasizing faster filming and release schedule. The table is also presented differently, with a focus on following the action points across each day.

Activity	Week 1	Week 2	Week 3	Week 4
Monday	Brainstorming	Filming	Filming	Strategy Planning
Tuesday	Scripting	Editing	Editing	Networking
Wednesday	Filming	Scheduling	Scheduling	Content Review
Thursday	Editing	Promotion Planning	Analytics Review	Analytics Review
Friday	Scheduling	Engagement	Engagement	Reflecting
Saturday	Promotion Planning	Engagement	Learning & Upgrading	Reflecting
Sunday	Recharge	Recharge	Recharge	Recharge

Image source: Table by Olli Mäntylä

These bullet points expand and explain the action points for both of the content calendars:

- **Brainstorming:** Identifying topics, researching trends, analyzing competitors, and conducting a poll for audience feedback.
- **Scripting:** Drafting scripts or outlines for your videos.
- **Thumbnail Design:** Creating engaging thumbnails for your videos.
- **Filming & Editing:** Recording and editing your videos.
- **Scheduling:** Scheduling your videos on YouTube to ensure a steady release throughout the month.
- **Promotion Planning:** Planning the promotion of your videos on other platforms.
- **Analytics & Content Review:** Diving into YouTube Analytics and reviewing content to understand what worked and what didn't.

- **Engagement:** Responding to comments and engaging with your audience on YouTube and other platforms.
- **Strategy Planning & Networking:** Planning content strategy for the next cycle and connecting with other creators.
- **Learning, Upgrading & Reflecting:** Attending webinars, reading blogs, watching tutorials to improve skills, and reflecting on the past month.
- **Recharge:** Relaxing, rejuvenating, and spending time with friends and family.

5.2.3. Maintaining Your Creative Spirit

While you're setting yourself some ground rules and a schedule to work in, make sure to keep in your mind that these are not meant to be a shackle to your creativity. The goal is to build yourself a structured playground where you can move freely, the risk of anxiety setting in due to unpredictability.

Creating and maintaining a content calendar is both art and science. At its core, you need craft the calendar to be flexible, but to have rigid boundaries. And while it must ensure that you have a regular schedule to stick to, it shouldn't suffocate your sudden bursts of creativity.

Look at [Casey Neistat](#) for example. He's a filmmaker and YouTuber known his dynamic storytelling and great visuals, as well as for his vlogs. For a roughly year and a half, from early 2015 to late 2016, he stuck with a daily vlogging schedule, presenting his life, insights, and adventures in a digestible, entertaining format. This is certainly one of the elements which helped him gain his fame as a creator.

Throughout this constant posting schedule Casey made sure his creativity wasn't diluted, and approached each video as a unique storytelling opportunity.

Here's a couple example vlogs from Casey from the early phase in his vlog era and from a much later era:

Casey Neistat vlog_007 - "[Kickflips in the Office](#)"



Kickflips in the Office

1.1M views • 8 years ago

(Image source: Screenshot from <https://www.youtube.com/@casey> channel)

Casey Neistat vlog_249 - "[SECRET NYC NIKE STORE](#)"



SECRET NYC NIKE STORE



2.4M views • 7 years ago

(Image source: Screenshot from <https://www.youtube.com/@casey> channel)

5.2.4. Avoiding Monotony

So now that you're working with the content calendar and have steady stream of new content in production and being published, how do you avoid that the whole process doesn't turn monotonous and kill your motivation? While still adhering to the content calendar.

One way is to set a content ratio that you use to allow yourself space to try new things and allow room for more creativity. For example, you could set a ratio of 2:1, which would mean that for every two regular videos you create you'll create one video that pushes your creative boundaries. These can be exploring new formats, themes, production techniques and so on forth.

Meanwhile, the other two videos are made in your "comfort zone", thus requiring less research and figuring out of new things, allows using existing setups and formats, and so on.

This allows you to flex your creative muscles without forcing you to strain them. And this also makes sure that there's a consistent stream of content, but you don't fall into overly repetitious routine and kill your motivation.

How to exactly implement this, how much freedom do you give yourself, and what type of ratio you use (if any) is entirely up to you. The key takeaway is to overall allow yourself the room to be creative, even if you have a steadily flowing content plan. Whatever form that creativity may take.

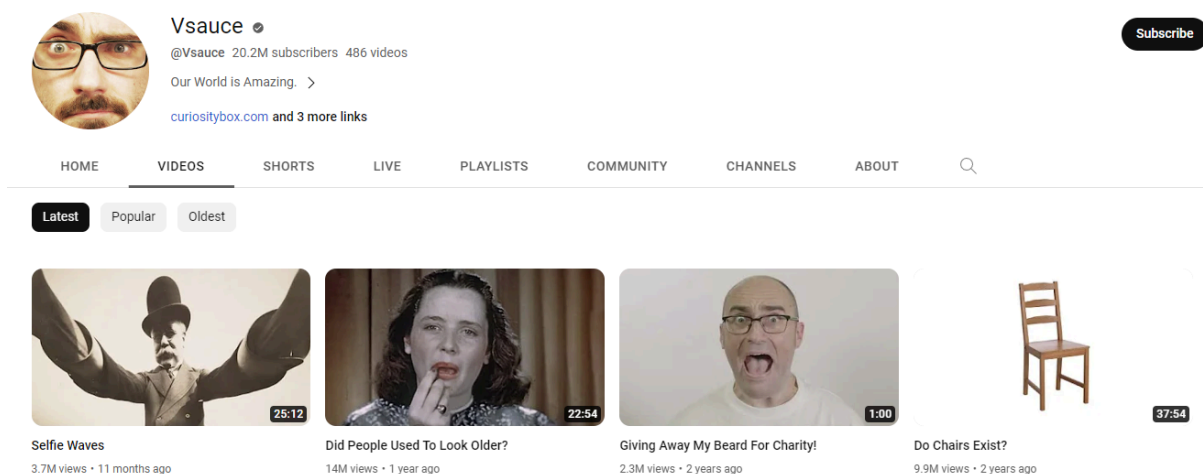
5.3. Consistency without Consistent schedule

So, now that we've looked at the importance of consistency in approaching your channel and content plan, let's take a peek at channels which strive with much less consistent publishing strategies, sometimes going as far as new video being just a complete surprise to channel followers most of the time.

5.3.1. Example: Vsauce

[Vsauce](#) by Michael Stevens, creates videos focusing on curiosity and information through unique and uniquely entertaining presentation. Their posting schedule has never been really that consistent or at least frequent, ultimately basically ceasing completely. At the time of writing, their previous long form video was released 10 months ago. Will there be a new one tomorrow? A year from now? Or never? No one really knows, but if there is one, their 20 million subscribers will certainly excitedly jump at the chance to see a the new video. They are active on Youtube Shorts these days, but overall looking at their long standing positive status and followership, it's clear that the key consistency they have garnered is not in their posting schedule, but in the quality, content, and style of their videos.

Below we can see the four most recent long-form videos from Vsauce. Latest one was released is 11 months ago.



The screenshot shows the YouTube channel page for Vsauce. The profile picture is a circular image of Michael Stevens. The channel name is 'Vsauce' with a verified badge. Below the name, it says '@Vsauce 20.2M subscribers 486 videos'. There is a 'Subscribe' button on the right. The channel description is 'Our World is Amazing.' with a link to 'curiositybox.com and 3 more links'. The navigation menu includes HOME, VIDEOS, SHORTS, LIVE, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. There are three filter buttons: Latest (selected), Popular, and Oldest. The video grid shows four videos:

Video Title	Thumbnail Description	Duration	Views	Time Ago
Selfie Waves	Michael Stevens in a top hat, arms raised	25:12	3.7M views	11 months ago
Did People Used To Look Older?	Michael Stevens with a woman's face overlaid	22:54	14M views	1 year ago
Giving Away My Beard For Charity!	Michael Stevens with a surprised expression	1:00	2.3M views	2 years ago
Do Chairs Exist?	A simple wooden chair	37:54	9.9M views	2 years ago

Image source: Screenshot from <https://www.youtube.com/@Vsauce> channel

5.3.2. Example: CGP Grey

Another similar channel, in both content, uniqueness of presentation, and basically random posting schedule, is [CGP Grey](#). A creator who delves into complex subjects, unraveling them with impeccable clarity and a dash of humor. Their posting schedule is again “a video every few months, maybe”. But this doesn’t matter to the followers, since as long as the quality stays consistent, every video is a treat and special occasion, no matter when it releases.

Below screenshot shows eight latest videos from CGP Grey with somewhat sporadic release schedule spread over the past year.

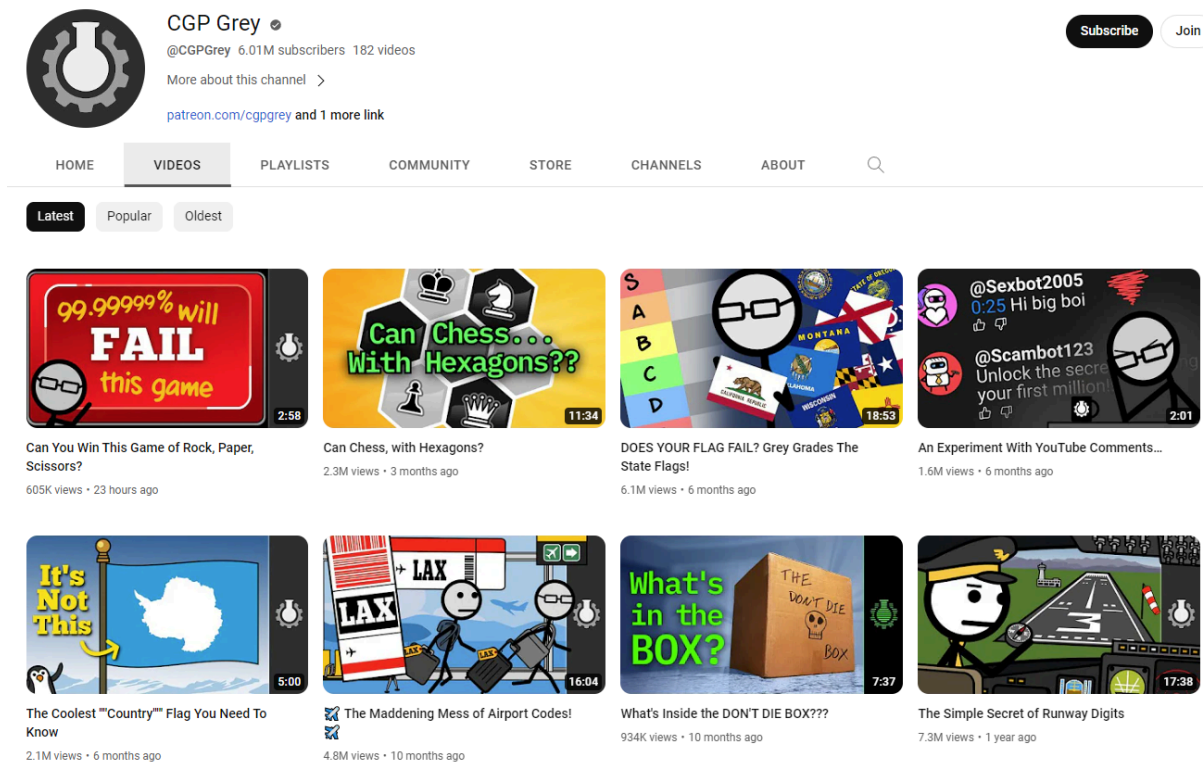


Image source: Screenshot from <https://www.youtube.com/@CGPGrey> channel

6. Improving Production Quality

6.1. What is Production Quality?

While captivating narratives and authentic connections are at the heart of successful YouTube channel, improving your production quality certainly doesn’t do harm and can sometimes be key in pushing you to the limelight.

Don’t worry, having a high production quality does not automatically mean that you have to buy the most expensive camera and microphone setup. It generally speaking involves understanding basic principles of video creation, utilizing whatever resources you have available effectively, and paying attention to detail to produce content that’s pleasing and engaging to watch, and that effectively communicates your message.



(Image source: Screenshot from https://www.youtube.com/watch?v=CN58_PobZl8)



(Image source: Screenshot from https://www.youtube.com/watch?v=CN58_PobZl8)

Pictures taken from youtuber Erik GT's video "[144p - 8K Difference of Each Video Resolution](#)", which as the title suggests, shows the same video short clip in multiple different video resolutions. While YouTube itself compresses the videos quite much and only goes up to 2160p/4K, this video is still a great showcase of the difference a recording & rendering resolution can make.

6.2.2. Lighting

Proper illumination to ensure subjects are visible and clear, and to create desired aesthetics and moods. Daylight is always good, if maybe a bit limited in time during winter here in the north. Cheap LED lights are widely available in lots of different varieties, and you can quite easily bounce the light off indirectly from even a white wall or you can filter it through a white cloth to soften the light and so on forth. Pretty much just your creativity is the limit.

YouTube creator Justin Espejo has a great quick video on the importance of lighting on video creation: "[The Importance Of Lighting!](https://www.youtube.com/watch?v=9XRJgEL6grI) 💡 #FilmmakingTips #CinematicLighting"

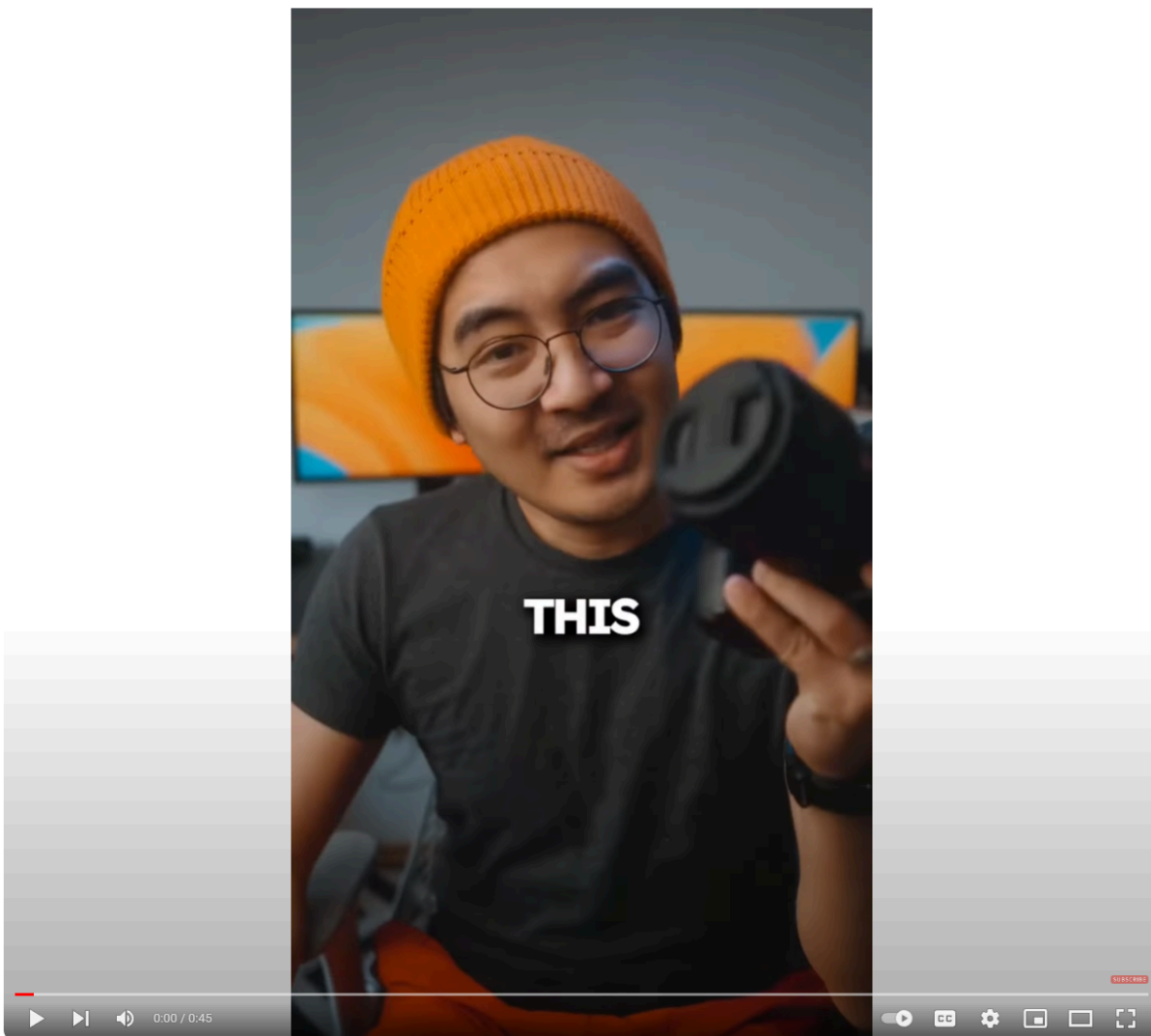


Image source: Screenshot from <https://www.youtube.com/watch?v=9XRJgEL6grI>

Example of how lighting relative to camera position can hugely change the look and feel of simple interview footage. In the first picture the camera has been placed on the same side as the key light, creating a very "basic" look. In the second picture, the camera has been moved onto the shadow side of the video subject, which creates a much more cinematic look.



(Image source: Screenshot from https://www.youtube.com/watch?v=0suVZjz3_Uw)



(Image source: Screenshot from https://www.youtube.com/watch?v=0suVZjz3_Uw)

Images from YouTube channel Tomorrow's Filmmakers video "[8 Steps to Cinematic Lighting | Tomorrow's Filmmakers](#)". This video has lots of great details and tips for lighting usage.

Below is a picture from the movie Lord of the Rings. Here you can see the "shooting from shadow side" effect as well.



Image source: Movie: The Lord of the Rings: The Fellowship of the Ring (2001) by Peter Jackson

Another lighting example from same video. Simple angle change for the light can drastically change how viewer interprets the video subject. In this example, the person looks quite normal, perhaps a bit mysterious in the first picture, but outright creepy and slightly unsettling in the second.



(Image source: Screenshot from https://www.youtube.com/watch?v=0suVZjz3_Uw)



(Image source: Screenshot from https://www.youtube.com/watch?v=0suVZjz3_Uw)

Tomorrow's Filmmakers video offers lots of additional insight into lighting:



(Image source: Screenshot from <https://www.youtube.com/@TomorrowsFilmmakers> channel)

Lighting, or more accurately, darkness and shadows, can be used to convey mystery. As an example, below is a frame from the 1979 Francis Ford Coppola movie *Apocalypse Now* and the scene where the character Col. Walter E. Kurtz is revealed.



Image source: Movie: *Apocalypse Now* (1979) by Francis Ford Coppola

As an example of different type of lighting usage, below are pictures from two different films, Stanley Kubrick's *Barry Lyndon* (1975) (first image) and Robert Eggers' *The Witch* (2015), both lit with only the candle lights visible in the picture.



Image source: Movie: *Barry Lyndon* (1975) by Stanley Kubrick



Image source: Movie: The Witch (2015) by Robert Eggers

6.2.3. Framing and Composition

How scenes are structured and how elements are arranged within the frame. This is basically just up to you, in how you frame things on your camera. You might need help from a friend or a cheap tripod to get your camera to correct place, but beyond that a lot of this is just watching material from other creators and movies, tv shows etc., and learning different approaches and how they look.

