

**This Playbook summarizes five years of Faceless YouTube Automation channel lessons into a 10-minute read.**

It details how to find the right opportunity, put together your team and leverage AI to create the content, and build an additional stream of income.

This is the exact playbook for how I started and scaled a brand new channel from scratch to \$17,000 per month in 8 months, and sold it for \$100,000 a couple months later.

Other people have used the same strategies to make anywhere from \$1,000 to over \$100,000 dollars. A few of these examples are shared in this playbook.

I deserve no credit for their success - they did the work. But this overall strategy got them started and/or showed them that it was possible.

This will either resonate with you and spur you into action, or it will mean nothing. It is recommended that you scan this in one setting without social media distractions.

Used By Over 3,500 People To Build Cashflowing Faceless YouTube Automation Channels...

## ***This Is The Playbook For How I Started, Scaled and Sold a Channel for \$100,000+***

From: Razvan Paraschiv

**Dear readers,**

The following is the playbook for how I started, scaled and sold a brand new Faceless YouTube Automation channel for \$100,000+

I give this playbook away because I invest in future channel owners who use it, and I advise them toward a meaningful business.

I am 100% confident that this is *the plan that you've been looking for*.

There's nothing magical to it - it is *very* simple and *very* predictable.

I can say that, because hundreds of regular people, like you and me, have told me that this strategy changed their lives.

It is hard for me to explain how effective this is without sounding like a crazy TV-pitchman.

I apologize in advance if it comes across as overly optimistic, but... it is my experience that this process, done in the right sequence, can create an incredible cashflowing business in less than a year.

My name is Razvan Paraschiv, and I am writing this to you from a chateau (castle) in France.

I do not live here.

I'm actually here for a business mastermind to learn more about the forever changing industry and make sure I stay up to date with the newest trends and innovations in the space.

I paid \$18,000 to be at this event with my girlfriend and I can only afford this thanks to the strategies that I outline in these pages.

I am going to detail how I build little faceless YouTube channels that make a couple hundred bucks per day. That matters, because it currently adds up to \$40,000+/mo for me.

It took me about two years to get there. But that's not what we will talk about today.

It takes \$167 per day to make \$5,000/month.

Or \$275 per day to make \$100,000/year.

Some people get there faster... others take more time.

**I hope to persuade you that you are only one or two decisions and a couple months away from creating such an additional stream of income.**

I spent the first two years of my career as a struggling entrepreneur, doing whatever I could to make money.

I tried my hand at affiliate marketing, drop shipping, print-on-demand, creating content, and on and on...

I was fairly successful at some, and others failed miserably.

But I worked more than ever... had no social life... and I had no time to enjoy the cashflow those businesses were bringing me.

There was no “way out.”

**But once I went “all in” on this strategy, I was making \$10,000/month in less than 5 months, only working a couple of hours per week so I could actually enjoy it!**

I also discovered that if I scaled those channels to a couple thousand dollars per month, then I could sell them for sometimes a life changing amount of money.

I learned that these businesses were more than just profit-machines... they were real businesses that could be sold for considerable amounts.

Just over a year ago, I wanted to put this strategy to test again.

So I started a brand-new YouTube Automation business, from complete scratch. And eight months later... It was making \$17,000 per month.

Four to five months after that... I sold it for \$100,000+.

I realized that this is the easiest and most fun way for me to make money online (I hope it will be for you too, soon).

When I started doing this, I shared what I was doing on Instagram. A lot of people followed the steps and started having success, too.

[One of my students, Adrian, used it to scale his channel to \\$18,000 per month in 60 days.](#)

[Another, Salper, generated over \\$100,000 in cashflow from his construction channel and then sold it for \\$155,000.](#)

I also have many case studies of people who used this to generate a cool \$3,000-\$5,000 monthly in just a couple of months.

Now I partner with people that follow this system, and I help them create the cashflow that they want.

**If you use this information to build ONE tiny YouTube Automation channel that does \$100-\$200 per day - that can be the start of a life of freedom forever.**

If you had the patience to read up until this point, I'm confident that you will follow the steps in this playbook and get success with it.

