

YouTube

YouTube is difficult.

I was inconsistent for years and couldn't figure out how to grow consistently.

I am not the best to teach you YouTube as a whole, but I can teach you how to incorporate it in your content ecosystem so you can bank on high-quality content (and the audience you've built) for growth.

That's the thing... I couldn't figure it out, so I built an audience on an easier platform and now my YouTube is growing organically because of my ability to send my audience there.

Recommended YouTube Equipment & Resources

YouTube is where things can start getting pricey, that is why I don't necessarily recommend it for beginners.

If you want to aim for consistency, you do not need any equipment aside from somewhere to mount your phone (like a small phone tripod).

You don't need any fancy editing or B-roll when you are just starting out, but you WILL grow faster if you have high-quality production.

A Camera

If you want to go more than just your phone, I would recommend starting with the [Sony a6400](#) and a lens like the [Sigma 30mm](#). That was my favorite setup but doesn't work for the room I'm currently in.

A Microphone

If you already have a podcast microphone and can mount your camera to a place where you can use that microphone — you can do that. Record the audio with Audacity and match it with the audio from your camera.

I have gone through many shotgun-style (top of camera) microphones in my days. The one I am using now is the highest quality — and most affordable — of all of them. It is the [Deity](#) and is also what [Nathaniel Drew](#) uses for his videos. He is one of my mentors that I emulate and 'swipe' from on a consistent basis.

Lighting

There are entire courses on good lighting.

Unless you can afford a professional studio, your best bet is to put your camera in front of a window and use natural lighting. You can't get much better than that.

If you want to add a key light or secondary light, I use these [Neewer tripod lights](#).

If you want to add a bit more contrast and color to your background, you can buy colored string lights or these [video lights](#). I used to put these on the floor facing the wall in my previous videos.

Sound Dampeners

As with everything here, these are optional, but don't waste your time with the traditional sound panels that ruin your walls.

These [blanket-style dampeners](#) are more affordable and take all echoes out of your room. I wish I found them earlier.

B-Roll & Stock

For B-roll and background music I use [Storyblocks](#).

Take some time to find audio and video that fits the vibe you are trying to put off, download them, and add them into your video.

Editing Software

I use Adobe Premiere for all of my editing. iMovie and Final Cut Pro are also great choices.

As with everything tech-related, there are a billion different resources for learning the basic tools.

When you are just starting out, I would stick with basic jump cuts (just cut out parts you don't like and upload a talking-head video).

Don't overcomplicate it unless you plan on shifting your priority growth mechanism to YouTube instead of traffic-generating platforms like Twitter, Instagram, or LinkedIn.

How To Repurpose Your Content For YouTube

Again, this stresses the importance of a high-quality newsletter as the pillar of all of your content.

Recording my videos takes 30-60 minutes a week.

I sit down, pull up the newsletter on my phone, read a section of it, then talk to the camera in my own words.

That's it.

Having YouTube baked into your content ecosystem at the start is a great way to produce high-quality videos. I plan on doing this until I hit 200K+ subscribers, then I can decide if I want to branch into different styles of videos.

(**2024 update:** clearly, this worked. No, I haven't changed anything about my process.)

The image shows a YouTube video thumbnail. At the top left is a circular profile picture of a person. Next to it, the title "How To Repurpose Your Content For YouTube" is displayed in a bold, dark font. To the right of the title are two small icons: a link symbol and a share symbol. Below the title is a circular play button icon. In the bottom right corner of the thumbnail, there is a black rounded rectangle containing the text "1.2x" above "5 min ⚡ 3 min 56 sec".

How To Send Traffic With YouTube

If you plugged certain offers in your newsletter, this should be simple — just read the promotions as you are reading the newsletter to the camera.

There are other features like timeline posts, shorts, and stories(?) now, but I am not paying too much attention to those.

Once my audience is larger, I will definitely be testing promotions using these features (like when I launch a new product or another round of the cohort).

How To Leverage Others' Audiences With YouTube

I have not mastered this, but it is the same with any other platform:

Reply to YouTube accounts in your niche with value (you will be better at this than everyone else because you know how to write tweets).

There are a few other methods, but they don't fit too much in this content ecosystem:

- Create commentary or reaction videos — when you create a video about another big YouTuber, you will show up in their search results and they may click and watch.
- Upload your podcasts to YouTube — I had Rob Lipsett on my podcast at one point, this helped me get a little traction on YouTube.

As with all of these, consistency is key. You aren't going to grow unless you use these tactics on a consistent basis. If you don't plan on having a consistent guest podcast or creating consistent commentary videos, I wouldn't focus on it.

Double down on where you have the most leverage (Twitter, Instagram, or LinkedIn) and treat YouTube as another layer of authenticity.

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