

7 things to note when starting YouTube channel

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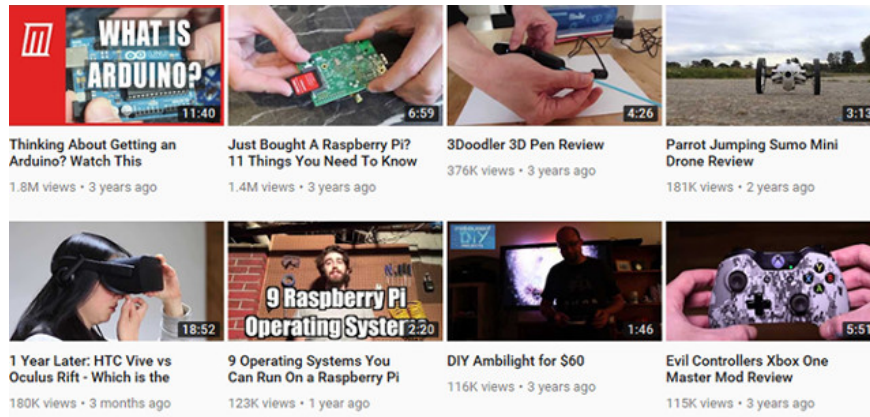
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1. Instructions on how to create a YouTube Channel

1. Motivation

Not motivation in the sense of "wanting to act and work", but "reason for action and work". What motivates you to start a YouTube channel?

Maybe you want to teach others about something like DIY or web programming and mobile applications. Maybe you want to tell stories through short films. Or maybe you want to play and evaluate video games. It can be anything, but it must have a clear purpose.



Motivation is the basis for the three main elements shared by every successful YouTube channel: the scope of the topic, the target audience and the reason for its existence.

1. The topic range is what the video will talk about.
2. The target audience is the people that the video targets.

3. The reason exists is why they should watch the video.

Before creating a channel, you must define these. If not, your YouTube channel may be "deadly".

2. Frequency

Once you know what type of content to do and who will see it, you need to decide on the production schedule. How long will you release a new video?

It depends mainly on the type of content:

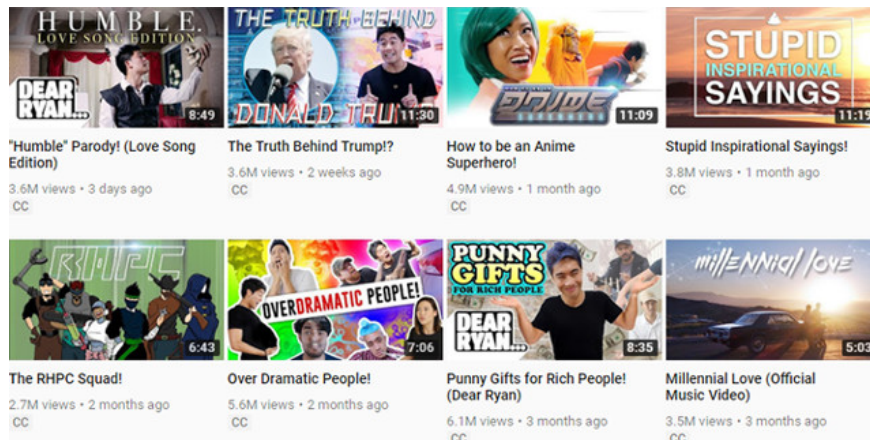
1. For vlogs and Let's Plays, maybe every day.
2. For research, maybe weekly.
3. For high quality skit, maybe every month.

Be realistic and think long term. You may have enough energy to make a video every day right now, but can you keep it for six months or a year?

Changing the video release frequency may cause many people to be dissatisfied, even missing a day (or week or month) that may cause subscribers to leave the channel.

3. Style

Many people will tell you that success is "quality on style". Yes, but they were wrong. The key to success is "quality and style". YouTube viewers 'eat with their eyes' and if you serve a healthy but bland "dish", many people will leave.