So here it is:

**Secret #1: It's not important  
how hard you row, but what  
boat you're in**

If you're reading this, chances are you're stuck in the 9-5 grind.

You want out. Or maybe you don't.

You just want to make some money on the side.

You want a business you can *own* without it owning your time.

You don't want to edit videos yourself. You don't want to write scripts yourself. You don't want to spend hours learning how to animate or do voiceovers.

You're smart: you plan to use freelancers, AI, and systems to do the heavy lifting.

But here's the catch:

**If you pick the wrong "boat" — the wrong niche — none of that will matter.**

Because no amount of hiring or automating will save you if you're stuck in a dead-end niche.

It's not about how hard you row.

It's about the *boat* you're in.

Pick the wrong boat, and you're paying freelancers and AI tools to sink slower.

Pick the right boat, and you're buying speed, momentum, and eventually... freedom.

And the "boat" in YouTube Automation — is your *niche*.

Choosing the wrong niche is like signing up for a lifelong struggle session.

Choosing the right niche is like finding a secret highway to \$5,000/mo and beyond.

## The Wrong Niche: A Death Sentence

You can outsource everything perfectly... but if you're in a bad niche?

- Views will trickle in painfully slowly.
- CPMs (your earnings per 1,000 views) will be low.
- Every freelancer invoice will feel like lighting money on fire.

You'll wonder why you're losing money each month instead of making it.

It's not you.

**It's the boat you chose.**

[Remember Salper? The guy that made \\$100,000 with his channel, then sold it for \\$155,000 more?](#)

Well, he learned this lesson twice.

Once, by picking the right business for him.

At first, he tried dropshipping, Amazon FBA, and a few other side hustles that didn't work too well for him.

And then, he tried YouTube Automation which... turned to be the right boat, to say the least!

But also, even with his YouTube Automation channel...

He didn't pick the perfect niche from the beginning. He actually hated the videos he was making at first.

When he switched to construction of megaprojects, something he would actually watch himself... the rest is history!

# The Right Niche: The Wind In Your Sails

Pick the *right* niche... and suddenly:

- Views come easier.
- CPMs are higher (sometimes 5x-10x higher).
- Your freelancers actually create assets that *make* you money.

You're not just paying for content.

You're building a real cash-flowing asset.

All because you chose the right boat.

## What Makes A "Right" Niche?

Here's the short version:

### 1. High CPM Audience

If advertisers are willing to spend more to reach your audience, *you* get paid more. Topics like finance, tech, real estate, health, history, and news tend to have some of the highest CPMs on YouTube.

### 2. Evergreen Interest

You want topics that people will care about 3 years from now—not just "what's trending this week."

### 3. Mass Appeal OR Fanatic Small Audience

You either want a niche that's *huge* (think: celebrities, sports, money) **or** a smaller niche where the few fans are *obsessed* (think: golf gear reviews, things you didn't know about guns, or medieval history).



## **4. Personal Interest**

Making videos you wouldn't want to watch in 1,000 years just because 'they are in a good niche' is not a good idea.

I learned this the hard way.

Instead, you want to make videos you have a slight interest in, videos that make you curious. They don't need to be your life passion, but disliking them will not get you very far.

## **The Million Dollar Shift**

Most beginners obsess over *"how can I make better videos?"*

Smart channel owners — like you — ask *"where should I be making videos?"*

**Boat first. Then row.**

Because a mediocre video in the right niche can outperform a "perfect" video in the wrong niche.

Choosing the right niche isn't optional.

**It's everything.**

When you pick right, you're not "fighting" YouTube.

You're finally *working with it*.

You're rowing with the current, not against it.

And that's when you start seeing numbers that will compete, sometimes even beat your 9-5 income.

Not sure what the right niche is for you? My team can help. [Book a free call to map it out together.](#)

## **Secret #2: He who works all day has no time to make money**

Most people dream of "quitting their job" so they can "work for themselves." But what they don't realize is: *work is work*.