One of the basic concepts of framing is the Rule of Thirds. This divides the frame into three equal sized sections vertically and horizontally, creating a 3 by 3 grid. Below image shows rule of thirds in a 16:9 aspect ration frame.

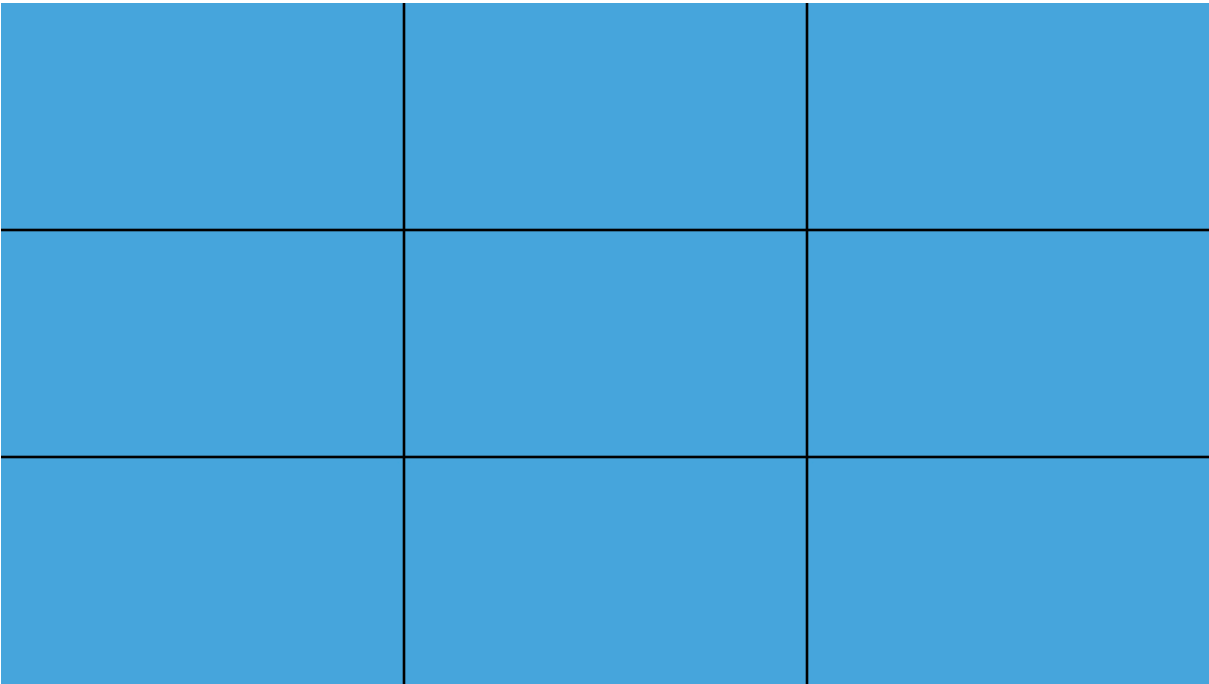


Image source: Illustration by Olli Mäntylä

This grid gives clear sections where to place objects in the frame, with the two vertical lines working well for vertical objects, two horizontal frames for horizontal objects, and also the four intersections creating powerful placements to use.

Below are two images of a dog. In the first image, the subject is placed in the center. Compare this to the second image where the dog is placed on the right vertical line, following the rule of thirds. This makes the image much more interesting and pleasing to look at.



Image source: Midjourney - Gridlines added by Olli Mäntylä

Same images as above, but without the grid.



Image source: Midjourney

As an example of this framing, below is a frame from Stanley Kubrick's 1987 war film Full Metal Jacket.



Image source: Movie Full Metal Jacket (1987) by Stanley Kubrick - Gridlines added by Olli Mäntylä

This does not mean that placing the subject in the center of the frame can't be used for a great effect. It can be used to convey the power and authority of a character, as exemplified by this frame of the character Gny. Sgt. Hartman, also from Full Metal Jacket. Notice how the character's yelling face is right in the center of the frame and his finger pointing at the camera and the viewer, is at one of the intersections of rule of thirds.



Image source: Movie: Full Metal Jacket (1987) by Stanley Kubrick - Gridlines added by Olli Mäntylä

YouTube creator Kellan Reck has a great video about cinematic framing and composition: "[Z Rules of Cinematic Framing and Composition](https://www.youtube.com/watch?v=MYlgj1hwcYw)"



Image source: Screenshot from <https://www.youtube.com/watch?v=MYlgj1hwcYw>

6.2.4. Color Grading

The adjustment of colors and tones to enhance visual appeal and maintain consistency.

Color grading can be used to set the tone of a scene. You can make it feel eerie, joyful, nostalgic, or even "Marvel Superhero Movie like".

Below are two versions of the same frame from the 1998 Steven Spielberg movie Saving Private Ryan. The first image has no color grading, and the second image has same color grading as the final movie.



(Image source: Screenshot from <https://www.youtube.com/watch?v=lINVnA3rVIE>, original content from movie: Saving Private Ryan (1998) by Steven Spielberg)



(Image source: Screenshot from <https://www.youtube.com/watch?v=lINVnA3rVIE>, original content from movie: Saving Private Ryan (1998) by Steven Spielberg)

The second image has had much of the color washed away and as a result has more gritty and cold feel. This type of effect can be used to evoke the bleakness of the situation the characters are in - in this case second World War. This can also give the frame a feel of old

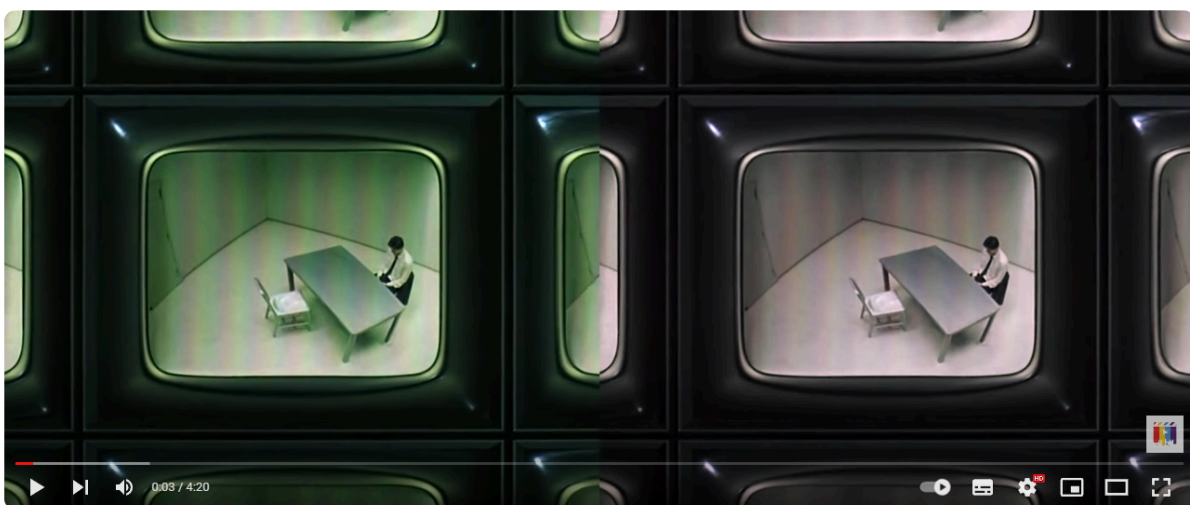
faded photographs or news footage, which in this case again match well with the film's time period.

YouTube channel StudioBinder has a great short video about use of color in film, going a bit beyond just basic color grading: "[Color Theory in Film – Color Psychology for Directors: Ep5](https://www.youtube.com/watch?v=LINVnA3rVIE)"



(Image source: Screenshot from <https://www.youtube.com/watch?v=LINVnA3rVIE>, original content from tv series Seinfeld (1989) by Larry David & Jerry Seinfeld)

Following picture has two color variations of the same frame from the 1999 movie Matrix side-by-side. The right side shows the frame with the signature green tint that most of the movie carries. The right side has that tint removed.



(Image source: Screenshot from <https://www.youtube.com/watch?v=fXGCAoyl0n4>, original content from movie: The Matrix (1999) by Lana Wachowski & Lilly Wachowski)

You can inspect this difference in the Matrix color grading further in a video by YouTube channel Movie LUTs, titled "[The Matrix but it's not green](#)" from which the above image is as well.

For color grading you might need a bit more heavy-duty tools, but luckily there is Blackmagic DaVinci Resolve. Blackmagic is a company focusing in development of professional video editing and color grading software and hardware as well as production cameras for professional and cinematic use. DaVinci Resolve is free to use and extremely powerful video editing software, with the caveat that with the power comes a bit of a learning curve as well.

6.3. Audio Quality

6.3.1. Clarity

Ensuring spoken words and sounds are clear and easily understood.

For example, ensure that speech has enough volume relative to other sound sources. If you're recording on a busy street, you might need a microphone that's more specifically suited for this type of environment. Also, if you're mixing music or other sounds on top of speech, which can be used to add a bit of atmosphere to the overall soundscape, make sure that they don't cover the speaker's voice.

One key aspect for ensuring Clarity, is that you record key audio on different tracks. For example, if you're recording gameplay and speaking on top of it while you record, it's usually best to ensure that your voice and the game audio go into separate tracks on your recording. This way you can adjust and edit them separately. How separate audio sources are saved into separate audio tracks, or if it's possible at all, depends on your recording software & tools, but most modern tools should have simple options for this.

As an example, here is a [clip from GDWC 2022 Awards where music overlapped with host speech](#).



Image source: <https://youtube.com/clip/UgkxxKqTTSm5wbTawm71xelw-5aglk1bbzr6?si=mG5CajDEps60lkm->

6.3.2. Balance

Managing levels so that no sound is too quiet or too overpowering.

Largely the same point as Clarity, but applying to all audio in your video, not just speech. Basically you want to make sure that your all your sound is in balance.

With multiple sounds going on at once, none should overpower the others too much. Also, moving from scene to scene, if they have different audio, the transition should be balanced. For example, if you're cutting in clips from different games you've recorded to do a showreel, you don't want the audio on first clip to be quiet, and then in the next clip TO BLOW OUT SUDDENLY. So audio between different scenes, should be balanced. Most editing software should offer at least basic "Normalize" tool that aims to balance different audio clips, but you might still have to adjust them manually.

6.3.3. Absence of Unwanted Noise

Minimizing background noises, echoes, or any unintended sounds.

These can be many things. If you're recording gameplay and speaking, make sure you don't also record your keyboard and mouse clicks. You can combat these for example by:

- Changing your keyboard & mouse to quieter ones
- Changing your microphone's pickup volume to cut off between your speaking volume and keyboard & mouse volume

- Switching to a microphone that has specific pickup pattern that only picks noise from one direction
- Setting something up between your keyboard & mouse and microphone to block the noise. There's specific products for this, but a piece of cardboard can work wonders.
- Recording your normal keyboard & mouse sounds and then using that recording as a pattern for an audio software to remove that same pattern from your other recordings. This is not perfect but some audio editing programs can do this, and it can be a big help if you've already recorded important things.
- Using existing, often AI driven, noise cancellation tools & programs during recording, like [Nvidia RTX Voice](#).

Also, specifically for removing popping and breathing sounds from your voice, a simple pop filter in front of the microphone can already help a lot.

There's a lot of different recording situations that can require different practices, tools & gear, and editing choices to minimize unwanted noise. You have to figure out the best approach for your use case.

This video from YouTuber Buzzsprout shows quickly how to remove background noise from an audio track with free audio editing tool Audacity:
<https://www.youtube.com/shorts/g3W3zy9ENCs>

Meanwhile, this video from YouTuber BEOWULFtech shows the audio cleaning capabilities of Adobe's new AI tool, Project Shasta: <https://www.youtube.com/shorts/G0b3EqxgOGU>

6.3.4. Sound Design

Intentional use of sound effects, music, and silence to enhance storytelling.

Importance of Sound Design again depends on your content type and your presentation style. Some creators find success with heavy editing and adding a lot of sound effects. If this is something you want to pursue, you just kind of need to test things out and figure out your own style.

Just remember that the key content should always still come through clearly. It's a common mistake to add slight background music when someone speaks, and accidentally make the music too loud, so that listening to the speech becomes difficult.

Youtuber JamieFenn gives a quick look into three different types of sound effects that you can use for different purposes to increase the audio quality of your videos:

<https://www.youtube.com/shorts/c519uD8xdg0>

This clip shows how adding a simple sound effect can deepen the effect a clip has, but how overshooting the audio can turn into a distraction:

https://youtube.com/clip/UgkxewFs7O_cdXYwN1ucu3HB5iXjig45UeBN?si=XmqqyNZYxAw5gCDv

And this clip shows how tying effects to events on the screen can help grab viewers' attention: <https://youtube.com/clip/UgkxjXjdGBHgrm34W0fYIk6urlbDr9GqBZmb?si=1hFpDfmBzhBW1ljb>

Both of these clips are from YouTube channel Think Media's video "[How to Find & Use AMAZING Sound Effects for Your Videos \(No Copyright Strikes!\)](#)" which has other good insights and examples of using sound effects.



Image source: Screenshot from: <https://www.youtube.com/watch?v=Q-76MSF7KVE>

6.3.5. About Importance of Audio

Microphone is often the first place where you can instantly create a significant improvement in production quality. Today market is filled with many very good quality microphones for different use cases with quite cheap prices. Naturally, as with any audio gear, only the sky is the limit with budgets if you're looking for even higher quality hardware.

Key thing to note with audio, especially speech, is that a lot of the time your viewers might not be actually watching your video, but they are pretty much always listening to you. Similarly, people can often accept blurry or lower resolution video, but listening to bad audio, especially if there's annoying extra sounds, clipping and so on, is generally an instant channel change. So the impact of audio quality is usually much more direct than video quality.

Importance of audio as a whole and in relation to importance of video, naturally depends on your content niche. For a discussion podcast, audio is top priority, but if you're showing your photographs cut to readily available music without commentary, the visual clarity is likely more important.

6.4. Editing Quality

6.4.1. Pacing

Ensuring the video progresses at an engaging rhythm, keeping viewers' attention.

Pacing is a key factor of proper editing, and something you will learn over time to match your style and find the best pacing that works for your content & audience. You can also look for examples on different types of pacing and editing and try out different styles.

[Mrwhosetheboss](#) is a very popular tech-focused YouTube creator who has a fast pace and rapid editing style in his videos with a lot of effects, on-screen text, and different transitions. All of this creates a visual experience that hooks the viewer by constantly bombarding them with new visuals, and by keeping up the excitement of "what's happening next." One thing to note, is how well everything is paced. Even with the constant effects, edits, cuts, and transitions, and with the relatively fast pacing overall, the content is still easy to follow and doesn't feel overwhelming or tiring.

As an example, below is a video from Mrwhosetheboss: "[The PERFECT Desk Setup!](#)"



Image source: Screenshot from <https://www.youtube.com/watch?v=JHJN1t3uIng>

One important thing to learn about pacing, is to not leave too much stuff in. This can be hard to learn and balance, and the purpose of the video will partially dictate this, but overall, it's very common to leave unnecessary and thus boring content in the video.

6.4.2. Transitions

Utilizing smooth and appropriate shifts from one scene or shot to the next.

Transitions can help you lead the viewer from one scene or one "thing" to another, and it can bring help you bring intent into this transition. You can pick a transition to help make it clear that the content is changing, or you can aim to use a transition that changes the content so that viewer might not really even notice. This should always help serve your message and content.

One professional tip to consider when transitioning from one scene or shot another, is to consider the scene focus point. Viewer focuses their view on one part of the screen at a time. So when you transition from one scene or shot to another, if the key content - which the viewer is supposed to focus on - jumps from one edge of the screen to another, it will take a moment for the viewer's eye to find the focus point again. This can be jarring and even exhausting to the viewer if it happens constantly.

This is often considered in movies for example, so that the movement in a scene transitions viewer's eye into the spot on the screen where the focus point of next scene will be after the cut. Or, they might sometime frame long stretches of a film so that the focus point is always in the same place. This was done for example in all the actions scenes for the movie Mad

Max: Fury Road. All action in the film is framed so that the focus point is always at the center of the screen.

Below video, "[Mad Max: Center Framed](#)" by YouTube channel Vashi Nedomansky, ACE, shows the center framing approach to action and fast cuts in the film Mad Max: Fury Road, as explained by the film's Director of Photography John Seale.

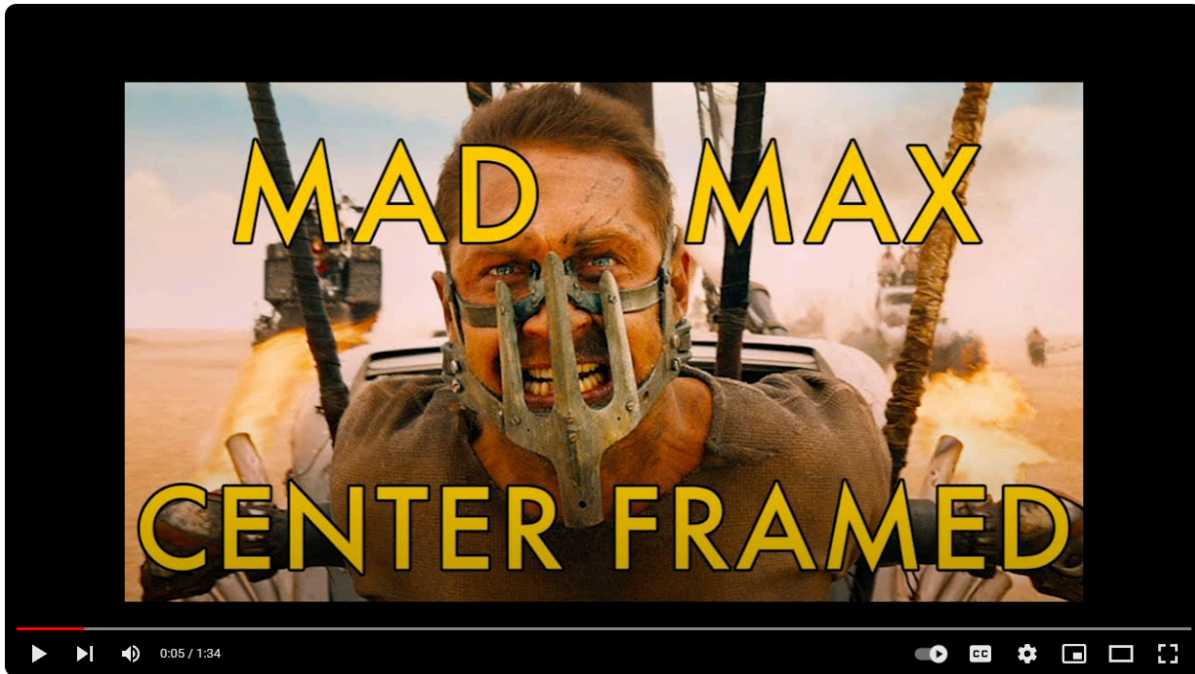


Image source: Screenshot from <https://www.youtube.com/watch?v=CR7ejkmf8Y4>

6.4.3. Effects

Employing visual effects judiciously to enhance, not distract.

Visual effects can play a central role in creating a specific mood, emphasizing a point, or adding a layer of polish to your video. However, using them requires a balancing between enhancement and distraction. You want the effect to serve your point, but not to overwhelm the viewer so much that they miss everything else.

