***Youtube and Twitter Notes***

**YOUTUBE:**

* Quality matters
* Don’t compare yourself with others
* Numbers don’t matter that much
* Be consistent
* Your why should be good. For eg. My why is to help people and collaborate with them in anyway I can. This will keep me going irrespective of how my videos are performing on a daily basis.
* There is a tips section in Youtube Studio which you can refer to. It would make your content more SEO friendly.
* Less subscribers are okay but the quality of subscribers is what matters.
* Buffer is a platform you can use to directly post on linkedIn
* It is not a sprint, it is a marathon
* Mention to subscribe in your video
* Select a theme for your thumbnails and banner which will help you with your CTR(Click Through Rate).
* Don’t do clickbaits, it will cause the loss of trust of your audience.
* Cross the motion- Share about your content on twitter and linkedin
* Try to solve others problems
* Be extremely good at what you do
* Have a telegram and discord channel for your youtube so that your audience can interact with you .
* Collaborate with other folks
* Quality>Quantity
* Health is important
* Don’t force people to watch your content
* Do your best to market,etc.
* Don’t aim for perfection
* Just Start!!
* Don’t need expensive equipment, can record and edit videos with your phone
* Thumbnails can be made via Canva
* Tags and title are also important
* Experimentation is key
* Don’t worry about outcomes
* Don’t spam your links , be selective
* Can create videos on trending topics
* Don’t overthink
* Your niche should be very specific
* Consistency<Quality
* Your channel should be organized and clean. Videos must be in sequence and try creating playlists regarding specific topics
* Make a community in which people can interact with you and others so that it becomes a self sustaining community

**Twitter :**

* Get involved in other conversations and help people
* Decrease the use of #, maximum use one
* Create discord server
* Comment on other visible threads and try to solve their issues
* Drive traffic from somewhere else to twitter
* Create good content
* Start from small communities and grow
* Short content sells on twitter
* Share on twitter
* Use GIF, emoji, etc
* Opinion>>>Facts. If you have an opinion , you must have some proof backing it up
* Follow people with good content
* Add some action items
* Create value
* Don’t spam
* 1-4 tweets a day is fine depending on your situation
* Consider what will someone gain from retweeting your contents, make the retweeter look smart
* Be careful on twitter
* Buy microphone, will make audio quality decent
* Be patient
* Follower by competitions and give away are not worth it as they are only there for your prizes and not for your content and community
* Be the iterator not the perfectionist
* Learn from mistakes
* Help people
* Have organized profile on twitter. Don’t make the viewer search for the content.
* Learn and grow with me
* You just have to be a little bit ahead of someone you are trying to help

**Written By: Saarthak Maini**

**Twitter Handle: SaarthakMaini**

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