Among the many factors that lead to a successful YouTube channel, there are three style-related factors:

1. Smart title
2. Consistent format
3. Avatar for video

If the channel is related to sound, you need clear pronunciation, confident voice and no voice or sound that makes viewers uncomfortable. A few ways can do this like practicing public speaking, then learning how to talk coolly by watching and learning TED conversations and finally check out the free websites and sources for improvement. Good communication skills.

But you also need to edit your videos, ensure high quality and high frame rates and cut out all unnecessary bits.

4. Equipment

In order to have a successful YouTube channel, you need to purchase some essential equipment needed to create a video, but it doesn't cost much to get started.

At a minimum, you will need to have:

1. **Camera** : Before paying over \$ 500 for DSLR or mirrorless cameras (mirrorless cameras that change lenses), be aware that the webcam is good enough to get started and costs less than \$ 100, or you can use a smartphone.
- **Tripod (Tripod)** : If you have a separate camera, you will need a tripod to keep it stable. It can be placed on a table or shelf, but the tripod is more flexible and inexpensive.
1. **Microphone** : The built-in microphone comes with the camera, even on webcams, smartphones, DSLRs or mirrorless, often not very well. So use an external microphone, record your own sound, then mix it with the video.
- **Blue screen: Green** screen is needed if you want to change the background in the video. Although the blue screen set can be up to \$ 50, you can use a green plate or a DIY with an unused white plate and dye it into blue.
1. **Screen capture software** : Only needed if the video is related to content from the screen, such as instructions with Excel video or PC games.

5. Advertising

If you want to succeed, you have to advertise yourself and have a thin line between spam and self-promotion. Here are a few ideas to use:

1. **Social media** : You can use different social media to promote your YouTube channel.
1. **Forum** : This is a great way, especially for large forums. Find a community where your content is relevant, then share the best content (not all content). Do not share too often, otherwise you may be banned.
1. **Gifts** : People like free stuff. By running a related donation program, your channel can reach a lot of people within a few days.
1. **Collaboration** : Working with other people is not only a good way to link and expand your contacts but also make the audience more aware of you.

Remember that channel promotion is a long battle. It may take months or even years for your channel to become popular. Persistence is the number one feature for content creators on YouTube.

6. Make money

Although making money through YouTube is harder than before, but still possible even when you start.

While most people think that 'YouTuber' (YouTube content creators) make money with advertising, the truth is that advertising is not high. As of 2016, average revenue per 1000 YouTube views is about \$ 1.50. After YouTube cuts, this number is up to \$ 1,500 for a million views and may decrease further in the future.



In short, don't expect to get rich with advertising even if your channel is famous. So how can top YouTube users make money? It is a combination of many methods of making money:

1. Affiliate sales and product promotion
2. Consulting services
3. Direct advertising is indispensable
4. Support from the fans who contributed

7. Goals and milestones

Before starting the first video, set a few goals and / or milestones. Not only will you focus on the main road, give you a sense of progress, but also show you what to do when you feel trapped.

An effective goal consists of three core elements:

1. Measurable: The goal must determine the level of achieving the desired result.
2. Time: The goal needs to have a real time, not too short or too long.
3. Controllable: The goal should be an action you can take, not a result you hope to happen.

For example, you can target 10 videos (measurable) at the end of October (time). Note that "making videos" is an action that can be done, while "reaching 1,000 views" is not an action but an outcome. "Earning \$ 50 this month" is not a goal, while "finding and negotiating a sponsorship contract" is the goal.

Create some goals, then continue to create more when you have done them. You will be surprised at the effectiveness of this.

What kind of YouTube channel are you doing?

Hope this article helps you get more motivated to create a successful YouTube channel. Creating and running YouTube channels is easy, but building a successful YouTube channel requires a lot of effort. There are many things to learn, lots of things to practice, and a lot of things to remember. But if it's really serious, there's no reason you didn't succeed.

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