Effects can range from something simple like a color correction to more complex like animations, greenscreen compositing, and computer generated visual effects (VFX). For example, as mentioned before, you can use color grading to give your scene a specific feeling & atmosphere. On the other hand, with digital effects like animations you can help illustrate complex ideas or add an entertaining element to your videos. With greenscreen compositing, you can integrate different visual elements and recorded video in multiple different ways.

The quality of the effects is an important factor. Poorly executed effects can completely destroy your video's point and credibility, unless they are part of the video's core point.

Below video, "[VFX Compositing Reel - Jakob Zirkle - August 2023](https://www.youtube.com/watch?v=Cmrs9hblaAM)" by Jakob Zirkle shows visual effects compositing work.



Image source: Screenshot from <https://www.youtube.com/watch?v=Cmrs9hblaAM>

6.4.4. Text and Graphics

Ensuring any added textual or graphic elements are clear, coherent, and aesthetically fitting.

You can use these to convey information to viewer, to emphasize key points, to underline transitions or new sections, and sometimes even to fix minor mistakes you've done during recording (though focus should be in re-recording).

For example, with text overlays you can provide additional stats on screen about something you're discussing, or bring the stats to the screen as you say them, and leave them there, so that the viewer more likely catches them and remembers them. Text can be great help overall in ensuring that viewer gets critical key information correctly if they both hear it and read it at the same time.

With graphics, you can illustrate complex ideas, create a visual consistency through out your video & content, and strengthen your branding. For example, if you have a "Top 10 Video Games from 2023" video, where you show clips from multiple different video games, they will likely have widely different visual styles. You can help tie these together by adding an overlay which shows your branding at the top of the screen and game's name at the bottom, with a consistent visual style.

[This first minute](#) of Linus Tech Tips side channel's, ShortCircuit, video "[I Spent More Than I Saved on this Refurbished Steam Deck](#)" shows them use abundance of texts and graphics on screen, as well as some quick edits, to emphasize key points and to make the video more interesting and engaging, without taking everything overboard:



Image source: Screenshot from <https://www.youtube.com/watch?v=ucj6yqs0www>

Below is a screenshot from Linus Tech Tips video "[They Sent me a Broken PC AGAIN - \\$1500 PC Secret Shopper 3 Part 2](#)" showing one of their typical ways of indicating key facts, in this case motherboard IO ports in this computer, on the screen while reviewing or analyzing a product.

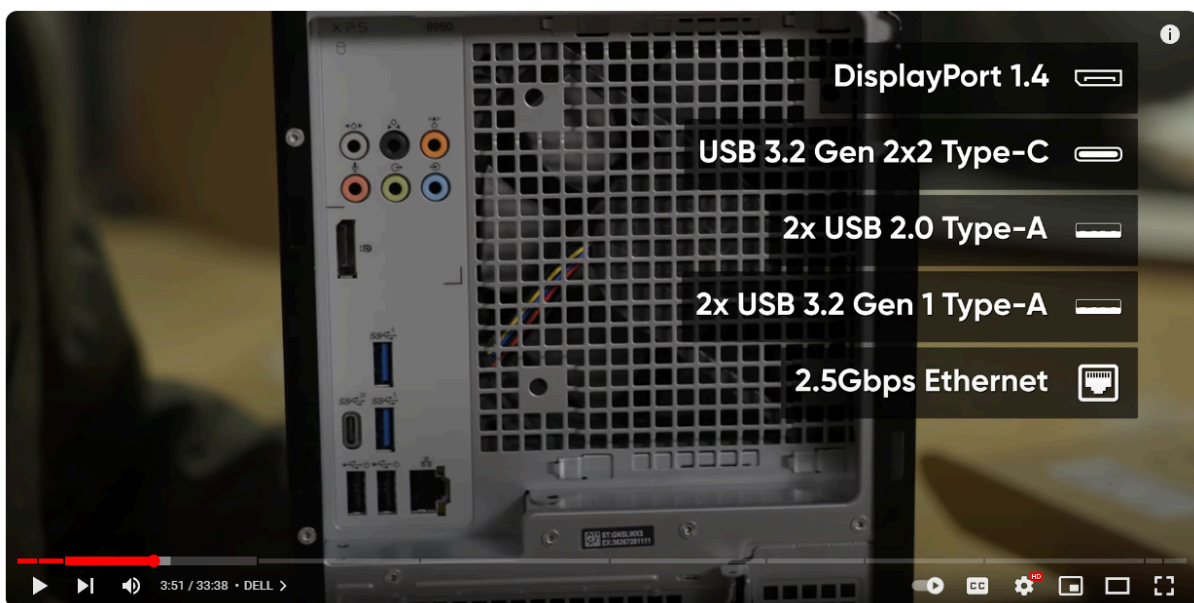


Image source: Screenshot from <https://www.youtube.com/watch?v=QL13XBMKWBM>

Another YouTube creator who uses a lot of graphics on their videos to emphasize points, make jokes, and illustrate details, is MatPat. Below is a couple of screenshots from video "[Game Theory: Why You HATE My Theories \(FNAF\)](https://www.youtube.com/watch?v=ILFfj2zYwHY)" on his The Game Theorist channel. The first picture jokingly emphasizes the point that he's about to present something that will likely anger part of his audience. And the second illustrates details he's basing his theory on.



Image source: Screenshot from <https://www.youtube.com/watch?v=ILFfj2zYwHY>

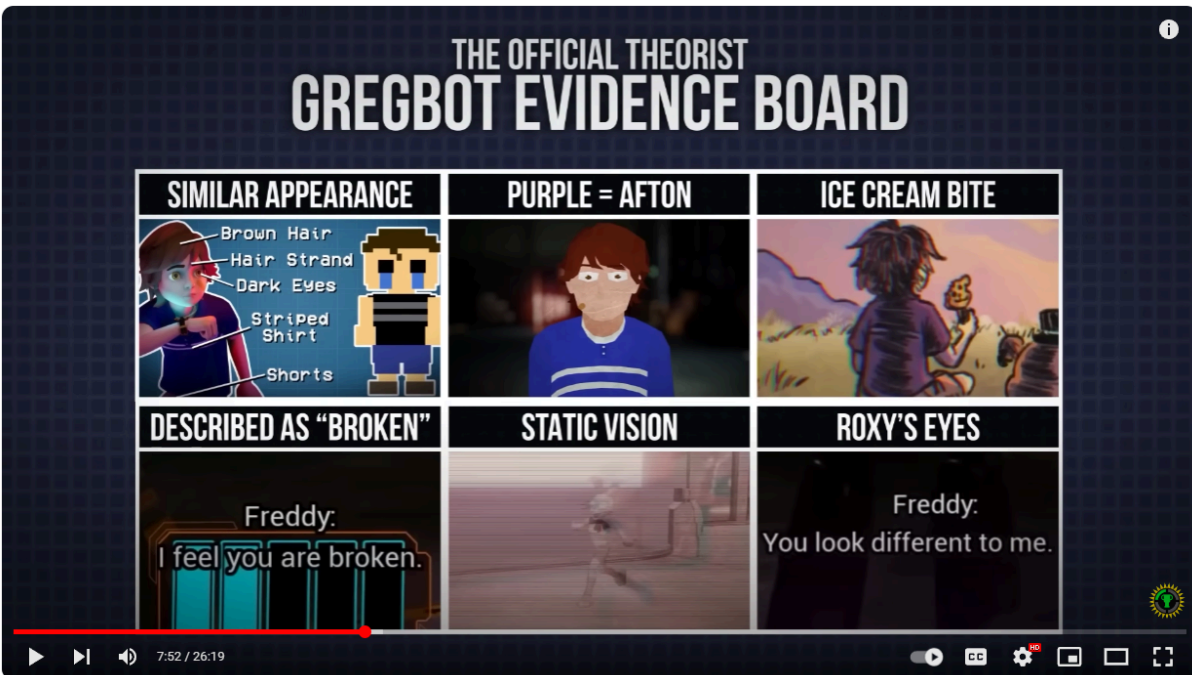


Image source: Screenshot from <https://www.youtube.com/watch?v=ILFfj2zYwHY>

6.4.5. About Editing Software and Effects

Often editing software, at least the more high quality ones, offer Transitions, Effects, and Text & Graphics that you can directly use on your videos. Depending on your editing software, you might also be able to use 3rd party content like this that can simply be downloaded and added to the project. If you're using 3rd party effects content or templates, make sure to check the licensing and that you're following the content use rules.

6.5. Structural Quality

6.5.1. Narrative Flow

Ensuring the content has a clear, logical progression or structure.

The structure and progression of a video is also a key factor in creating an enticing experience to viewer and hooking them to watch the whole video. This entails crafting a storyline or structure that logically unfolds, guiding the audience from one point to the next in a seamless manner. Ensuring each segment or scene logically leads to the next, and contributes to the overarching narrative, helps maintain viewer engagement and comprehension.

The exact structural needs change with content type, as with some content, you might want to hold onto revealing key info until later in the video, and with some other content it might be best to state what's happening as the first thing right at the very beginning of the video. For example, a tutorial might require a step-by-step progression, while a documentary might thrive on a more thematic or exploratory structure.

6.5.2. Cohesion

All elements (visual, audio, etc.) should work harmoniously to serve the intended message or story.

This essentially means that all visual, auditory, and textual elements in the video come together in a harmonious way and create a coherent and compelling narrative and viewer experience. To achieve this, you must ensure that all the elements, whether it's the background music, visual effects, or on-screen text, work together and serve & enhance the storytelling, and do not detract from it.

For example, the visual mood, like color grading, should match the tone of audio and music, and any on-screen text or graphics should align with these and the overall message and theme of the video.

There are cases, where making these elements purposefully clash, can help create an interesting video and can help serve your message. But you need to carefully think about

the balance for this kind of approach.

6.5.3. Relevance

Keeping content in alignment with the intended theme, message, or topic.

Basically, you should keep the content and style focused and matching to the message and avoid going into an unrelated tangent which would just confuse or lose the audience.

For example, if you're making a video discussing some serious issue, it's likely not appropriate to suddenly include humor or off-topic anecdotes that have nothing to do with the subject matter. Also, all the visual and audio elements on the video, should support and reinforce this core topic and message.

As with everything, you can still craft your own style here, and if your audience is used into off-brand humor or you veering into off-topic tangents, this can work fine. There certainly are creators who successfully do these.

6.5.4. Consistency

Maintaining a stable level of quality across all videos to meet viewer expectations and establish a professional reputation.

This is about delivering steady level of quality that meets or exceeds viewer expectations. This basically extends over all previous points from visual to audio to effects to editing and to structure and narrative. By maintaining a consistent quality, you can build a professional and reliable brand identity that viewers trust and look forward to.

For example, if viewers are used to high-definition visuals and well-synced audio in your videos, meeting these standards is important to keeping up the quality level and viewer experience. Or if your channel is known for a specific theme and style, deviating from this can confuse your audience.

Consistency isn't a hard-set rule however, so here's a couple of things to consider:

Consistency doesn't mean that you can't experiment, innovate, and try new things. You absolutely should, but try to keep it recognizable and familiar to your audience.

Also, sometimes unfortunate things happen. Maybe your camera breaks and you have to record with an old phone to get the video out? It's likely still better to get the video out, even if it's with a lower quality, than to not publish anything.

6.6. Different Approaches to Production Quality

Here are some examples of different approaches to Production Quality and how they work for different channels and creators.

6.6.1. Minimalism with Matt D'Avella

[Matt D'Avella](#), a minimalist filmmaker, showcases how simplicity and quality can harmoniously coexist. Matt's videos, though often shot within the confines of his home, ooze quality and aesthetic appeal. His secret? Mastery over lighting, clean composition, and thoughtful editing that enhances, rather than overshadows, the message. His minimalist approach permeates his production process, proving that you don't need a mountain of gear to create a masterpiece – just a keen eye and a clear vision.

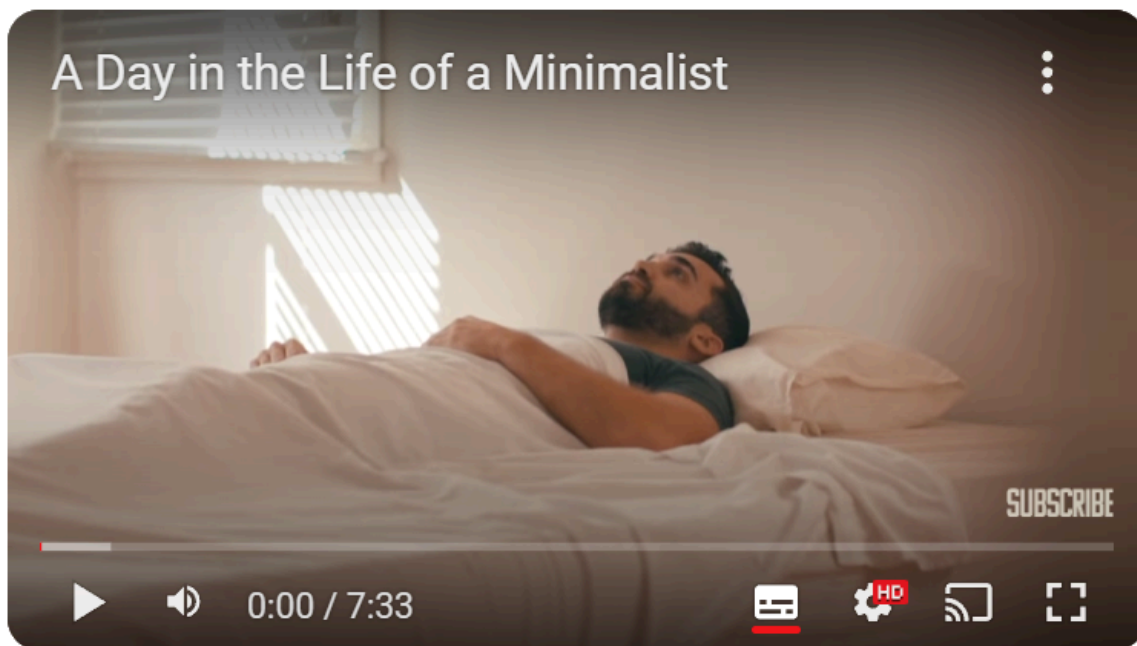


Image source: Screenshot from <https://www.youtube.com/@mattdavella> channel

Example video: [Matt D'Avella - A Day in the Life of a Minimalist](#)

6.6.2. Visual Mastery with Peter McKinnon

[Peter McKinnon](#) is a name synonymous with visual mastery on YouTube. While his videos are paragons of high-quality production, Peter often emphasizes that it's not the gear but the story that's king. His earlier videos were crafted not with the top-tier gear he uses now, but with a profound understanding of light, composition, and editing - aspects accessible to all, irrespective of budget. Through leveraging natural light, understanding basic color correction, and employing slick, yet simple editing techniques, Peter managed to create visually stunning content without an arsenal of high-end equipment.



The NEW YouTube - How We Film EPIC Short-Form Videos!!

184K views • 7 months ago

Image source: Screenshot from <https://www.youtube.com/@PeterMcKinnon> channel

Example video: [The NEW YouTube - How We Film EPIC Short-Form Videos!!](#)

6.6.3. Visual Illusions with Zach King

[Zach King](#) is the maestro of visual illusions on YouTube. Zach creates fantastical worlds using insightful, innovative editing, yet the core principles that underpin his work are rooted in a profound understanding of editing software and creative problem-solving. His videos, while complex, hinge on basic editing principles, executed with exceptional creativity and precision.



Image source: Screenshot from <https://www.youtube.com/@ZachKing> channel

Example video: [Best of Zach King Magic Compilation 2023 So Far](#)

Chapter 6 Sources:

- Channels shown in chapter
- Film Booth: <https://www.youtube.com/@FilmBooth>
- vidIQ: <https://www.youtube.com/@vidIQ>
- Corridor Digital: <https://www.youtube.com/@Corridor>
- Think Media: <https://www.youtube.com/@ThinkMediaTV>
- Filmmaker IQ: <https://www.youtube.com/@FilmmakerIQ>
- Wikipedia: https://en.wikipedia.org/wiki/Display_resolution

7. Leveraging Trends to Your Advantage

7.1. What can Trends do for You?

Trends can provide a platform for increased reach, visibility, and engagement for your channel if utilized in a smart way.

7.1.1. What is a trend?

A "trend" refers to a general direction something is developing or changing. In our context of YouTube and overall online platforms & social media, a trend often refers to some popular theme, topic, format, or challenge that has gained widespread popularity and engagement over a relatively short period of time. These trends can often reflect the current cultural or societal matters, discussions, interests, or humor. The never sleeping and highly connected online social media can also spread these trends blazingly fast across the world and different channels & platforms.

Here are some typical characteristics of trends, that may help you recognize them:

- **They are popular:** Trends often gain rapid and widespread popularity and they tend to do it fast. A lot of individuals share the trend, further boosting its virality.
- **They are brief:** Trends tend to be temporary, often quickly peaking in popularity for a short period of time period, and then either gradually or sometimes very quickly and suddenly declining out of popularity. Sometimes they may also be pushed out by another trend.
- **Trends are innovative:** They often bring something new or innovative to the table. It can be a fresh perspective, a unique challenge, or a novel way for people to express themselves.
- **They are high engagement:** Trends usually encourage engagement and participation from people, often even prompting individuals or communities to react, respond, and create their own versions of the trend. The push for engagement also helps the trend grow and stay viral.
- **They are topical and related to cultural matters:** A lot of the time, trends mirror current events, societal matters and shifts, and cultural sentiments, giving a snapshot into what is relevant and resonating with people at that moment in time.

If utilized in a smart way, trends can be leveraged to increase your and your channel's visibility, increase engagement with your audience, and potentially grow your reach and gain new audience, all culminating in boost to your channel growth. However, it's still important to keep ahold of your channel identity and authenticity. You shouldn't just blindly run after every brief trend that pops up, as this will likely turn detrimental to your channel.

7.1.2. Bringing Your Own Flair to a Trend - The ALS Ice Bucket Challenge

A good example of a popular trend is the ALS Ice Bucket Challenge, or just "Ice Bucket Challenge". It started in 2014 as a campaign to raise awareness and funds for research into Amyotrophic Lateral Sclerosis or ALS for short. In this challenge, a participant would dump a bucket of ice water on their head or onto the head of another participating person. They would then challenge other people to do the same thing or to donate to ALS research, and naturally to share the video online.

A lot of people took part in this trend and many sought to bring their own flair, style and creativity into it.

Microsoft founder Bill Gates answered the ALS Ice Bucket Challenge with his specifically built contraption to tilt the water bucket: "[Bill Gates ALS Ice Bucket Challenge](#)"



Bill Gates ALS Ice Bucket Challenge

Image source: Screenshot from <https://www.youtube.com/watch?v=XS6ysDFTbLU>

Actor Tom Cruise and Director Christopher McQuarrie took the challenge on behalf of their film cast and crew: "[Tom Cruise and Chris McQuarrie MISSION IMPOSSIBLE ALS Ice Bucket Challenge](#)"



Tom Cruise and Chris McQuarrie MISSION IMPOSSIBLE ALS Ice Bucket Challenge

Image source: Screenshot from <https://www.youtube.com/watch?v=Pk-pOYIWTv8>

Actor Sir Patrick Stewart took the challenge with class: "[Patrick Stewart's Ice Bucket Challenge](#)"



Patrick Stewart's Ice Bucket Challenge

Image source: Screenshot from <https://www.youtube.com/watch?v=Ty6-Ug1wk-0>

YouTube creator Markiplier didn't quite follow the rules but instead took his own approach to the challenge "[3 Million Subscriber Milestone feat. ALS Ice Bucket Challenge](#)"




3 Million Subscriber Milestone feat. ALS Ice Bucket Challenge

Image source: Screenshot from <https://www.youtube.com/watch?v=mSHGOHP2Fyg&t=391s>

And this guy took the challenge to the next level: "[ALS Ice Bucket Challenge - Farmer Style](#)"



ALS Ice Bucket Challenge - Farmer Style

 @justinpoulas980

Subscribe

Image source: Screenshot from <https://www.youtube.com/shorts/17nLD9OF06o>

7.1.3. Examples of YouTube Creators Utilizing Trends

Let's take a look at a handful of Creators who have utilized trends in the past for content and channel growth.