Whether you're doing it for a boss or for yourself, you're still trading hours for dollars. And in this business model, that's not the game we're playing.

The real game is about *owning the system*, not *being* the system.

You're not signing up to be a full-time scriptwriter. You're not here to become an editor or a voice actor.

Nor do you need to show your face on camera, record any videos yourself... or build a personal brand and become the next big influencer.

You're here to become the *owner*.

The person who makes money... even when they're not doing all the hard work themselves.

**And don't get me wrong,**

This is not a get-rich-quick scheme where you can be sipping Mojitos on the beach in Turks & Caicos with your friends and family while the money is coming in without you even thinking about it.

You might afford these vacations, but you will still be in charge of the system. Of the business and the channel that is making the money.

It's just that you'll be working ON the business, not IN the business.

[Like Tammy, who scaled down her virtual assistance business to focus more on her YouTube Automation business.](#)

Tammy is great at what she's doing. But she realised that with her current business, her income is directly tied to her time.

And being a mother, as well as a grandmother now, she wants more time to spend with her family - not with strangers on the Internet...

She was able to do that with YouTube Automation.

She started her channel, put the work in at the beginning.

Found her team.

Leveraged AI.

And now she's making \$5,000+/mo while only working a couple of hours per week managing the entire operation.

She also got her husband to learn about the business model and now they're starting a channel about gun reviews together!

Be like Tammy.

Don't trade all of your time for money.

## **The Power of Delegation**

Thanks to platforms like Fiverr and Upwork, you can hire freelancers to:

- Write your scripts

- Create your voiceovers
- Edit your videos
- Design your thumbnails

All for around \$70 per video.

And when you do this smartly, each video becomes an *asset* that works for you 24/7.

Imagine investing \$70... and turning it into \$700... \$7,000... or even more over the lifetime of that video.

THAT is how you build a business.

Not by grinding yourself into dust trying to do it all manually.

And here's where it gets even crazier:

Thanks to AI tools like ChatGPT (for scriptwriting), ElevenLabs (for voiceovers), and a dozen video editing automations...

You can now produce videos *faster* and *cheaper* than ever before.

In fact, many are getting full videos made for as little as \$20-\$30 by combining AI + a light human touch.

Meaning:

- Faster content production.
- Lower production costs.
- Higher profit margins.
- Quicker path to \$5,000/mo and beyond.

[Roshan is a great example of an early-adopter of AI.](#) Wanting to keep costs low while he was starting new channels, he tested a bunch of different AI tools we recommend in the community.

And the reality is, that takes time too.

He spent a couple of weekends learning how to use the tools and deciding which ones are the best for his specific case.

But once he figured it out...

His channel exploded and made \$5,000 right off the gate - in his first month! Now he's using more and more AI tools to automate the process.

## **You Are The Architect, Not The Laborer**

If you take just one thing from this:

Remember: you're building a system, not a job.

The moment you find yourself "working all day" in this model, you've already lost.

Your job is to *design the system, get the right people, use the right tools, and own the results.*

That's how you make real money.

That's how you build real freedom.

And it all starts with thinking like a business owner, not a YouTuber.

Let's keep building.

# Secret #3: It all starts with an idea

Once you've chosen the right niche, and once you've set up your system with freelancers and AI tools, there's one simple truth that separates winners from losers in YouTube Automation:

The ideas are everything.

Because no matter how good your editor is... No matter how clean your voiceover sounds... No matter how eye-catching your thumbnail looks...

If the idea behind the video is weak, nobody will care.

On the flip side?

Even a "decent" video with a *great* idea can go viral, pull in thousands of views, and start printing money for you while you sleep.

## **Good News: You Don't Need To Be A Creative Genius**

Coming up with video ideas isn't about daydreaming in a coffee shop for six hours.

It's not about "being original" or "inventing" anything new.

It's about doing research.

Simple, predictable, repeatable research.

