**Making Money on YouTube**

In today’s world, a platform like YouTube is truly exceptional.

The world’s second largest search engine, YouTube is a video streaming platform that allows you to watch and share videos over the internet. Originally created in 2005, YouTube is now one of the most popular websites, crossing over 6 billion hours of watch-time every month.

Such amazing statistics make you wonder about the life of the creators on YouTube, they make you question if YouTube actually pays them for their content.  
The simple answer to this is no. YouTube does not pay creators directly for the content that they post on their channels. But there are several other ways that can be explored on the website itself, that help these creators earn their daily bread and butter.

The growing economy of creators has introduced a variety of ways to monetize YouTube. If you can get into your artistic side, and are willing to make big effort, platforms such as YouTube can provide you with your best shot at making a career through videos!

Now before monetizing your channel, the main thing you need to understand about your channel is the audience it caters to. This includes information like the age group, gender, geographical location etc. of your audience.

Why your YouTube analytics are important to understand is because it will help you to better understand not only your channel, but also your audience. You can figure out the content that performs the best and the one that underperforms to your expectations. This demographic information will help you to get a better insight on your audience, which, in turn will help you to create more niche or brand specific content.

Let us now explore a few ways that can help your YouTube page to earn.

The first revenue stream to explore during monetization of your channel is YouTube ads. Whether you want to make money by creating videos or as a content creator, joining the YouTube Partner Program and setting up monetization of your videos is an important step. The YouTube Partner Program or YPP is a program started by YouTube to enable channels and creators to access monetization options for their channels. You can apply for this program once you have reached the milestone of 1,000 subscribers or 4,000 viewing hours last year.  
This program allows you to monetize your content and also does not restrict you from posting to other websites. This allows you to have flexibility over your content as it allows distribution of your content and monetization on other sites as well.

Now you might have one question in mind- what if I don’t have a lot of subscribers or viewers?   
Do not worry because the number of views does not affect your revenue.

If your video gets thousands of views but the viewers do not watch the ads, revenue will not be generated. Although, the release of YouTube Premium has allowed creators to not rely on advertisements anymore.   
YouTube Premium is a paid membership program that allows fans to watch and support their favorite content creators without ads. For creators, there are not many changes, as they will be paid for content used by non-members on YouTube alongside the content on YouTube Premium. Creators get paid for YouTube Premium based on how often members view their content. YouTube Premium can thus be thought of as a second income source beyond what you have already earned through advertising. Although easy to set up, earning money through advertising as a YouTube partner may not be the easiest way to earn through it.

Another option that can be explored is brand marketing.

Brands today are investing more and more in influencer marketing, spending their typically large advertising budgets on influencers who’ve already won the loyalty of their audience. More than half of brands are nowadays discovered through social media or word of mouth. This creates a massive opportunity for you as a creator if you can negotiate the right deals.   
This requires a deep understanding of your current and target audience, which can be found in your YouTube Analytics.   
Take advantage of opportunities that fit your needs better, but pitch out to as many brands as possible to ensure maximum visibility for your channel.

Alternatively, you can also be an affiliate for brands and make the remaining revenue in commissions on all productive sales through your channel. This works especially well when you are reviewing products as part of your YouTube channel.

Another creative way to generate a revenue from your YouTube channel is to sell your merchandise. This can include T-Shirts, mugs, caps etc. Selling Merchandise with your brand name on it can a provide a benefit beyond revenue. They are the best form of self-advertising you can have. The only condition to this source of revenue is the that you need a dedicated fan base, who will be willing to purchase and use products with your branding on it.

If your YouTube channel gets more than 30,000 subscribers, you can add another revenue stream by selling memberships to your channel. In an account membership, fans pay a small fee per month for a membership package that includes benefits such as early access to videos, live chat for members only, special emojis, and more.   
Members are highlighted in comments, live chat, and public tabs with special badges for members only. Viewers are well aware how difficult it can be to catch the attention of a YouTube creator. Buying the memberships brings them to the notice of the channel owner.

Another similar yet high leverage income stream on YouTube can be selling digital products. These can include courses, e-books, templates etc. The best part about this is that you only need to create your product once, and the revenue that gets generated will also multiply with the growth of the channel. This income source does not have any pre-requisite number of followers or viewers, which makes it all the more easier to set up and access.

These are some of the ideas and techniques you can use to monetize your YouTube content and create a revenue source for yourself. Although many other ideas can be explored and worked for the same, these are the ones proven to work the best by creators around the world.

In conclusion, it is important to remember that earning on YouTube at the start can be difficult, unless you already have an established social presence on other platforms, or are a public figure with a great fan following. Multiple factors like quality, niche, consistency, demand and supply, etc. can affect the rate at which your channel grows and generates revenue.

When starting out as a creator, the most crucial thing you will need is patience. Your videos may not perform as well for the first few months, but it is important to not give up working on your content!

Posting videos is not enough: you have to understand how the platform works, and what makes people want to watch your videos, stick around, and subscribe to your channel. Consistency and content are the key for the growth and revenue generation of your channel.