Jenna Marbles demonstrates the impactful use of trends without losing personal authenticity. Her take on the [100 Layers Challenge](#), "[100 Coats of Things Video](#)," was both a nod to the trend and a showcase of her unique brand of humor.



Ultimate 100 Coats of Things Video

19M views • 7 years ago

Image source: Screenshot from https://www.youtube.com/watch?v=hsFLMjlgR_o

The Try Guys embraced the "[No Recipe](#)" trend with their "[Without a Recipe](#)" series, aligning it with their brand's identity of trying new things and engaging their audience with humor and camaraderie as they navigate through cooking challenges without a set recipe. This allowed them to participate in and leverage a popular trend in a way that maintained their authentic voice and brand identity.



The Try Guys Make Burgers Without A Recipe

5.3M views • 10 months ago

Image source: Screenshot from <https://www.youtube.com/@tryguys> channel

Another prime example of utilizing trends is **MrBeast's** Squid Game video, titled "[\\$456,000 Squid Game In Real Life!](#)". In this video, MrBeast recreates the games from the hit Netflix Korean drama "Squid Game" with a real-money prize for the winner. The real-money prize and overall theme of the video matches pretty much perfectly with typical MrBeast content and [has been one of his biggest hits](#) by getting over 100 million views in just 4 days.



\$456,000 Squid Game In Real Life!

522M views • 1 year ago

Image source: Screenshot from <https://www.youtube.com/watch?v=0e3GPea1Tyg>

7.1.4. Trends as Wider Waves of Change

When considering trends, you should also keep your eyes and ears open and look beyond the momentary peaking themes and topics. Trends can also mean larger permanent changes or shifts in culture, markets, people's behaviour. So from this perspective, keeping your finger on the pulse of the wider YouTube platform, ecosystem, and community is highly recommend. It's also important to closely follow the overall changes and direction the content niche or niches you're focusing on.

Sometimes these types of trends can happen over time as gradual changes, and sometimes they can come as a sudden and abrupt shift or change. Especially with the latter ones, they can be very hard to predict. But having a good overarching view and understanding of your the niche you're focusing on, as well as on the platform you're working on (YouTube), can help you notice slight hints trends and make reasonable educated guesses about the upcoming changes. This kind of preparedness also falls into the general approach of managing your channel strategy and it's evolution within your operating environment.

Let's look at YouTube overall, as it has gone through a lot of shifts and changes over the years, which has both helped prop creators up and pushed others out into obscurity. It has made some, previously popular content types less viable, and has pushed some creators to change their content type.

For example the 2016 ad monetization policy changes by YouTube caused an uproar among YouTube creators. While the true range of changes is somewhat debatable, it very likely pushed some creators to shift their content type or presentation style, especially if it previously had been more controversial. There is an overarching change happening around this time that can be seen among certain content niches, for example among humor channels that had tendency to focus on more controversial content.

The screenshot shows the Business Insider website interface. At the top, there is a navigation bar with the Business Insider logo, a search icon, and links for 'Newsletters', 'Log in', and 'Su'. Below the navigation bar is a market status section with the text 'US MARKETS OPEN In the news' and a list of stock indices: 'Dow Jones +0.24%', 'Nasdaq +0.69%', 'S&P 500 +0.4%', 'META +1.31%', 'TSLA +0.15%', and 'AAPL +0.79%'. The main content area features a breadcrumb trail 'HOME > TECH' and a large headline: 'A bunch of famous YouTubers are furious at YouTube right now — here's why'. Below the headline is the author 'Tim Mulkerin' and the date 'Sep 1, 2016, 11:50 PM GMT+3'. There are social media sharing icons for RSS, Facebook, and Twitter. The article text begins with: 'When you click on a YouTube video, there's a good chance you'll see a 15-second advertisement before it for Febreze, Purina, or whatever. But maybe you've noticed that only *some* videos have these pre-roll advertisements.' To the right of the text is a video thumbnail showing Philip DeFranco speaking. Below the thumbnail is a caption: 'Philip DeFranco aired his grievances in a video titled, "YouTube Is Shutting Down My Channel and I'm Not Sure What To Do." Philip DeFranco/YouTube'.

(Image source: Screenshot from Business Insider:

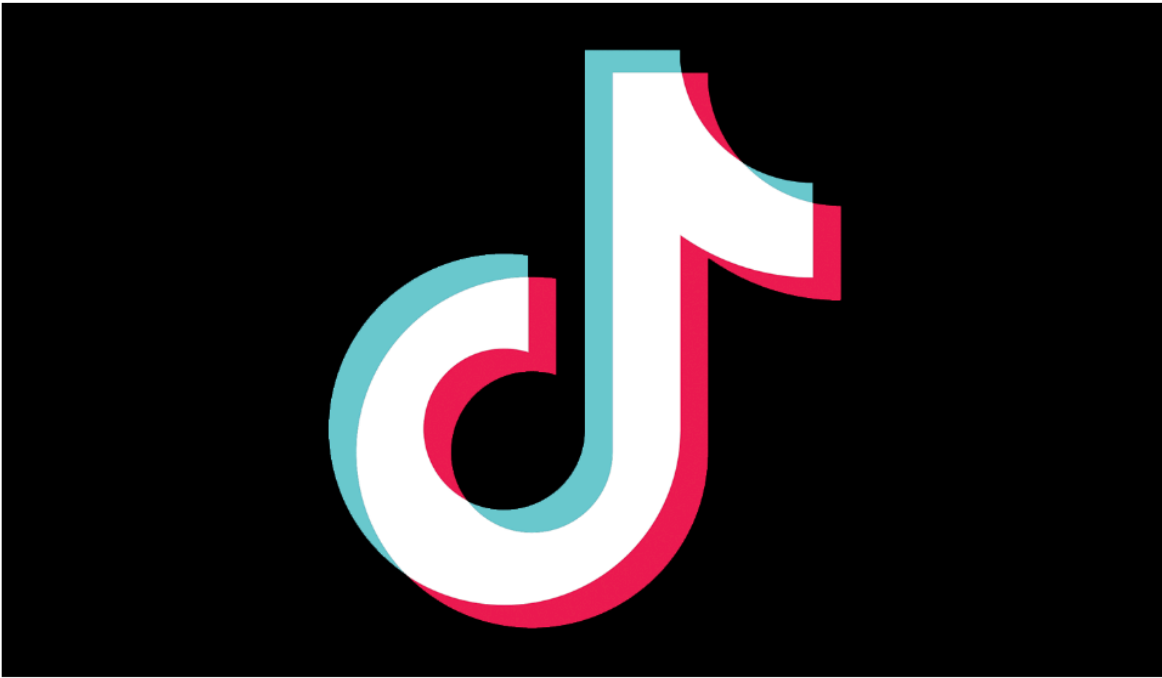
<https://www.businessinsider.com/youtube-stars-advertiser-friendly-content-guidelines-2016-9?r=US&IR=T>)

Above screenshot shows Business Insider reporting on the Youtuber backlash at changing Youtube ad monetization & advertiser friendly content policies in September 2016.

As another example, the rise of TikTok pushed YouTube to create their match for the service in the form of YouTube Shorts. It shouldn't have been, and likely wasn't, a real surprise for anyone actively operating in the YouTube creator economy, that YouTube would act to quickly match TikTok. From this perspective it's smart to start ideate and plan possible ways to utilize short form content and these new channels to support your channel.

TikTok Crosses 2 Billion Downloads After Best Quarter For Any App Ever

ByteDance's popular social video app picked up 500 million users in five months, Sensor Tower data shows.



(Image Source: Screenshot from Sensortower <https://sensortower.com/blog/tiktok-downloads-2-billion>)

Above image is from an April 2020 Sensortower.com blog post detailing the meteoric growth of TikTok.

Looking at these larger trends from the content perspective, if you've tied yourself and your viewership tightly to single key brand, or content, or field, that could shift away from popularity suddenly, you are placing all your eggs in one basket. So you should start considering alternative directions to expand to and start carefully trying to take these steps.

For example, some gaming channels have fallen out of popularity and lost their viewership, because they've focused only on one game. So once that game falls out of popularity your channel becomes obsolete. Especially if it's a multiplayer game that very likely gets replaced by another in a year or two. You can, and should, of course try to shift into another game, but this can be very difficult. Especially if you're not as good or entertaining in the other game. Or if you fail to pick the next big and popular game title as your expanded content.

7.2. Adopting the CAP Method for Trend Usage

You can use trends effectively with the CAP Method: Contextualize, Adapt, Personalize. CAP is a structured approach, designed for content creators to smartly leverage trending topics while still keeping ahold of their own voice and identity. Let's break down the key parts of CAP.

7.2.1. Contextualize

First, you need to contextualize and understand the trend to yourself so that you can effectively leverage it. You can do this by looking into it, where it came from, its overall popularity, who it's resonating with and why.

Once you understand the trend, you can start evaluating how well it aligns with your channel's content, presentation & style, and audience expectation. Does this offer actual value to your audience? You should also consider if and how the trend can create engagement in your audience and if it can encourage interactions with them.

So you need to figure out if this trend is overall net positive, net negative, or just insignificant to your channel. And based on this assessment you'll then ignore the trend or forge ahead in creating your own take on it.

7.2.2. Adapt

Next step is to start adapting the trend to fit your channel, content type & presentation, your brand, and of course your audience. Take the core elements of the trend and brainstorm different variations you can make to them. Here it can be helpful to do more research and look what others have done.

It's important to integrate the trend as a part of your channel identity and natural content in such a way, that both compliment each other and don't overshadow the other. Also, remember to stick to your channel's core message and central values. Going against them just to cash in on a momentary trend will dilute your channel's authenticity and credibility.

7.2.3. Personalize

Finally, you need to personalize the trend content. Bring in your own unique voice, style, and perspective, so that it's yours and not just a cheap copy. Your aim should be to provide a personalized experience that entertains and resonates with your audience, and you should add value to your take of the trend. This can be your unique humor, insights, or other personal take that enriches the viewer's experience.

If we briefly consider some of the ALS Ice Bucket Challenge videos from previous chapter: Bill Gates, as a (software) engineer, crafted a device to dump the water on himself. Sir

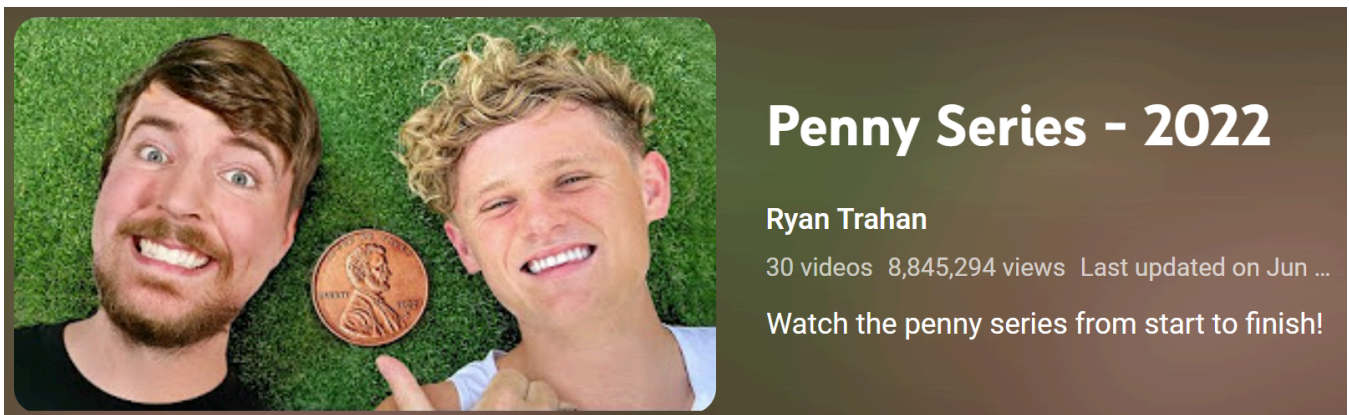
Patrick Stewart, known for his classy demeanor, didn't pour water on himself, but instead enjoyed some nice whiskey and wrote a donation check. Meanwhile, Markiplier went in full steam by diving into an ice-filled bathtub. All of these approaches take the same challenge and its core elements, and modify them to match the creator's or challenge taker's style and personality.

7.3. Example case: Ryan Trahan & Penny for MrBeast

This example doesn't exactly connect to a larger trend in the traditional sense, but instead takes the massive fame of another creator, MrBeast, as its focus and leans on it to create enticing and engaging content.

YouTuber, [Ryan Trahan](#), set himself a unique challenge - [delivering a single penny to MrBeast](#). While this alone might have been enough for some interesting content and catching some of the MrBeast fame, Ryan went a few steps beyond by creating a deeper narrative that resonated well with audiences and made this a truly unique and engaging series of videos.

Here's Ryan's whole Penny delivery series of 30 videos in total: "[Penny Series - 2022](#)"



(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)

Below is a breakdown of how Ryan Trahan capitalized on his video idea:

7.3.1. Conceptualizing the Challenge

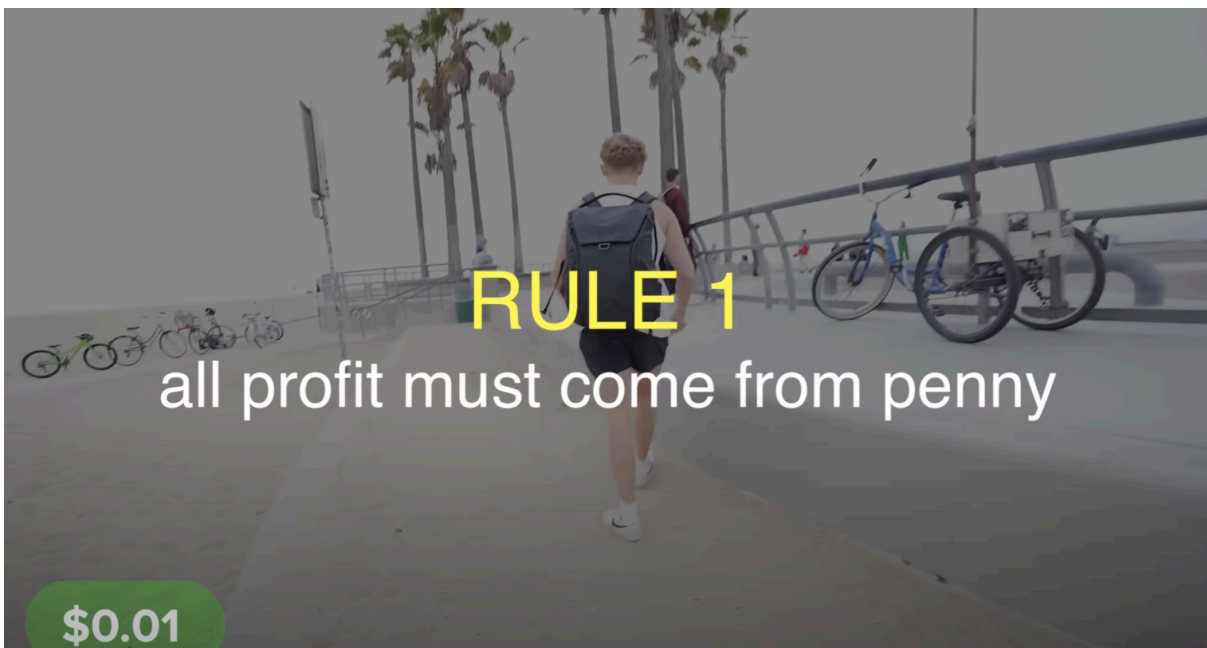
THIS is a penny :)



(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)

Ryan created a challenge in which he was to deliver a single penny to MrBeast by traveling across the US. Why a penny? The penny was symbolic and topical as it's predicted to go extinct in 2023. This also aligns the videos discussions around the discontinuation of the penny, which was later revealed to be an april fool's joke, but regardless stirred discussion.

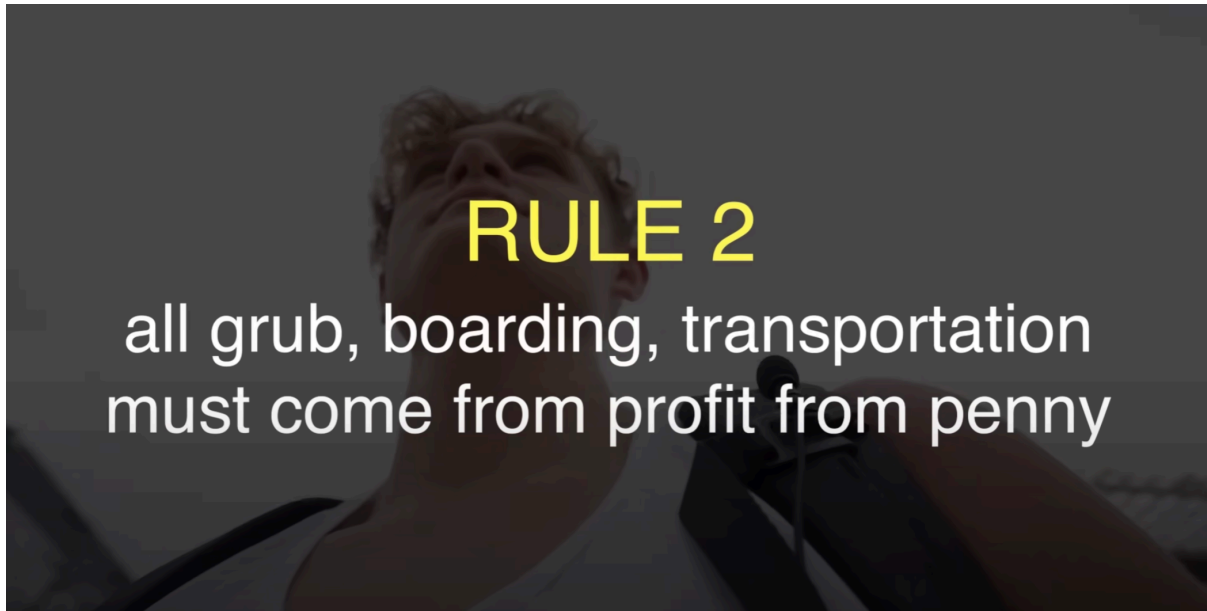
7.3.2. Execution with a Twist



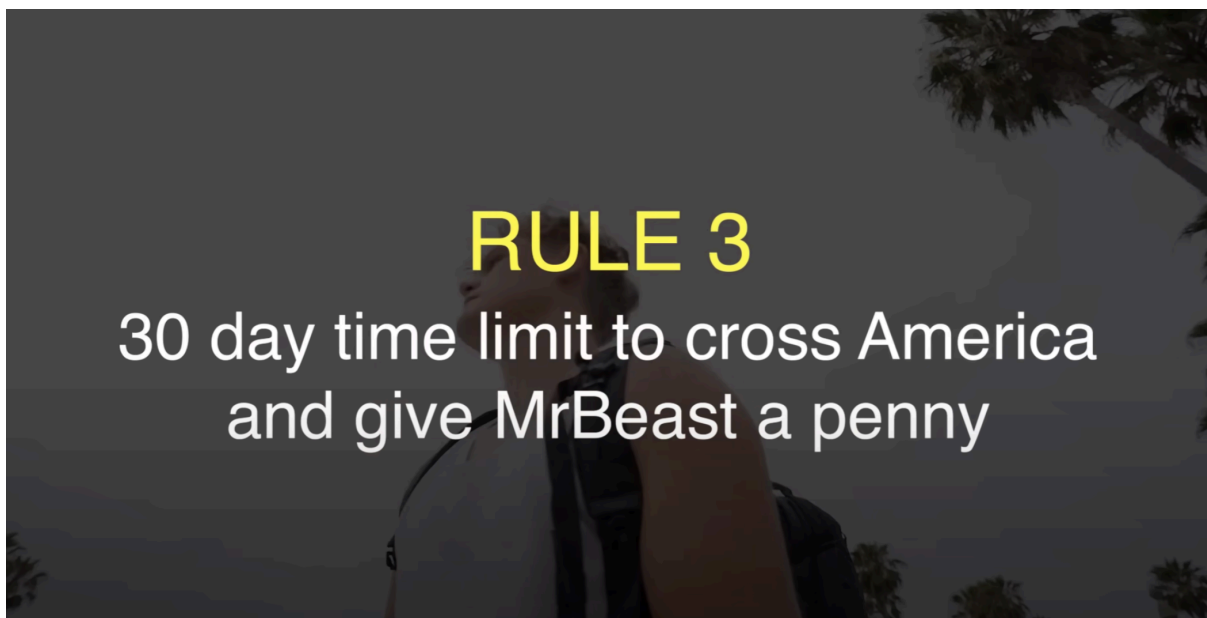
(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)

Ryan then further amplified the challenges by imposing certain rules. He started his journey with just a single penny and had to cover all his expenses with that, by trading and so on. This rule added a layer of difficulty and made the series more engaging and exciting to viewers.