You don't need to be a creative genius... You don't need years of experience... You don't even need a journalism degree.

You just need to learn what's already working in your niche... and then *model it* in your own way.

(Hint: AI tools can make this even faster.)

You can use ChatGPT to brainstorm video topics. You can use VidIQ or TubeBuddy to spy on trending videos. You can browse YouTube and literally *see* what's getting millions of views right now.

Success leaves clues — your job is to pick them up.

## **If You're A Fan, You're Already Ahead**

Here's a big secret most people miss:

If you already enjoy watching YouTube videos in your chosen niche...

You already know *exactly* what kind of videos tend to perform well.

Because you are the customer.

You are the viewer.

You've already felt the pull of a great title... clicked on an irresistible thumbnail... binged a 10-minute video that you *had* to finish.

Trust your instincts.

If you would click on it... millions of others probably would too.

[Christian used this exact method and made \\$4,500 with his very first channel in the first 30 days, without any previous experience.](#)

He had no idea what niche to choose or what video ideas to do when he first started this business model.

Eventually, he spotted a gap in something he actually loved and that is European Football, or Soccer.

It's the thing he watches.

It's the thing he talks with his friends about.

And it's now the thing that makes him money - through YouTube Automation!

Not only his channel allowed him to turn his passion into a stream of income, but being passionate about the subject makes everything so much easier for him!

## **No Technical Skills Needed**

Thousands of people — with no experience, no special background, and no fancy education — have learned to master this skill in just a couple of weeks.

And so can you.

Coming up with high-performing video ideas is a learnable skill.

In fact, it's one of the most fun parts of the business.

Once you see how predictable it is... once you realize there's a formula to it... you'll never look at YouTube the same way again.

You won't be guessing.

You'll be strategically creating assets that have a high probability of success.

And that, my friend, is how you build a \$5,000/mo channel... one idea at a time. Because... **It all starts with an idea!**



# **BONUS: How to sell your channel for \$100,000+**

Now that you know how to build a profitable YouTube Automation channel...

Let's talk about the *real magic*.

Turning your cash-flowing channel into a sellable, six-figure asset.

Because here's the truth most people don't realize:

Faceless YouTube channels — when done right — are *extremely valuable*.

They're profitable. They're automated. They're not tied to any one person's face or brand.

Which means... they can be sold.

And not just for a few bucks.

I'm talking \$50,000... \$100,000... \$250,000+ exits.

I've personally sold multiple channels. Multiple members of our community have done the same.

And we've developed a system that's simple, fast, and proven.

# **The Playbook: \$0 to \$100,000+ Exit**

Here's exactly what I did:

- Start from scratch. New channel. No subscribers. No videos. No momentum.
- Upload consistently. (Using freelancers + AI to speed up production.)
- Focus on good ideas. (Research-driven, proven to work in my niche.)
- Build cash flow.

After 8 months, that channel was making about \$17,000 per month.

A few months later, I sold it for \$100,000+.

Not bad for a few hours per week managing a system.

And the best part?

The buyer didn't care about me.

They didn't care about my name, my face, or my personal brand.

They cared about one thing:

- Steady monthly revenue
- Predictable, repeatable uploads
- Low maintenance team in place

Exactly what a faceless channel provides.

## **How Much Are Channels Worth?**

The typical sale price for a channel is based on a "multiple" of the monthly profit.

Right now, multiples are usually between 12x and 36x monthly profit.

Meaning:

- \$1,000/mo profit channel = \$12,000 - \$36,000 sale price
- \$5,000/mo profit channel = \$60,000 - \$180,000 sale price
- \$10,000/mo profit channel = \$120,000 - \$360,000 sale price

And yes, there are people paying these numbers every day.

You can check this out yourself by going to <https://empireflippers.com/>. I'm not affiliated with them by any means, it's just the best marketplace we've found for selling this kind of business.

Because from an investor's perspective, these channels are:

- Predictable
- Scalable
- Passive (with the right team and systems)

It's like buying a tiny media company that just keeps printing cash.

