

YouTube Commandments

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Introduction

Welcome to YouTube Commandments. There is a collection of unwritten rules and ideas that if followed and understood, lead to explosive YouTube growth. This video reveals them.

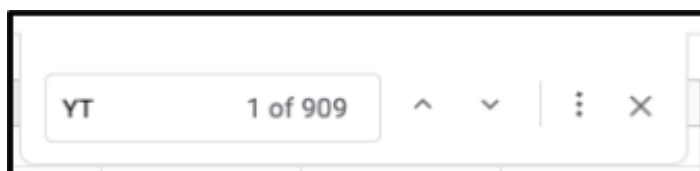
1. The Best Decision

As of me recording this video (November 2022), Imperium Acquisition has generated 2,770 appointments since January 2022.

Of those 2,770 appointments, 909 came from YouTube, and all I've done is spend 1hr/week making videos. The best bit? The channel is still in its infancy.

Right now we're booking 15-20 appointments PER DAY with YouTube. These appointments are warmer than the Sahara during summer time.

The cool part is 75% of these appointments came from my channel when I had less than 1,000 subscribers (as of right now, Nov 11th 2022, it has 7,772). You do not need a big channel to dominate.



Starting and building a YouTube channel for my business is one of the best business decisions I've ever made, and I cannot implore you to do it enough.

When you make good YouTube content for 1-2 years, your market will give you:

Love: people become fans and start telling you they love you

Authority: people start taking your words as more important and more likely to be truthful

Positioning: people see you and your business differently to your competitors

Valuable: people see you, your knowledge & products as more valuable

Respect: people build respect for you (if you do it right)

Trust: people are more likely to trust you and give you their money

Confidence: people have more confidence in your ability to solve their problems

Familiarity: people become more familiar with you and start liking you more

Recognition: people start recognizing you

YouTube also feeds into every other aspect of your business. It makes every acquisition system function better and more efficiently. It's the most asymmetric thing out there.

2. The Niche Understanding Imperative

You must build your channel around your niche - the people watching the video. The deeper your understanding of your niche, the better your ability to make videos they want to click & watch, and the better you can make content they find valuable.

3. System, Not Brand

You need to see your YouTube channel as a system, not as a personal brand or a brand. It's a system with inputs and outputs that feeds back onto itself.

You are building a system, not a personal brand. You are a business owner with a product and a market. You are not and should not want to be an influencer. If you start building YouTube through the lens of 'personal branding' you will really mess things up.

The system performs the function of exchanging value for appointments and authority. The input is content, the output is market positioning and appointments. It's an exchange, not an opportunity to become famous.

If you want to understand systems thinking, go watch 'Morgan's Acquisition Systems Theory' in Acquisition Genesis (however I'm sure you already have!)

4. Long Term Thinking

YouTube is a long term game.

Instant results exist, but for 0.1% of people that start.

For 99.9% of people (that will be you), YouTube takes time to work.

I look at YouTube through the lens of building something for the next 10 years, not the next 1 year, let alone 1 month or 1 week or 1 day.

The further into the future you look, the better decisions you will make for your channel.

Do NOT expect any results from your channel for AT LEAST 1-2 years. You need to be consistent for 1-2 years to really achieve anything with YouTube.

My channel is now starting to exponentially take off. It's not taking off because of anything I'm doing NOW. It's taking off because of work I've put in every day for the last 18 months.

Don't mistake immediate exponential effect for recent cause.

Don't underestimate the power of time and consistency.

5. Serving Your Audience

To be successful, your channel must serve the market first, and to serve you second.

The more you give, the more you get. I cannot stress this cliché enough.

Give 95% of the time, and take 5% of the time.

6. Value Fountain

To be successful, your channel has to become a fountain of value that never stops flowing.

Content is valuable when it gives:

Solution: helps the market solve a painful problem, or a potential future problem

Information: helps the market acquire useful or interesting knowledge

Perspective: gives the market a unique and new perspective on something

Understood: makes the market feel understood and that someone 'gets' them

Motivation: makes the market feel pumped up or excited to work or do something

Resonance: meets the market where it is at, resonating with it

Entertainment: entertains the market, curing boredom etc.

7. Input Goals

Don't set subscriber or channel growth goals. Set content volume goals.