He also added a time pressure with the 30 day time limit, which he in turn tied to starting point of the whole series of one penny coin going extinct.

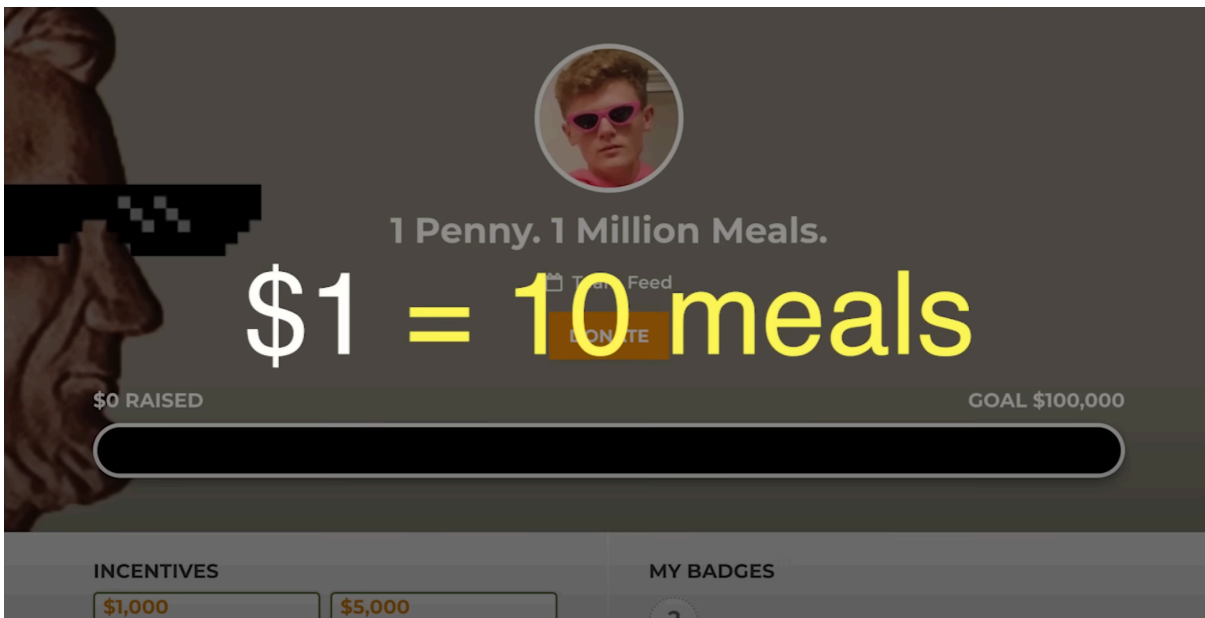


(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)



(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)

7.3.3. Incorporation of a Social Cause



(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)

He also successfully tied a social cause to his challenge and transformed it into a fundraiser for Feeding America. This brought in a layer of empathy and purpose to his journey, making it not just entertainment but also a meaningful endeavor. He managed to raise over \$1.24 million for Feeding America charity, which certainly brought in lots of additional publicity.

Ryan explains the purpose of the video series in gathering donations to provide food for people. He has also tied additional motivational goals to the donations, most important of which is "The Great Reset", which comes into play later in the series.

Watch Ryan's explanation for the donations here: "[I Survived On \\$0.01 For 30 Days](#)"



I Survived On \$0.01 For 30 Days

Ryan Trahan ✓

24M views • 1 year ago

Fundraiser

(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)




(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)

Ryan also utilized the donations directly as a driver for his channel growth. As also explained in the 1st video of the series, Ryan promises to donate 0.01 dollars for each subscriber gained during the month. And while the sum itself isn't significant, they've gained 1M subs in a month before which, if repeated here, would turn into 100 000 meals. Ryan mentions this in his first video here: "[I Survived On \\$0.01 For 30 Days](#)"

7.3.4. Engagement and Growth

This series created a a lot buzz and huge follower growth to Ryan's channel, which gained over two million subscribers in one month. His combination of documenting the journey, having humorous and relatable challenges along the way, and interaction with an extremely popular YouTuber MrBeast, combining everything with topical subject matter, and adding the social cause layer, made the series a massive hit and demonstrated a remarkable blend of creativity, skill for authentic storytelling, and smarts in engaging with trends.

As mentioned previously, Ryan imposed additional bonus goals for donations, one of which was titled "The Great Reset". This would mean that any donation at or over 50 000 dollars, would force him to start over with a single penny at the location he had reached. Ryan explains this donation goal in his [first video here](#).



\$50,000

- THE GREAT RESET: start over at \$0.01

(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)

MrBeast kept teasing Ryan about resetting his progress

 **Ryan Trahan**
@RyanTrahan



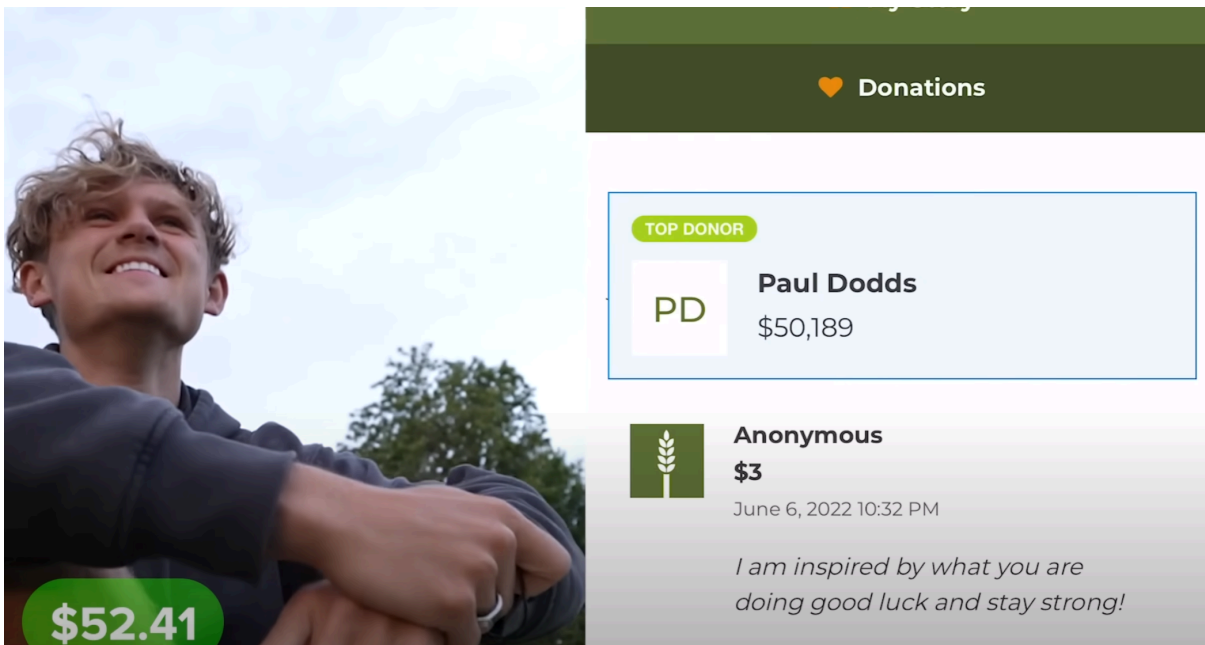
this is a threat @MrBeast



♥ 10674 ↻ 138

(Image source: <https://www.sportskeeda.com/esports/fans-react-ryan-trahan-successfully-delivers-penny-mrbeast>)

On 10th day it finally happened, but not by MrBeast:



(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)

This later turned into a drama due to the actions of the big donator, but we'll skip that. You can see [Ryan's reaction to the first great reset here](#).

On day 19, [he was reset again](#), but this time by another YouTuber catching up to him on street with 50 000 in cash.



(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)

On day 22, [he was reset once more](#), by YouTuber Preston, who also happens to be MrBeast's friend, as shown on his YouTube short: "[I Paid \\$50k to Reset Ryan Trahan to \\$0.01](#)"



I Paid \$50k to Reset Ryan Trahan to \$0.01

(Image source: Screenshot from <https://www.youtube.com/watch?v=OYp8oqL2mfw>)

On day 26 [he was reset once more](#) in person by a couple on the street.

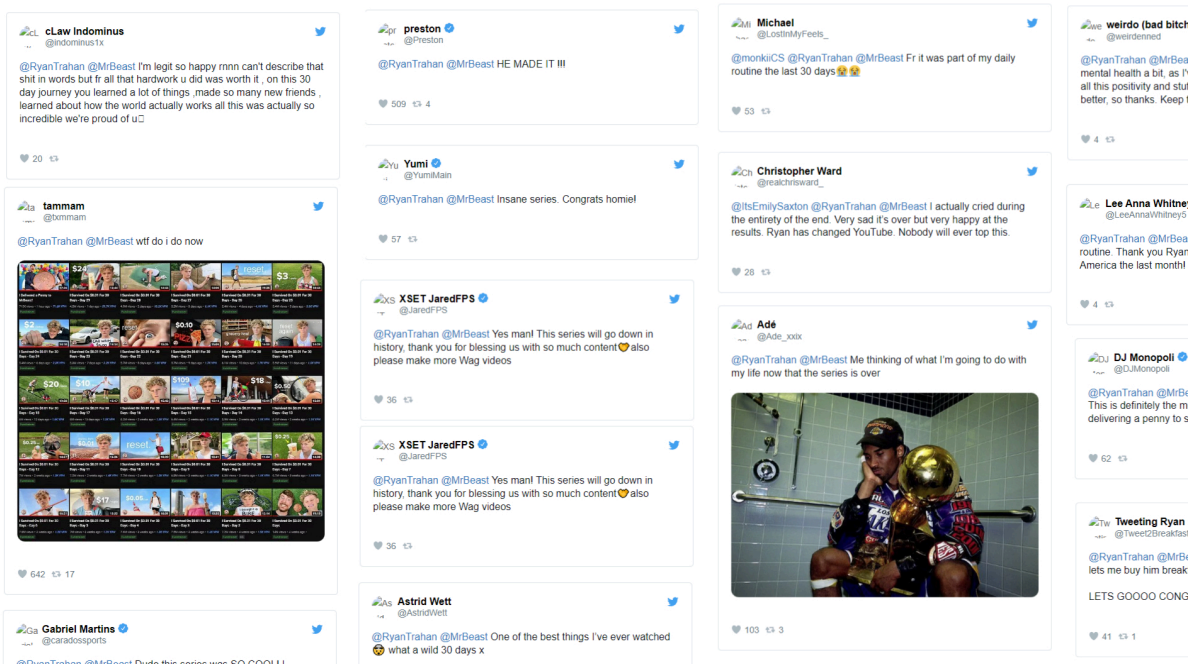


(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)

7.3.5. Community Engagement

The series also created significant community engagement with Ryan's Twitter updates on his journey progress becoming moments of anticipation and celebration for the viewers, and creating a communal experience that enhanced personal connection to his content even further.

Below is a collection of twitter comments after Ryan's penny series ended, showcasing people's excitement for the series.



(Image source: Tweets collected from <https://www.sportskeeda.com/esports/fans-react-ryan-trahan-successfully-delivers-penny-mrbeast>)

7.3.6. Conclusion

This is a great example of a well-thought-out content strategy that combines topical subject matters and trends with creator's own personality and unique touch creating huge growth and engagement.

Here's Ryans final video of the series, where he finally delivers the penny to MrBeast: "[Delivered a Penny to MrBeast!](#)"



I Delivered a Penny to MrBeast!

19M views • 1 year ago

Fundraiser

(Image source: Screenshot from <https://www.youtube.com/@ryan> channel)

Chapter 7 sources:

- Channels shown in the chapter
- Business Insider: <https://www.businessinsider.com/youtube-stars-advertiser-friendly-content-guidelines-2016-9?r=US&IR=T>
- SensorTower Blog: <https://sensortower.com/blog/tiktok-downloads-2-billion>
- HuffPost: https://www.huffpost.com/entry/jenna-marbles-100-layers-video_n_5792105ce4b0bdddc4d40741
- ALS.org: <https://www.als.org/IBC>

- Sportskeeda: <https://www.sportskeeda.com/esports/fans-react-ryan-trahan-successfully-delivers-penny-mrbeast>

8. Script Writing

8.1. Importance of Script Writing

Scriptwriting serves as an important cornerstone for your content and presentation.

8.1.1. Why Write a Script?

By writing a script you can refine the pacing and focal points of your video, and this way ensure that the narrative remains serves the purpose it is supposed to and is engaging to the viewer. A script will also give a structure and framework for you to plan your production: What you need to record, what type of props etc. you might need, do you need to find a shooting location, and so on forth.

While there's a place for spontaneity, and certain content genres thrive on an unscripted approach, scriptwriting is particularly pivotal for content that demands a structured narrative.

8.1.2. What Style of Script Works for You?

There's a couple of different ways you can approach the format of the script. As with most things, here you have to test things out and find what works for your content type, presentation style, and for you as a script writer and a presenter.

You can make your scripts very rigid and highly detailed laying down every step, interaction, and word, and how the narrative moves from one point to the next. This type of script can be very good if you're the type of a presenter that wants a clear line of communication to follow. But if you're not careful, this can make the content feel very stiff.

Alternatively, you can also go completely to the other end of the spectrum, without going into pure "just winging it" territory, by making your script essentially a list of bullet points about the key points of the video. This leaves it up to the presenter to come up with the wording and presentation for the key points to construct the narrative flow that leads the audience from one point to the next.

This format of a script can work very well for a presenter who revels in freedom of expression and can think quickly on their feet. This type of freedom can also work great with multiple presenters, especially if they have a good chemistry and natural communication rhythm between themselves.

The more freedom giving script can make the video feel more natural, organic, and authentic. However, there's also a big risk of losing the narrative thread or making it too confusing to the viewer, veering off to unrelated tangents, and just missing key bits of information.

Most likely the script type that works best for you is somewhere between these two extremes. Having a clear narrative and structure makes it easier and more efficient to create the content, but there should also always be room for creativity and changing things on the fly.

*"In preparing for battle I have always found that plans are useless, but planning is indispensable."
- Dwight D. Eisenhower*



An official portrait of Dwight D. Eisenhower
White House - Eisenhower Presidential Library ([Public Domain](#))

8.1.3. Example Script in Two Styles - Coffee Maker Comparison

Detailed Script version

[Scene 1: Kitchen Setup]

- [Camera Angle: Wide shot] The kitchen is well-lit, clean, and modern. Two different coffee makers (Brand A and Brand B) are placed side by side on the countertop.
- [Camera Angle: Mid shot] Host, Alex, enters the frame, wearing a casual attire with a friendly smile.

Alex: "Hey coffee lovers! Welcome back to our channel. Today, we're putting Brand A and Brand B coffee makers to the test to find out which one brews the best cup of joe!"

[Scene 2: Features Overview]

- [Camera Angle: Close-up] Close up shots of Brand A and Brand B coffee makers, focusing on their features as Alex talks about them.

Alex: "Brand A boasts an advanced brewing technology while Brand B prides itself on its speed and efficiency..."

[Scene 3: Brewing Process]

- [Camera Angle: Mid shot] Alex starts the brewing process on both machines simultaneously.

Alex: "Let's get brewing and see which one stands out!"

- [Camera Angle: Close-up] Close up of coffee being brewed, showing the color, texture, and consistency.

[Scene 4: Taste Test]

- [Camera Angle: Mid shot] Alex takes a sip from each coffee cup, expressing his thoughts.

Alex: "Mmm, the richness of Brand A is remarkable, but the smoothness of Brand B is also impressive..."

- [Camera Angle: Close-up] Close up of Alex's expressions as he tastes the coffee.

[Scene 5: Conclusion]

- [Camera Angle: Mid shot] Alex summarizes the comparison, highlighting the pros and cons of each coffee maker.

Alex: "So, whether you prefer a robust brew or a quick, smooth cup, the choice between Brand A and Brand B boils down to personal preference. Both are great contenders in the coffee world!"

[Cut to: Fade Out with cheerful music]

Bullet Points Script version

- Scene 1: Introduction in kitchen setup, Alex introduces the coffee makers and the comparison agenda.
- Scene 2: Features overview of Brand A and Brand B coffee makers.
- Scene 3: Brewing process on both machines, showing the brewing in action.
- Scene 4: Taste test by Alex, sharing impressions on flavor, texture, and temperature.
- Scene 5: Conclusion, summarizing the pros and cons, and personal recommendations.

8.1.4. Finding the Narrative in Edit

Of course, there are content types which thrive on unscripted and spontaneous approach, and where scripting might even be basically impossible. For example, lots of Let's Play style gaming content is difficult to script beforehand. Especially if you're live streaming your gameplay, then you pretty much have to live in the moment and go with the flow.

That being said, even if you don't have the exact script or narrative when you're recording, you work out the narrative in edit. Going back to the Let's Play example, if you record 3-4 hours of gameplay, it likely won't be exciting to put the whole thing out there unedited. But in edit, you can find the exciting key points and events in the video, and some overarching structure for the experience.

This is also an approach sometimes used in documentary filming, where the filmmaker doesn't necessary have a proper idea what the core narrative of the documentary is at the start, but as they record their subjects long enough a narrative appears.