## **Selling Is Easier Than You Think**

Over the last few years, we've mastered the process of selling channels.

It's not complicated.

We help our community members:

- Prepare their channel (clean up branding, show clear revenue)
- Find qualified buyers
- Negotiate fair deals
- Transition the operations smoothly

In fact, it's often faster and simpler than selling a traditional business.

No warehouses. No inventory. No massive teams.

Just a clean set of logins, a few SOPs (standard operating procedures), and a cash-flowing channel ready to hand over.

That's it. I sold multiple channels, the last one being just a few months ago for \$100,000 - all cash!

- [Harut has sold a couple of his channels and made over \\$500,000 with YouTube Automation](#)
- [Adi sold his celebrity channel for \\$35,000 and reinvested the profits](#)
- [Salper sold his for \\$155,000 and bought a house with the money from the sale of the business](#)

And we're currently helping someone with the biggest deal so far. Selling their channel for \$500,000...

If you also want our help building your own channel, you can [schedule a free strategy session with my lead advisor here.](#)

## **Your Channel Is A Ticket To Freedom**

If you follow this playbook...

Build a channel to \$3,000, \$5,000, or \$10,000/mo...

You can keep cash-flowing it... Or you can sell it and pocket a life-changing check.

Either way?

You win.

The system works.

And it all starts with taking action.

My team and I mentor motivated people as they go through their journey of starting, scaling and selling YouTube Automation channels. We do that in our community called 'Grow Channels Accelerator'.

It's the largest YouTube Automation community in the world right now.

The Accelerator is where my team and I work with great people to help them launch their first channel, cashflow \$3,000-\$5,000 per month and repeat.

In order to join, you must apply to work with me and our mentors, because we have to make sure that you're the kind of person that we can help.

Some people just don't have the ability to stick with something for 6 months, let alone a year. I can't help those people.

Others just can't reverse the 5-10 hours per week to work on a new business, or side-hustle right now. I understand that.

If someone is the right fit, then we put them through the vetted process we've been mastering for four years now by working with over 3,500 members in our communities.

But before I look like your traditional online guru who wants to sell you something...

## **Allow Me To "Unsell" This To Keep The Wrong People Out...**

Making money online is hard. Otherwise everyone would do it. My best partners and students always wanted more than just a steady paycheck.

I can help them craft their plan, launch their channel, put together their team, their systems, guide them to find video ideas...

But ultimately, I can't do everything for them.

Together with my team, we've helped hundreds of students over the years start making money with this business model.

But... this is NOT "easy."

It is very simple, but you still have to do the work.

And it is NOT "fast."

You won't start making money overnight. It takes a couple of months.

And working with me is NOT "cheap."

Working with me one-on-one costs \$40,000.

That's why I created the Grow Channels Accelerator community, so that I could help more people, without them having to pay me my absurd consulting fee.

It also allows me to bring in other mentors and success stories to help each other out.

Plus, we get to spend time together at events and meetups around the world. It's more fun to do this as a community.

Some of my success stories come back and mentor the "next batch" of success stories, too.

Take Joe Murphy, for example.

Joe did not have any special skills or any previous business success.

But he wanted more than his traditional 9-5 job.

He didn't want to reinvent the wheel and while he was already on YouTube watching a lot of videos after work...

He decided to start a YouTube Automation channel.

From there, he scaled the channel to anywhere from \$3,000-\$4,000 per month (allowing him to quit his job).

Now, he serves as one of our mentors inside the Grow Channels Accelerator.

He's even partnered with a few people in the group. I love when that happens.

**If you are still here, wondering what to do with all of this new information, remember this:**

You can make money on YouTube without becoming an influencer.

It takes 5-10 hours of work per week and some start-up capital.

Then, you can build your cashflowing channel to \$3,000, \$5,000 or \$10,000 per month. Keep it or sell it for an attractive multiple.

If you want my help, my team and I can help you launch, and build your business inside the Grow Channels Accelerator!

[Click here to schedule a free strategy session with us!](#)