Your goals should be aligned with the inputs of the system, not the outputs. You can control the inputs. If you set a goal against outputs, your emotional position and therefore consistency are at the mercy of an algorithm you cannot control.

My only goal is 3 banging vids a week. I have released attachment to views, metrics, comments, likes, subscribers, growth, appointments, money, income, etc.

Put all attachment onto making really good videos.

Set a goal for how many videos you're going to make, or a frequency at which you're going to make them. Then just hit that. It's the best way to stay emotionally stable with YouTube.

8. Success Formula

YouTube success = (CTR x Watch Time) + (Value x Volume) ^time

CTR = click through rate on videos (getting people to click)

Watch time = how long people watch your videos for (getting people to stay)

Value = when your video gives someone something they need or want

Volume = how often you produce valuable videos

^time = to the power of time, how much time has elapsed while you have good CTR, good watch time, producing value & with volume?

9. Delivering Clickbait

To fish you need bait (title + thumbnail)

To fish you need a strong line (content itself)

Successful YouTubers create clickbait style thumbnails that present a big promise.

They then produce content that actually *delivers* on said promise.

The best YouTube strategy is to promise insane value, then deliver it.

10. Consistency

Consistency is all that matters. Get it done every day or week, come hell or high water. Never miss an upload.

Inconsistency is punished, consistency is rewarded.

Remember: your character is on display. Your market is watching you. If you stop uploading, the things the market gives you (below), start to wane.

Love: people become fans and start telling you they love you

Authority: people start taking your words as more important and more likely to be truthful

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It's easier to focus on NOT being inconsistent than it is on being consistent.



11. Margin of Upload Safety

Always be a few videos ahead on your schedule, never leave it to the last minute to make a YouTube video. This is my secret to YouTube.

I have a 'margin of upload safety' of 2 weeks. I am always 2 weeks ahead, so if something happens and I can't make content, the system continues to run.

I cannot tell you how devastating the punishment is of missing an upload. It might not seem like a big deal, but you will pay heavily for it in 10-20 years time.

12. Leave Perfection At The Door

YouTube is no place for perfection.

Your content doesn't need to be perfect. The titles, thumbnails, editing, backgrounds, etc.

The main thing is to just **get it done**. You're a business owner, not a YouTuber, so you don't have the time or energy to mess around making it perfect. If you look at my first 50 videos, you'll find they were far from perfect.

13. Time is your best friend

Time is a YouTuber's best friend, provided consistency is present during it.

YouTube is just a waiting game.

14. Compounding

YouTube has an exponential nature. Channels can suddenly blow up.

Linear slow growth is common. You can only achieve explosive, exponential growth by deserving it.

15. The First Hurdle

Things get easier at 1,000 subscribers & 4,000 hours of watch time. Once you have these things, you can monetise videos. Once monetised, YouTube's algorithm has a genuine financial incentive to push your videos.

See 1,000 subscribers and 4,000 of watch time like YouTube's way of qualifying you as a partner. If you can make that, they'll reward you with monetisation. The money doesn't matter, it's the algorithmic exposure that does.



16. You Are Not A YouTuber

I've mentioned this throughout the video: you are a business owner. You are not a YouTuber.

You will make money by focusing on your customers and delivering value, not whether or not to make a cut at a certain point in a video.

It's easy to get swept up in the perceived demands of YouTube.

To put it into perspective, YouTube takes me about 2 hours a week to manage.

I produce 3 mid-long form videos a week and 10 shorts.

Each mid-long form video is taken in one cut with no mistakes, taking 20 minutes each on average after uploading. Each short is taken in one cut with no mistakes, taking 2 minutes on average after uploading.

What I do do:

- Produce content
- Upload the content to drive
- Write the title (takes literally 5 seconds)

What I do not do:

- Make thumbnails
- Write descriptions
- Upload the videos
- Check my channel
- Look at any data
- Look at how much revenue it generates
- Look at my subscriber count

Repeat after me: I am a business owner, not a YouTuber.

17. Weighing Machine

"In the short term, the stock market is like a voting machine - talling up which companies are popular and unpopular. In the long term, the stock market is like a weighing machine - assessing the value of the company".

- Benjamin Graham (Warren Buffett's mentor)

Time will weigh your channel. Don't worry about the short term, if someone is getting more 'votes' than you. Just keep plugging away, reassured that every time you upload you add a few more kilograms to your value-weight.