This type of "we'll find it in the edit" approach, evokes the quote from Michaelangelo (the renaissance era Italian sculptor and painter, not the ninja turtle).

"Every block of stone has a statue inside it and it is the task of the sculptor to discover it."

- Michelangelo



David by Michaelangelo

Picture by [Jörg Bittner Unna](#), shared in Wikipedia under [CC BY-SA 4.0](#) license

8.1.5. Pacing and Leading up to a Payoff

As you're putting together a script, you are usually moving towards one central goal and payoff. And on this path, you will hit multiple other smaller key points, events, and reveals. So one of the key things to consider when writing your script is the placement of these important key beats on your narrative and their pacing relative to each other, or even existence at all.



If you have no smaller beats at all in your video, but just the key reveal at the end you're probably creating a very short video. Or you're just meandering on about unrelated and unconnected stuff until you reach the key info at the end, creating a very unfocused and confusing experience to the viewer.



If all your beats are bunched together and spread out unevenly, with long breaks between, the video can leave viewer with a very uneven experience and there's a good chance they drop off during the long breaks as there's nothing carrying the viewer's interest from one beat to the next.



Evenly balanced pacing gives viewer an engaging experience and helps lead them steadily from one narrative beat to the other. Now of course, you don't have to make the beats of your story separated evenly by the second. Just make sure that the overall flow of the narrative and the viewer experience is balanced.

(Image source: Above illustrations by Olli Mäntylä)

8.1.6. Consider What to Reveal and When

Apart from the overall pacing, you also need to consider what information your beats contain.

If you give out important key info too early, you can in the worst case kill viewer's interest to the remainder of the video's content. But also, if you don't give the viewer an interesting enough hook to peak their interest early enough, they won't follow your narrative to the payoff. Also, simply repeating the same reveal doesn't work as the viewer will see this as unnecessary padding and will turn away from the rest of the content.

As an example of the first mistake, let's look at this paragraph from an imaginary listicle titled "**Top 5 Items I Never Leave Home Without**"

*The first and most essential item I never leave home without is **my set of keys**. They are crucial for several practical reasons. Firstly, they provide access to my home, making it possible to enter and exit as needed. Without them, I would be locked out, facing inconveniences and potentially costly locksmith fees. Secondly, keys ensure security. They lock the doors, keeping my home safe from intruders when I am away. This peace of mind is invaluable, knowing that my belongings are secure. Additionally, many keys also serve multiple functions; they might open a mailbox, a garage, or even a personal safe. Hence, carrying keys is a simple yet crucial habit to maintain daily routine and ensure personal security.*

This example gives out the answer right at the beginning and then goes on to meander about the function of the keys and why it's important to have them with you. Everything after the initial reveal is just unnecessary padding, because this information is very basic and obvious to most people. Your average viewer likely already had "keys" as one of the items in their mind after reading the headline.

That being said, this type of "reveal - explanation" order of things is still quite normal way to present things, but it only really works if you are presenting something where the explanation gives added value to the viewer after the initial reveal.

Sometimes early reveal can also be an effective way to catch viewer's attention, peak their interest, and push them to watch the rest of the content. As a good example, MrBeast reveals the whole concept of his video's right at the beginning engaging viewer to watch what happens.

Here's a few example clips of MrBeast's video opening reveals explaining the video concept:

MrBeast - [\\$1 vs \\$100,000,000 House!](#)



\$1 vs \$100,000,000 House!

Image source: Screenshot from channel <https://www.youtube.com/@MrBeast>

MrBeast - [Last To Leave Circle Wins \\$500,000](#)



Last To Leave Circle Wins \$500,000

Image source: Screenshot from channel <https://www.youtube.com/@MrBeast>

MrBeast - [I Spent 50 Hours Buried Alive](#)



I Spent 50 Hours Buried Alive

Image source: Screenshot from channel <https://www.youtube.com/@MrBeast>

8.2. Figuring out the Script Subject

When you're thinking about writing a script for a specific subject, you need to understand what is an actual video idea and what isn't. Subject or a Theme for a video, is not a video or script idea. The video idea comes from that Subject or Theme yes, but it must also include some thought about the approach, angle, or perspective to the Subject matter.

8.2.1. What is a Script Idea?

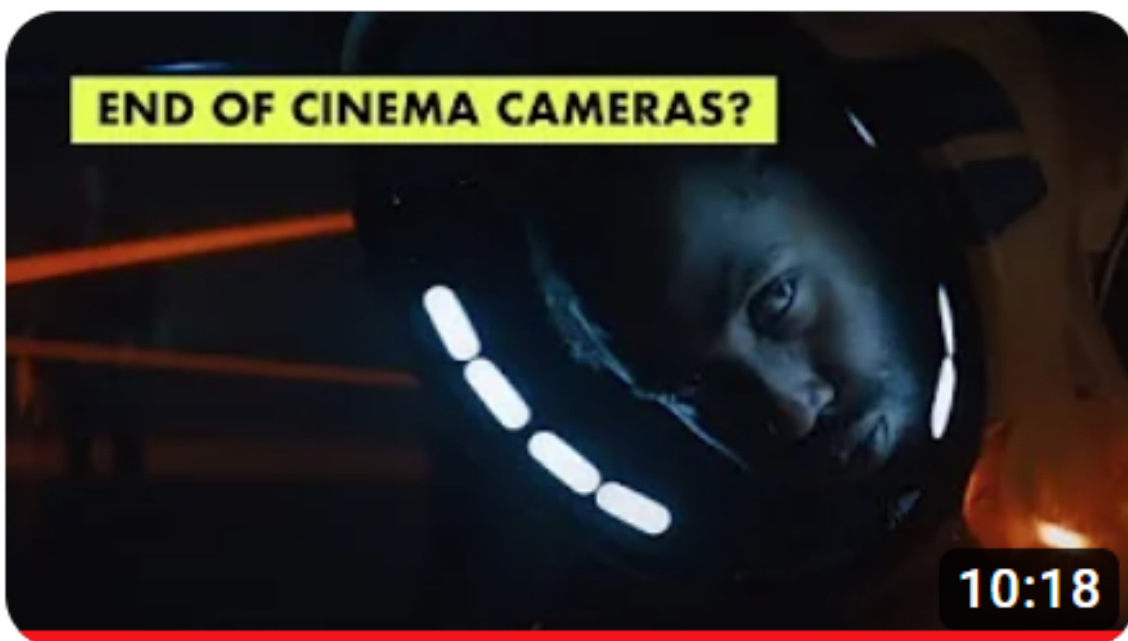
For example, let's say that you're looking to make a video on the subject of "Hollywood makes movie remakes constantly". And of course you'll start by writing a script. Now, "Hollywood makes movie remakes constantly", isn't a script idea in itself. You need to ask yourself, how do you want to approach this? What is your perspective or angle? What is the question you want to pose and answer?

So let's say you come up with an angle: **"Why is Hollywood making so many movie remakes instead of original films?"** This is a valid question, but now you need to think about this from your viewpoint and from the viewers' viewpoint. Is this an interesting question? For the average viewer, there might be a bit too obvious answer: *Money*. They make remakes because remakes make money. Is this true? Perhaps it is, perhaps it isn't. What's important to consider here is that there's a very obvious, or at least obvious feeling, answer, which the average viewer can pose instantly as they see your video title. This very likely kills their interest to the video.

Now, you can pose this same question itself, with a different angle, and try to make it interesting to the viewer that way. Maybe your angle is **“You don’t believe the reason Hollywood makes remakes constantly! It’s not money!”** Very clickbaity, but this would likely raise the viewer’s interest as you’ve made it clear that the answer to the question is not obvious. However, now the answer truly can’t be *Money*. Because if it is, you’ve just lied to the viewer, wasted their time, and they likely won’t trust you again.

So let's look at another angle: **“Why do moviegoers watch remakes, even though everyone’s bored with them?”**. Now the answer isn’t instantly obvious to your average viewer. The question also likely touches the viewer more directly, thus creating interest.

8.2.2. Example of Video Idea in Action



The Creator - The Blockbuster Movie Shot On A \$4000 Camera

184K views • 7 days ago

(Image source: Screenshot from <https://www.youtube.com/@JonathanPalfrey> channel)

Here’s a great example of this type of concept approach. The key subject in the video is talking about how this movie was shot in a relatively normal camera, compared to very expensive special movie cameras commonly used in professional movie productions.

The creator, [Jonathan Palfrey](#), has found a great angle for this video, which is the yellow highlighted text on the thumbnail: **“End of Cinema Cameras?”**

Even most normal viewers, without any specific interest towards movie production, have a rough idea that the gear, cameras included, used in film making is likely very expensive. So posing the question / statement, **“End of Cinema Cameras?”** is instantly striking and at least a bit interesting to most viewers, as they have at least some understanding on what this might mean, but likely don't have an answer to give. This question is then enforced by the video second part of the video title: **“The Blockbuster Movie Shot on a \$4000 Camera”**. This gives every detail more context and details to the posed question, without answering it. What is the camera? What *does* this mean for cinema cameras? How does this camera & movie look? And so on.

This has clearly worked, as at the time of writing this video has 184 000 views, with the channel itself having just 5370 subscribers and most other videos having view counts in hundreds to few thousands.

8.2.3. Example of Two Different Approaches to Sponsored Content

Both tech youtubers **Mrwhosetheboss** and **Linus Tech Tips** have done a sponsored content video for Eight Sleep, a company manufacturing watercooled beds. Comparing these two videos we can see different the approaches in creating the script and video idea around the sponsor's core product, a watercooled bed, and how both have brought their personality and typical content style & type as central part of the script.

First, let's look at Mrwhosetheboss' video, "[5 Tech Products that have changed my Life!](#)"

A screenshot of a YouTube video player. The video title is "5 Tech Products that have changed my Life!". The channel name is "Mrwhosetheboss". The video description is "I spend a LOT of time trying to make my videos as concise, polish...". The video has 4K views and 4 chapters: "Intro | Auto Mower | Eight Slee...". The video thumbnail shows a man sitting on a bed with a watercooled bed, a fan, and a car.

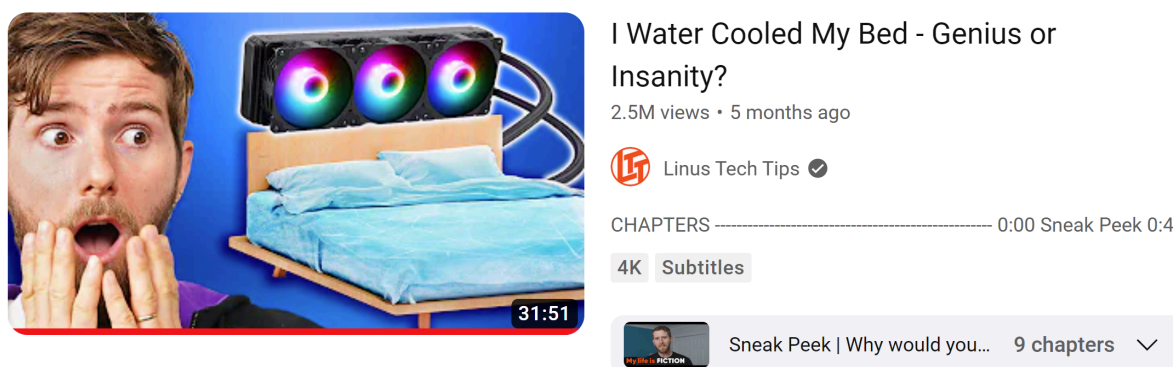
(Image source: Screenshot from <https://www.youtube.com/watch?v=48vETOWDkqc>)

Mrwhosetheboss has crafted the core product into a wider story about a bunch of tech products he's had a positive experience with, even going as far as stating they've changed his life. The core product is simply one of the items in the list and the sponsor deal even for

the viewer even comes up as a quick side note in the middle of the video, which might even feel a bit sneaky.

Video's structure follows his quite common top list format, if with longer product segments and fewer products than usual. A point he even mentions during the video.

Next, looking at the Linus Tech Tips video, "[I Water Cooled My Bed - Genius or Insanity?](#)"



(Image source: Screenshot from <https://www.youtube.com/watch?v=mBldAMcvRhY>)

LTT approaches this video in a style very typical to them. They make the sponsorship of the video clear from the start and even bring up how they took it as a challenge to create a their own version of the sponsor's product DIY style, and how the sponsor happily approved this challenge.

They present the sponsor product and it's features and key selling point with their own unique style and added commentary, essentially making it their own. They also dive a bit deeper into technical elements of the sponsor product and use that as a jumping off point to showcase how they intend to do their own product. What follows is a lot of quite typical DIY fumbling around in a way that combines some level of competence with high level of jankiness. This is followed by occasional look into some technical specs or details of related items, lots of joking around, and overall hijinks.

So what are the core video ideas here?

For Mrwhosetheboss, it's clearly "**a list of products that have significantly improved the quality of life**", with the sponsor product handily slid into the list. This has then taken the final form of "**5 Tech Products that have changed my Life!**"

For LTT the video idea is "**what if we created our own watercooled bed**" which ties in nicely with the sponsor product, as well as with their PC watercooling expertise and typical janky DIY projects. This has in turn then taken the final form of "**I Water Cooled My Bed - Genius or Insanity?**"

8.3. 4 Hats Writing Structure

4 Hats splits scriptwriting process into 4 different phases, where you look at the script from a specific perspective and with specific goals, honing it on each step as you progress

8.3.1. Hat 1 - The Artist



(Image source: Midjourney)

In this initial phase, the main objective is to let creativity flow freely without any restrictions. The Artist hat encourages brainstorming and jotting down every idea that comes to mind regarding the video's theme, content, and structure. It's about exploring the core concept of the video and laying down a rough sketch of what the video could entail. This phase is not about perfection but about exploration. It's essential to embrace a free-form writing style, allowing for an unfiltered expression of ideas which will serve as the foundation for the next phases.

To put it simply: *What do you instinctly think this script / video should contain?*

Example script under Artist's Hat:

Introduce Sarah, a young, shy artist who often visits a quaint little cafe to sketch. One day, she notices John, a musician playing a soulful tune on his guitar outside the cafe. They share a brief, awkward yet sweet conversation about art and music. They promise to meet the next day at the same place to share more about their work.

8.3.2. Hat 2 - The Architect



(Image source: Midjourney)

Wearing the Architect hat involves refining the rough sketch from the Artist phase. This phase is about analyzing the ideas, keeping the ones that add value to the video, and discarding those that don't. It's a stage of narrowing down and structuring the content, ensuring that there's a clear progression leading to the video's main point or payoff. The Architect works on creating a blueprint of the video, outlining the sequence of key points, and ensuring that the structure is solid yet engaging. This phase sets the stage for a well-organized and captivating video.

Example script under Architect's Hat:

- Start with Sarah sketching at the cafe, enjoying her solitude but also longing for some connection.
- John enters the scene with his guitar, starts playing a tune which captivates Sarah.

- Sarah approaches John, they stumble through a conversation about their love for art and the solace they find in it.
- They agree to meet again to share more about their art.

8.3.3. Hat 3 - The Writer



(Image source: Midjourney)

Coming to this point, you should have a sort of a list of key points of your video and the grand payoff the points lead to. The Writer hat is about fleshing out the script, connecting the key points in a logical and compelling manner. This phase involves detailed scriptwriting, ensuring that each segment of the video naturally flows into the next. It's about creating a narrative that keeps the audience engaged, with a clear path leading to the video's climax or main takeaway. The Writer focuses on maintaining a balance between progressing the narrative, introducing and handling challenges or obstacles, and ensuring there's a dynamic change keeping the audience intrigued.

Overall, the key point with the Writer's Hat is to find your path from the start of the video to the end in a logical way.

Example script under Writer's Hat:

EXT. QUIANT LITTLE CAFE - MORNING

Sarah, a young, shy artist, sits alone at a table, sketching the world passing by. She looks content but her eyes reveal a longing for connection.

Enter JOHN, a soft-spoken musician with a guitar slung across his back. He finds a spot outside the cafe and starts playing a soulful tune.

Sarah is drawn to the music. She gathers her courage, approaches John.

SARAH

Your music... it's really touching.

JOHN

Thank you. I saw you sketching. You're quite talented.

They exchange shy smiles, the conversation flowing into their love for art, the escape it provides them.

SARAH

Same time tomorrow?

JOHN

I'd like that.

They part ways, a new connection blossoming.

8.3.4. Hat 4 - The Wizard



(Image source: Midjourney)

The Wizard Hat phase is where the magic happens in terms of optimizing the script for viewer retention and engagement. This hat involves looking at the script from a viewer's perspective, ensuring that there's enough intrigue, entertainment, and value to keep them watching. It's about introducing elements that enhance viewer retention, such as cliffhangers, questions, interactive segments, or surprises. Depending on the content niche and presentation style, various optimizations can be made to ensure the script is not only engaging but also encourages viewers to interact, share, or subscribe.

This is also the point where you drop in any "retention hacks" you may want to try.

Example script under Wizard's Hat:

EXT. QUAIN T LITTLE CAFE - MORNING

Close up on Sarah's eyes, a myriad of emotions. Pull back to reveal Sarah, engrossed in her sketching. The world seems to fade as she immerses herself in her art.

The soft strumming of a guitar strings breaks her trance. Cut to John, tuning his guitar, a soft smile on his face as he starts playing a captivating tune.

Sarah is compelled, she makes her way to John. They exchange nervous smiles.

SARAH

Your music... it resonates.

JOHN

And your art speaks volumes.

A beat. They delve into a conversation about art, the emotion in their words reflecting their passion.

SARAH

Same time tomorrow? To share more about our worlds?

JOHN

It's a date.

Cut to Sarah's hopeful smile as she walks away, John looking on, the promise of a new beginning in the air.

4 Hats Writing Structure Source:

Jay Clouse interview with George Blackman: <https://www.youtube.com/watch?v=S6Uq8cniC1Y>

8.3.5. Handy Trick - Highlight Key Points of Script

As one general script writing tip, when you're going through your script, highlight everything that you think will make the audience perk with interest or learn something. What's important of course depends on the purpose and the goal of the video, but the overall idea is the same. If you highlight important key points of activity in the script, you can then visually see, if there's large swathes of script and video where nothing remarkable or interesting happens and no key emotional beats take place.

This type of visual approach gives you a new perspective into reviewing the script, which can be very helpful especially if you've been reading through and rewriting the script over and over multiple times. This type of rereading of same text can make you blind to the text itself.

Below are two examples of the visual presentation highlighting script key beats offers. By quick glance it's easy to see that the other script version has long segments without any real progress or key emotional beats happening.

Example Script 1



Example Script 2



(Image source: Illustration by Olli Mäntylä)

Source:

Jay Clouse interview with George Blackman: <https://www.youtube.com/watch?v=S6Uq8cniC1Y>

8.4. Script North Star



(Image source: Midjourney)

Script North Star is a collection of few short handy notes, that you can keep close visibly by when writing your script. For example, you can pin these to the top of your page when writing.

Basically the Script North Star poses you with a few questions that you need to answer from the perspective of the script. Then you can look your script through the lense of these questions & answers, to see if your script is still serving the answers you gave.

These aim to guide you when you are working on the overall flow of the script and on the key points of change (Progress, Regress, & Change) in your script, referencing back to the Hat 3 in the 4 Hats Writing Structure.

8.4.1. First Question - What is the Goal?

A simple question. What is the goal of the script?

If you're writing some fictitious entertainment video script, the main goal in the script is often goal of the main character or protagonist. So your script should always serve the purpose of moving towards this goal.

If on the other hand, you're writing something educational. Then the goal is very likely the goal of the video's viewer. **The viewer wants to learn** something from you, so your script for the video should always move towards serving this goal in teaching the viewer whatever it is they've come to learn.

For example, the goal for the **entertainment** script's hero could be: *Hero wants to save the princess from the evil dragon.*

And in turn the goal for the educational video's viewer could be: *Viewer wants to quickly learn how to change the rear tire on a bike.*

8.4.2. Second Question - What does failure look like?

Another quite simple question. What are the points of failure in the script considering the goal?

Again, if you're writing a script for an entertainment video, you need to consider what are the things or points in the script that takes the main character away from their goal.

Continuing from our example, what are the obstacles or other factors that prevent our hero from rescuing the princess: *Hero doesn't have sword and shield they need to defeat the dragon and the hero doesn't have enough money to buy those, so the hero can't save the princess.*

As with the educational video script, you must consider what are the obstacles to learning that the viewer may have? What things, challenges, objections, or concerns could prevent them from reaching their goal and learning what they're looking to learn?

Continuing with the bike rear tire changing example: *Viewer doesn't know what tools are needed. Viewer doesn't know or understand how or where on the bike a tool is used.*

Once you understand the issues, challenges, and points of failure, you can address them in your script. For example, make sure that the steps in your educational content are understandable and easy enough to follow.

8.4.3. Third Question - What are the Emotions

Basically, what emotions does either a success or failure bring?

Continuing with our Princess rescuing Hero example for entertainment: *Every step of success will make the hero more happy and more confident. Failures and regression will make the hero sad and angry.*

And with the Bike fixing educational content: *The viewer will quickly become frustrated if they can't progress. If they don't know what tool to use or where to use it and get stuck, they will get frustrated and leave. For every successful step forward, they will feel a bit more confident and ultimately feel joy once they've changed the tire.*

You can again use these to view your script and plan what emotions should be felt where and if correct emotions are felt at the right places, and that this overall serves your goals for the video.

8.4.4. Summarizing the North Star

It's important to understand that these are not directly part of the script itself. These also shouldn't be too long or complex as they shouldn't take your focus away from script writing. And you shouldn't be constantly reinventing, rewriting, or adjusting them, as then you're losing your focus.

These should be taken as a general guideline for you to consider as you're writing the script. For the entirety of the script, through every paragraph or video segment etc., you need to ask "is there something happening here?"

Are we moving forward, towards the goal?

Are we moving away from the goal? Towards a failure perhaps?

Is there some type of change happening in the emotion overall?

Script North Star Source:

Jay Clouse interview with George Blackman: <https://www.youtube.com/watch?v=S6Uq8cniC1Y>

Chapter 8 Sources:

- Channels shown in chapter.
- Interviews by Jay Clouse: <https://www.youtube.com/@CreatorScienceYT>
- Film Booth: <https://www.youtube.com/@FilmBooth>
- vidIQ: <https://www.youtube.com/@vidIQ>
- Colin and Samir: <https://www.youtube.com/@ColinandSamir>
- Quote Investigator: <https://quoteinvestigator.com/2017/11/18/planning/>
- Michelangelo.org: <https://www.michelangelo.org/michelangelo-quotes.jsp>

9. The Power of Multi-Channel

9.1. A Look Into Different Channels

Don't just stare at YouTube alone, consider what other tools and channels are available as well and can be utilized by you either to expand your content's reach and find new audience, serve new variation of your content, engage with your audience, or possibly to monetize in a new way.

Below is a generalized list of different channels and tools, grouped roughly by their purpose. Note that some of these channels can serve multiple different purposes.

9.1.1. Social Media Platforms



(Image source: Compiled from:

https://commons.wikimedia.org/wiki/File:2021_Facebook_icon.svg,
https://commons.wikimedia.org/wiki/File:Logo_of_Twitter.svg,
https://en.m.wikipedia.org/wiki/File:Instagram_logo_2016.svg,
https://commons.wikimedia.org/wiki/File:LinkedIn_Logo.svg and
https://en.wikipedia.org/wiki/File:TikTok_logo.svg)

Social Media platforms can help you engage with your existing audience and also to potentially reach a brand new audience. Depending on your content type, some of these can even turn into important content channels for you in on themselves.

- **Instagram:** Share behind-the-scenes photos, snippets from your videos, or other related content to entice your followers to check out your YouTube channel.
- **Twitter:** Engage with your audience, share updates, and promote new videos. It's also a great platform for networking with other creators.
- **Facebook:** Create a page or a group for your channel to share your videos and engage with your audience. You can also use Facebook Ads to promote your channel.
- **TikTok:** Share short, engaging clips from your videos to attract a younger audience.
- **LinkedIn:** If your content is professional or industry-related, sharing it on LinkedIn can help you reach a more professional audience.
- **Pinterest:** If your channel involves DIY, fashion, or other visually appealing topics, Pinterest can be a great platform to share images and infographics linking back to your videos.
- **Imgur:** Originally an image storing & delivery platform meant for Reddit users, Imgur has over the years evolved into it's own, image-focused, social media platform. As it has support for short mp4 / webm videos, it's also a great place to share short clips from your content and potentially gain new audience.

9.1.2. Streaming Platforms



(Image source: Compiled from https://commons.wikimedia.org/wiki/File:Twitch_logo.svg and https://fi.wikipedia.org/wiki/Tiedosto:Kick_logo.svg)

If you're looking to create less edited, more directly engaging "on-the-moment" content for and with your audience, Streaming Platforms offer the perfect tools for this.

- **[Twitch](#)**: If you create gaming or live discussion content, Twitch can be a great platform to interact with your audience in real-time.
- **[Facebook Gaming](#)**: Another viable platform for gamers and live streamers.
- **[Kick](#)**: Kick is a newer platform for creators to stream content and interact with their audience.
- **[Trovo](#)**: A live streaming platform that is growing in popularity, Trovo could be a good option for gamers and other live content creators.
- **[Caffeine](#)**: This platform provides a more social, less game-centric streaming experience and could be an alternative for creators looking to host interactive live streams.
- **[DLive](#)**: Known for its blockchain-based revenue sharing model, DLive can be an appealing platform for creators looking for a more decentralized streaming experience.
- **[X / Twitter Live \(ex Periscope\)](#)**: While Periscope has shut off as it's own service, X / Twitter offers live streaming capabilities directly, and is a viable streaming platform.
- **[YouTube Live](#)**: Don't overlook YouTube's own live streaming feature to engage with your audience in real-time, host Q&A sessions, or stream live events.

While many platforms focus more on the "sitting at your computer and streaming" type of streaming, often with longer stream lengths, popularized by gaming streamers. It's good to note that there are platforms that offer options for streaming shorter and "on-the-move" content as well.

9.1.3. Video Platforms



(Image source: Compiled from: https://fi.m.wikipedia.org/wiki/Tiedosto:Vimeo_Logo.svg, https://commons.wikimedia.org/wiki/File:Logo_of_Odysee.png#file, https://commons.wikimedia.org/wiki/File:Rumble_logo.svg and https://en.m.wikipedia.org/wiki/File:Dailymotion_logo_%282015%29.svg)

While YouTube is the undisputed king withing video platforms, there's a wide range of different competitors to look at. Their usability for you can vary a lot depending on the

nature of the typical content in the platforms, their target audience and audience size, the platform's goals, and of course your own goals.

- **Vimeo**: A more professional platform that could help reach a different audience.
- **Dailymotion**: Another alternative to YouTube for sharing your videos.
- **PeerTube**: A decentralized video hosting network, powered by free/libre software.
- **Rumble**: A platform for video content creators to share and monetize their work.
- **Odysee**: A video platform that utilizes blockchain technology to enable content creators to earn cryptocurrency from their content.
- **Metacafe**: One of the oldest video platforms, it might serve a niche audience and offer a different community of viewers.
- **Veoh**: A platform that offers user-generated content and also has studio content, a unique blend that might attract a varied audience.
- **Instagram Reels**: A new video feature on Instagram that allows you to create and discover short, engaging videos on a new dedicated Feed.

If you're looking to expand into additional video platforms, it's highly recommended to look into the different platforms, their content, and audience to find the one or ones that best match your goals.

9.1.4. Collaboration Platforms



(Image source: Compiled from: <https://discord.com/branding>, <https://reddit.lingoapp.com/s/Logo-d9x3n2/> and <https://www.guilded.gg/brand>)

You can create your own community and engage with them directly, to create a deeper connection.

- **Discord**: Create a community around your channel where you can interact with your audience directly.
- **Reddit**: Engage in communities related to your channel's topics and share your videos where appropriate.

- **Slack:** A platform for real-time messaging, file sharing, and collaboration, which could be utilized for organizing collaborations with other creators or engaging with a community.
- **Trello:** A popular project management tool that can help in organizing collaborative projects and keeping track of progress with other creators.
- **Guilded:** A platform similar to Discord, designed for gaming communities, offering voice, video, and text communications, along with more structured channels and calendars.
- **TeamSpeak:** A voice chat platform that has been popular among gamers for many years, offering robust voice and text communication features.
- **Element:** An open-source, decentralized messaging platform providing end-to-end encryption for privacy-focused communities.
- **Rocket.Chat:** An open-source team chat collaboration platform that can be self-hosted, offering an alternative to Discord with similar communication and collaboration features.

Discord is the king today for creating your own open, or closed, community. It's definitely easiest to start with, offers a wide range of features, most viewers will be familiar with it, and it's free.

There are also platforms, such as [Mighty](#), that allow building your own community platform, often with more membership-driven approach. Depending on your audience size and type, and the content you're creating, this can be one way to monetize.

9.1.5. Blogging Platforms



(Image source: Compiled from: <https://medium.design/logos-and-brand-guidelines-f1a01a733592> and https://fi.m.wikipedia.org/wiki/Tiedosto:WordPress_logo.svg)

Blogging platforms can work as a new content channel and can promote your video content. One approach can be to create text content from the videos you've created, and then pointing to these videos for added context & information.

- **Medium:** Create blog posts related to your video topics and embed your videos within the posts.
- **WordPress:** A highly customizable platform that allows you to create a blog or even a full website to complement your YouTube channel.
- **Blogger:** A free blogging platform by Google.

- **Substack:** Besides newsletters, Substack also allows for public blog posts.
- **Ghost:** A professional publishing platform for creating blogs.
- **Tumblr:** A more informal blogging platform suitable for various types of content.

9.1.6. Newsletter Platforms



(Image source: Compiled from: <https://mailchimp.com/design/> and <https://on.substack.com/p/we-have-a-real-logo-now>)

Newsletter can be a highly powerful tool. If it matches your content type and can provide additional value to your audience, you can create a regular newsletter with insights and unique content to reach your audience directly, and to also promote your other content. This can also be a great way to monetize. However, not that you shouldn't spam, and this doesn't work for all content types and audiences.

- **Mailchimp:** Build an email list to notify your audience about new videos and updates.
- **ConvertKit:** An email marketing platform designed for creators to connect with their audience.
- **Substack:** A platform for newsletter creation and distribution, with an option for paid subscriptions.
- **Brevo (ex SendinBlue):** An all-in-one marketing platform that includes email marketing services.
- **Constant Contact:** An email marketing platform that also offers social advertising and SEO tools.
- **AWeber:** An email marketing service provider with easy-to-use tools for small businesses and entrepreneurs.

There's an almost unlimited supply of different newsletter platforms. These above are just a sneak peek into what's available on the market.

9.1.7. SEO Tools



(Image source: Compiled from: <https://en.wikipedia.org/wiki/VidIQ> and <https://keywordtool.io/>)

SEO Tools can help you better analyze your channel, brand, and reach, and to improve & optimize your growth efforts.

- **[TubeBuddy](#)**: Optimize your YouTube channel and videos for search both on YouTube and Google to attract more viewers.
- **[VidIQ](#)**: Another tool to optimize your YouTube channel and videos for search, with features for keyword research, competitor analysis, and more.
- **[Morningfa.me](#)**: A YouTube analytics and SEO tool to help you grow your channel by understanding your audience and optimizing your content.
- **[Yext](#)**: Manage your online presence across various platforms including Google, Facebook, and YouTube to improve visibility and performance.
- **[SEMrush](#)**: An all-in-one marketing toolkit for digital marketing professionals, with features for SEO, paid traffic, social media, content marketing, and market research.
- **[Ahrefs](#)**: A comprehensive SEO tool with features for keyword research, competitor analysis, and backlink analysis, which can also be used for YouTube SEO.
- **[Keyword Tool](#)**: A keyword research tool for YouTube to find the right keywords to target in your video descriptions and titles.
- **[Google Trends](#)**: Discover trending topics and compare search interest over time to identify popular topics for your videos.

9.1.8. Community Support Platforms



(Image Source: Compiled from

https://en.m.wikipedia.org/wiki/File:Patreon_logo_with_wordmark.svg, <https://more.ko-fi.com/brand-assets>, <https://www.buymeacoffee.com/brand>)

These platforms offer different ways to engage with your audience and gain direct monetary support from them. Some of these may even offer features that overlap with some of the other platforms we've previously looked at.

- **[Patreon](#)**: Engage with your most loyal fans by providing exclusive content in return for their support.

- **[SubscribeStar](#)**: A membership platform similar to Patreon, offering a space for creators to get paid for their content.
- **[Ko-Fi](#)**: A platform allowing creators to receive support from their audience in a friendly, low-commitment way.
- **[Buy Me A Coffee](#)**: Similar to Ko-Fi, it provides a casual platform for audience support.
- **[Memberful](#)**: A platform that allows you to create a membership site, manage your members, and collect membership fees to monetize your audience.

9.2. Utilizing Multiple Channels

Look into what platforms best match your content type and audience and aim to establish a presence in there. You can, and should, utilize multiple platforms.

Spread your content across these platforms, but don't do it by lazily dumping everything from one channel to the others. Or at least don't only do that. You should aim to engage each platform the way they naturally operate, and thus you should aim to make your content fit the strengths of each platform.

9.2.1. Strategic Content Distribution


A measured approach to content distribution across different platforms is pivotal in amplifying your reach and engagement. Each platform has its unique set of functionalities and audience behaviors, and aligning your content strategy to these nuances can yield better engagement and growth. For instance, while YouTube is conducive for long-form content, platforms like Discord and Twitter serve well in building a community and driving real-time engagement. When sharing new video releases on Discord and Twitter, ensure the announcements resonate with the platform's conversational tone and features.

Adapting to each platform doesn't mean reinventing your content entirely but slightly tweaking it to cater to the platform's strengths. This way, you're not just mechanically repurposing content, but strategically expanding your content's reach and impact.

Here's example of typical MrBeast content, condensed down into a short, 48 second video, and posted on Twitter. Watch the full video on MrBeast's twitter, here:

<https://twitter.com/MrBeast/status/1721568819309649950>



MrBeast 
@MrBeast

Subscribe



I bought a house before Halloween and gave it to a random Trick Or Treater :D



6:42 PM · Nov 6, 2023 · 13.1M Views

(Image source: Screenshot from MrBeast Twitter

<https://twitter.com/MrBeast/status/1721568819309649950>)

And here's the same short-form video, on MrBeast's TikTok channel:

<https://www.tiktok.com/@mrbeast/video/7298050264441818410?lang=en>



(Image source: Screenshot from

<https://www.tiktok.com/@mrbeast/video/7298050264441818410?lang=en>)

Linus Tech Tips has also found success by approaching Youtube Shorts with content that matches their style and content niche, but wouldn't work as a full-scale video. Here's one example: <https://www.youtube.com/shorts/VWjX52oAAMk>



Like 118K

Dislike

Comment 642

Share

More options



(Image source: Screenshot from <https://www.youtube.com/shorts/VWjX52oAAMk>)

9.2.2. Authentic Engagement on Twitter

Twitter serves as an excellent platform for real-time engagement with your audience. Beyond sharing updates about your new content, it provides a window into your daily life, fostering a deeper connection with your audience. Sharing snippets of your travels, especially if they relate to your usual content, or engaging with other creators and relevant content, can make your Twitter feed a dynamic extension of your YouTube channel.

Engagement on Twitter should feel natural and spontaneous. It's about building a rapport with your audience by sharing not just your content updates but also glimpses of your persona and interests. This authentic engagement can foster a community around your brand, making your audience feel more connected to you.

Below is an example of quite typical Twitter post from programming streamer & Youtuber ThePrimeagen. More replies can be seen in the original tweet thread here:

<https://twitter.com/ThePrimeagen/status/172228777512113106>

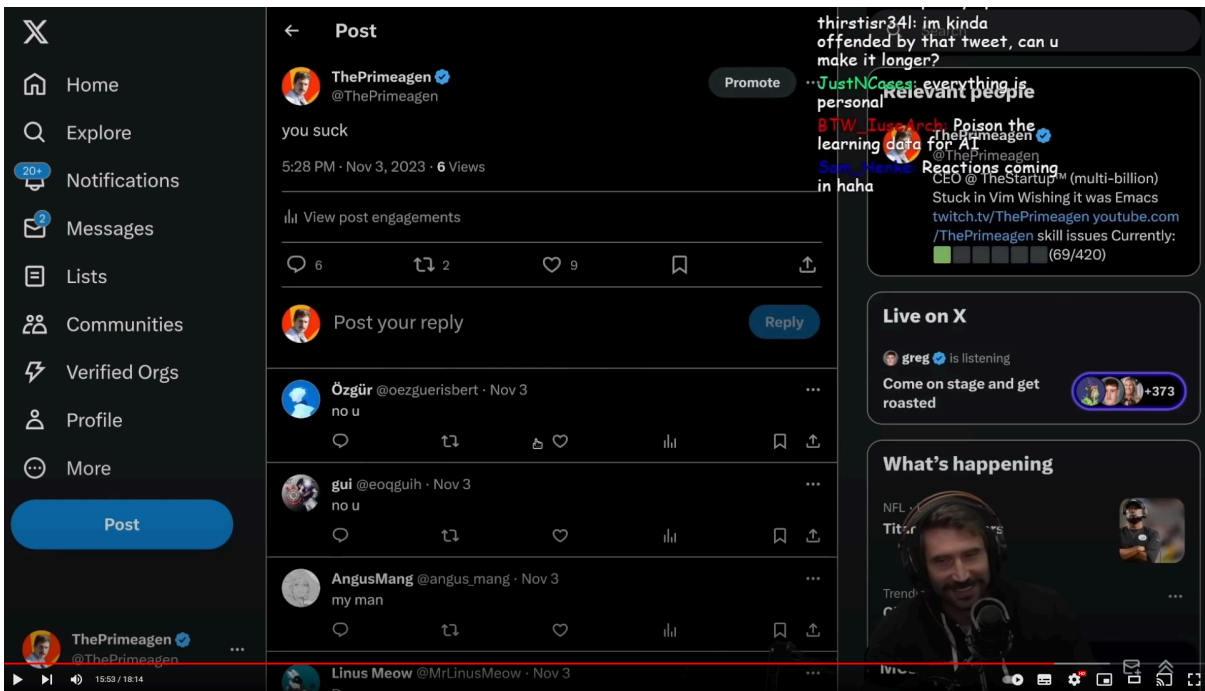
The screenshot shows a Twitter thread. The main tweet is from **ThePrimeagen** (@ThePrimeagen), a verified account, posted on Nov 8, 2023, at 6:19 PM. The text of the tweet is: "scrum and soccer are very similar" followed by "90 minutes of running around and sometimes something happens". It has 115 replies, 142 retweets, 1.5K likes, and 50 bookmarks. Below the tweet is a "Post your reply" section with a "Reply" button. The thread continues with two replies. The first reply is from **ThePrimeagen** (@ThePrimeagen) on Nov 8, saying "i cannot wait to get with my first community notes", with 4 replies, 107 likes, and 10K retweets. The second reply is from **Aaron Francis** (@aarondfrancis) on Nov 8, saying "Don't you dare start ragging on soccer. PHP, fine, I get it. But soccer! The beautiful game!", with 5 replies, 62 likes, and 5.7K retweets. The thread ends with another reply from **ThePrimeagen** (@ThePrimeagen) on Nov 8, saying "you are right, my children absolutely love it", with 2 replies, 22 likes, and 4K retweets. A "Show replies" link is visible at the bottom of the thread.

(Image source: Screenshot from

<https://twitter.com/ThePrimeagen/status/17222877512113106>)

He also occasionally does quick tweeting during his live streams, usually either to make a joke, share a fun or good quote from somewhere, or to demonstrate a point he is discussing. Screenshot below shows the last situation from one of his streams and the response from the community he has created on Twitter. Watch full clip here:

https://youtube.com/clip/UgkxLu4rYObqe8Y3Pp2bU0Zv79g4ELMlvHq0?si=p_HxpJr9OmBr8QAS



(Image source: Screenshot from <https://www.youtube.com/watch?v=9TKh961AJoY&t=904s>)

As previously mentioned, Linus from Linus Tech Tips is also known for quick tweeting without too much filter, but his candid and direct style tends to resonate with his followers, as shown in the screenshot of his tweet and responses below:

Linus LinusMediaGroup @linusgsebastian · Dec 29, 2022 · 943.3K Views

Saw #smalldickenergy trending.

Incidentally, we're working on a new screwdriver



4:31 AM · Dec 29, 2022 · 943.3K Views

317 replies · 348 retweets · 14K likes · 61 bookmarks

Post your reply

Ken James @kjames_2001 · Dec 29, 2022
To be honest Linus, if you could put this into production it'd be a gamechanger. A quality ratcheting stubby screwdriver would be the bomb for automotive work. I know I'd buy one or two.

Linus LinusMediaGroup @linusgsebastian · Dec 29, 2022
We will. You'll love it.

Austin Evans @austinnotduncan · Dec 29, 2022
Actually I'm pretty sure that's average maybe even a little more than average.

Barnacles Nerdgasm TM @Barnacles · Dec 29, 2022
Damn it Linus, I would have waited if I knew you were making one in my size

Anthony Spina @Speenuh · Dec 29, 2022
Lmfao

Marshall Long @OGBTC · Dec 29, 2022
can I get my first order tho?

Ethan Price @Paradox_EP · Dec 29, 2022
Need a slim electric one with that grippy magnetic magic

Max Odrive @Max_ODrive · Dec 29, 2022
KNURLING!!! IT NEEDS KNURLING!!! C'maaaaannnn....

King Guy @KingGuy04 · Jan 24
Pretty sure this was requested by a lot of people

nikos @andriotisnikos1 · Dec 29, 2022
#linusenergy

Erwin @erwinhun · Dec 29, 2022
Screwdrivers and dicks are not the same! Unless you ask a certain v-tuber...

Peter Sassaman #TouchVR #SmellVR @PeterSassaman · May 18
Is the neck right beneath the ratchet the same diameter as on the large screw driver?

callum @callumhyd · Dec 29, 2022
that looks pretty average sized if you ask me

Coastal Crypto @Coastalcrypto11 · Dec 29, 2022
I refuse to pay anything more than a dollar an inch for this!

(Image source: Screenshots from Twitter thread:
<https://twitter.com/linusgsebastian/status/1608289519639629825>)

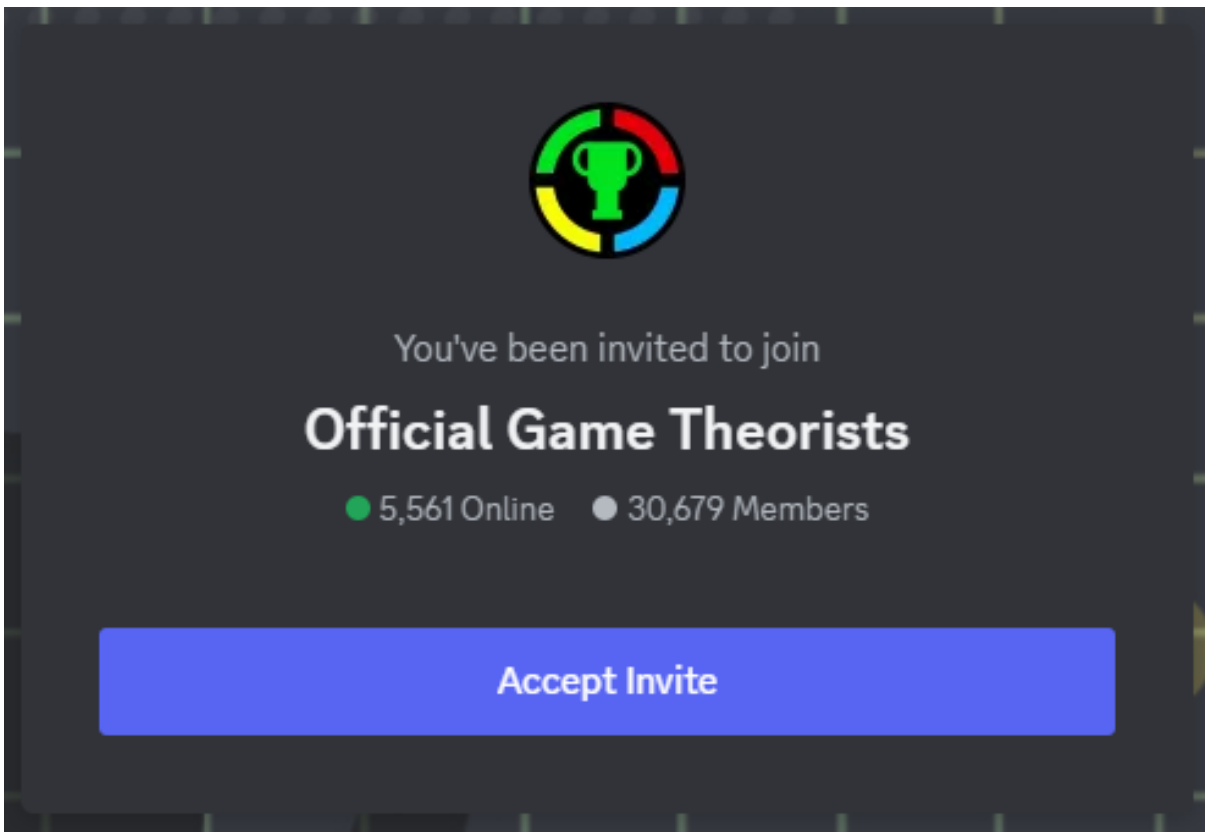
9.2.3. Building a Close-Knit Community on Discord

Discord is a haven for building a close-knit community with your most ardent followers. It's a platform where you can have direct conversations, share exclusive behind-the-scenes content, and engage in fun activities with your audience. It's about creating a more personalized and engaging experience for your audience, making them feel valued.

Seeking opinions, feedback, and thoughts on new content from your Discord community can provide invaluable insights, helping you align your content with audience preferences. While such engagement can also occur on Twitter or YouTube, the intimate setting of Discord

makes it special for your loyal followers, fostering a sense of exclusivity and deeper connection.

As an example, Youtube creator MatPat, known for his Game Theory and Film Theory channels, has created a large (over 30 000 members) and close-knit Discord-community, focusing on digging into the lore and solving mysteries in video games, films, and other media. Joining his Discord-community has also been give a nice onboarding-process which allows each user to engage with the Discord server and the community the way that best works for them.



(Image Source: Screenshot from the Official Game Theorist Discord server)

Here we can see how the user can apply to get direct notifications of any new videos on their favorite Theorist channels, creating direct engagement for future videos.

Question 3 of 4

Would you like notifications for video uploads?

+6585 people in common ✓

Game Theory

Film Theory

Food Theory

Style Theory

GT Live

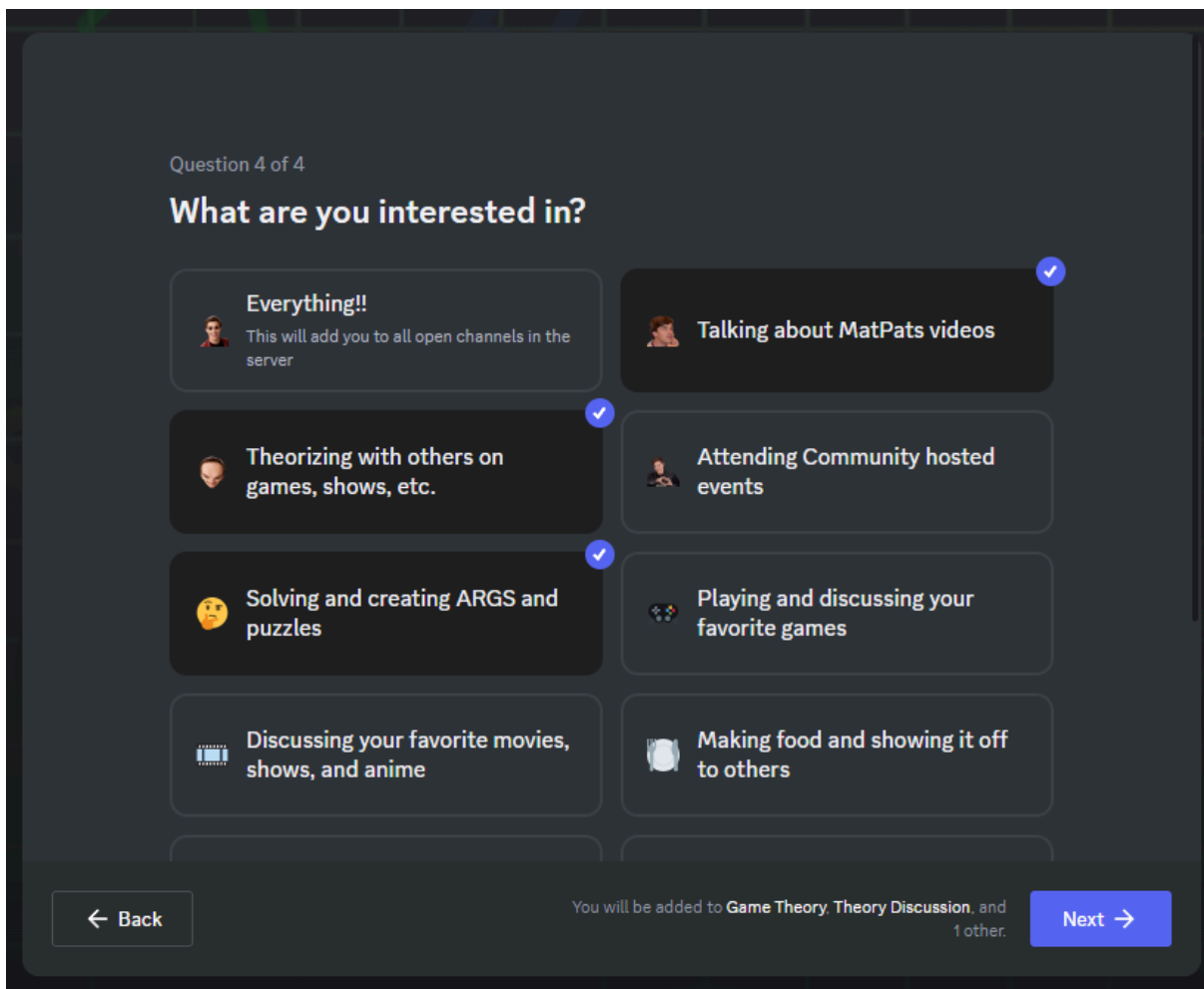
← Back

You will receive the @Game Theory Notification role.

Next →

(Image Source: Screenshot from the Official Game Theorist Discord server)

And here user can select their core interests, which both gives the creator running the channel a good idea on the interests of their community and also helps the user engage directly with likeminded members of this discord community.



(Image Source: Screenshot from the Official Game Theorist Discord server)

9.3. Embracing Short-Form Content

Short-form content can offer a great way to experiment with content and expand your reach.

9.3.1. What is Short-Form Content?

Short-form content refers to the new video content format and platforms, where videos are very short (often just up to 60 seconds), often shot in vertical-format to better match viewing on mobile phone, and served as a constant fast-moving stream of random content.

This content type was popularized by [TikTok](#) in 2018 and further boosted by YouTube who soon after introduced their own [Shorts](#) format to challenge Tiktok. This format was already tried by another social media platform, Vine, which launched in 2013 but closed down in 2017.

Short-form content caters to the ever dwindling attention spans and the on-the-go content consumption behavior, both of which are more and more prevalent among modern audiences.



(Image source: Screenshots from <https://www.tiktok.com/@bayashi.tiktok/video/7283098721921846530> and <https://www.youtube.com/shorts/ajRcfEuTb9U>)

Couple of examples of short-form content:

Left: "[recipe idea](#)" video by creator bayashi.tiktok on Tiktok

Right: "[i got a pizza delivered to a moving boat](#)" video by creator Max Fosh

9.3.2. Expanding to Short-Form

Diversifying into it on platforms like YouTube Shorts and TikTok can serve as a help reach new audiences and provide a fresh touchpoint to your content your for existing followers.

Due to the quite unique format of these platforms, with vertical video and very short video length, you usually need to approach these channels with new custom content or heavily edit existing content to fit the platform:

- Figure out which parts of your normal and existing content can work a short standalone bits

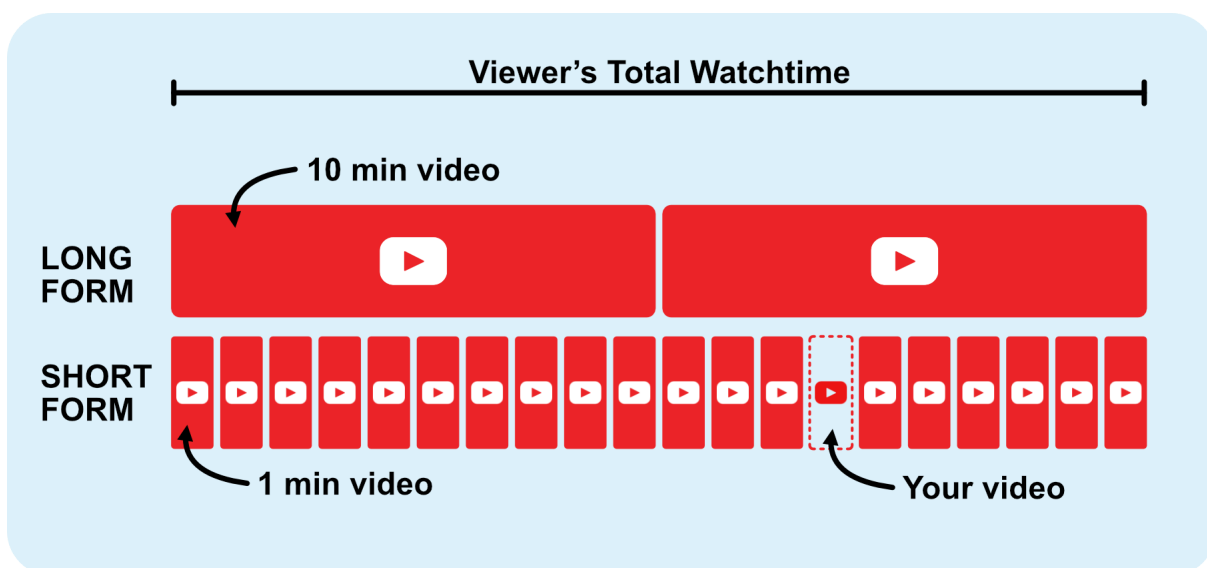
- Create new content specifically for short format, but remember to retain your unique style and lean into your content niche
- You can develop your long-form content in such a way, that every time you create a long-form video, there's a segment in it that can directly be turned into a short-form content.

9.3.3. Short-form Content as Testing Platform

Because short-form content is - as the name gives away - so short, and because it's fed to users as a constant, never-ending, stream, its consumption pattern is much different from long-form content. This leads into there being a lot more views available from viewers in the short-form content side than in the long-form content side.

If a person watches one 10-minute video, it's just a one view, but with shorts they can watch ten 1-minute videos in the same time, resulting in 10 total views being "collected" by creators. Also, because short-form content loops automatically, it can easily generate additional extra views. YouTube is well aware of this of course, and views on YouTube Shorts side have a different weight on your channel overall. So they aren't a shortcut to massive success and ad revenue.

However, this still means that there's much more "space" to get views in the Shorts side and thus more chance to be shown to new viewers who might resonate with your content. The person watching ten 1-minute videos instead of one 10-minute video, isn't just giving out 10x the views, they are also seeing 10x the content and potentially 10x the creators in the same time.



(Image source: Illustration by Olli Mäntylä)

Above graph shows how YouTube Shorts offers more chances at being seen and discovered by new viewers.

This higher opportunity of being discovered means that YouTube Shorts is a great way to test out your content and format ideas. Naturally these need to fit into the Shorts format for you to be able to properly test them on the Shorts side. And not all formats or content fits this requirement. But if you can take your idea and shape it work on the shorter format, you can test it out quite quickly on the shorts side, with good reach and more opportunity for the concept to be discovered by viewers.

If the content seems to work, you can turn it into a regular Shorts content for your channel and keep growing your Shorts audience. And you can take the format into the long-form side. This can help bring your new Shorts audience to watch your long-form content as well, and it can also bring you new reach and popularity on the long-form audience side as well.

9.3.4. Example of Launching a Channel with Shorts - BigTugg

Tucker Lindgren, better known as [Big Tugg](#), is YouTube comedian with a unique content matched with as unique presentation style and output. He found rapid success with his short-form comedy videos and then successfully expanded more to his long-form content side. Tucker also utilizes the combination of long and short-form content effectively by creating his long-form content in format which allows cutting segments directly into shorter form.

Here's an example of Big Tugg's shorts content "[Under Rated Snacks #fyp #foodie #snacksrecipe #snacks #cheese #comedy #top5](#)"

SNACKS

THAT I LOVE DEARLY



Buy Super Thanks

Under Rated Snacks #fyp #foodie #snacksrecipe #snacks #cheese #comedy #top5

@biggtugg

Subscribed



228K



Dislike



1.7K



Share



And here's an example of his long-form content: "[Every Reason why Space is Horrifying](#)"



Every Reason why Space is Horrifying

171K views • 4 days ago

(Image source: Screenshot from <https://www.youtube.com/@biggtugg> channel)

Chapter 9 Sources:

- Channels (Youtube, Tiktok, Twitch) shown in chapter
- Interviews by Jay Clouse: <https://www.youtube.com/@CreatorScienceYT>
- Film Booth: <https://www.youtube.com/@FilmBooth>
- vidIQ: <https://www.youtube.com/@vidIQ>
- Colin and Samir: <https://www.youtube.com/@ColinandSamir>
- MrBeast Twitter: <https://twitter.com/MrBeast>
- ThePrimeagen Twitter: <https://twitter.com/ThePrimeagen>
- Various MrBeast interviews