

WELCOME FRIENDS

I started creating on YouTube 11 months ago. No video/editing experience

I was determined to get some attention

I was able to get my first 1,000 subscribers within 3 months. I now have over 21K

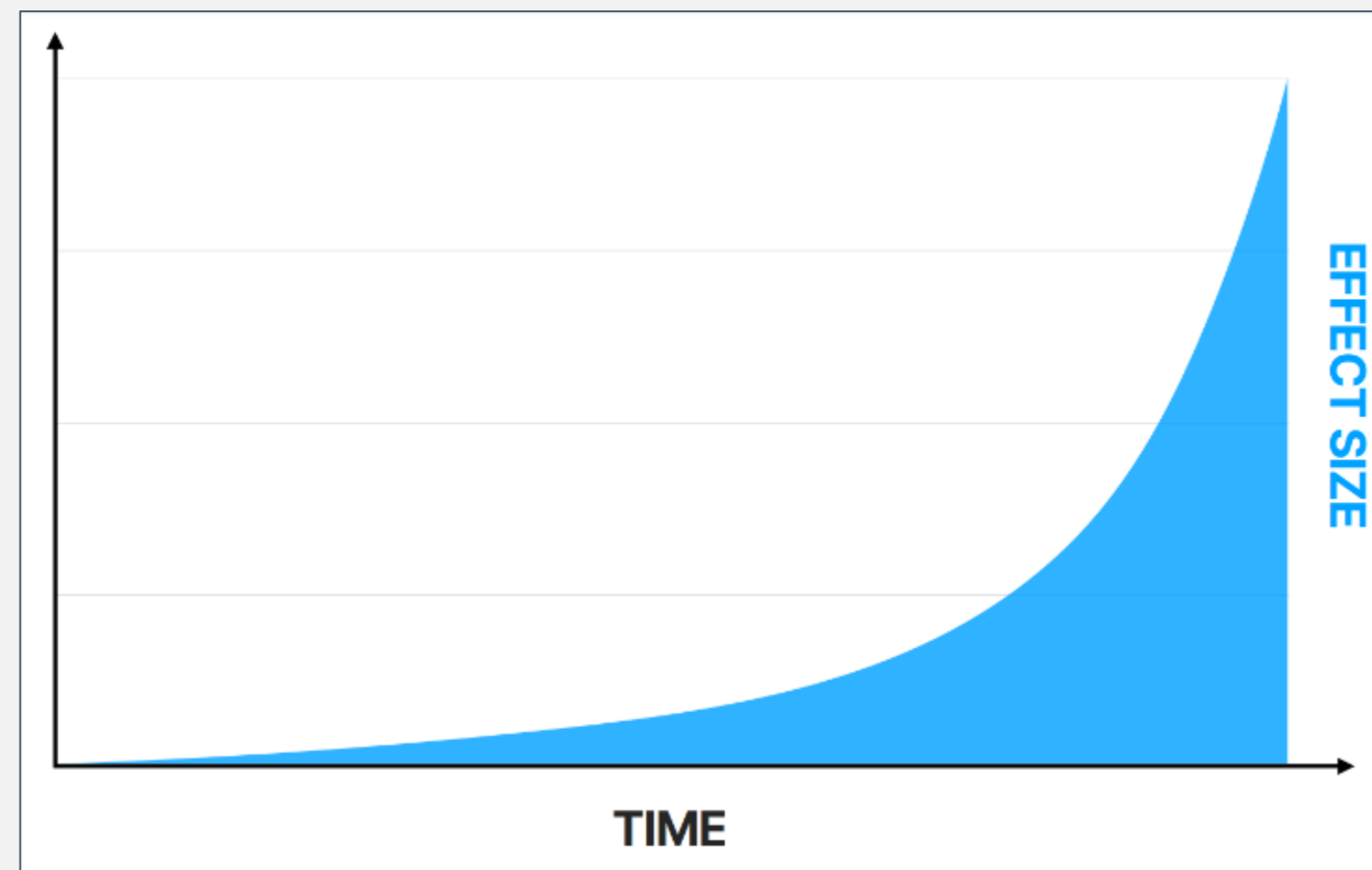
YouTube gave me:

- \$9,061 in ad revenue
- \$2,400 in sponsorships
- \$1,210 in consulting
- A Business Insider feature
- A Verge feature
- A reputation as an industry expert
- Valuable introductions

Here's a bootcamp to get you started on YouTube

How to Succeed

It's **simple**



CONSISTENCY

ALL IT TAKES:

- Make one video a week for a full year
- Improve with each video

✓ **SIMPLE**

✗ **EASY**

How Many Videos

Do you need to **make**



1M
subscribers



100k -1M
subscribers



10k-100k
subscribers



1k-10k
subscribers

How Many Videos

Do you need to make



1M
subscribers



100k -1M
subscribers



10k-100k
subscribers



1k-10k
subscribers

152
videos

How Many Videos

Do you need to **make**



1M
subscribers



100k -1M
subscribers



10k-100k
subscribers

418
videos



1k-10k
subscribers

152
videos

How Many Videos

Do you need to **make**



1M
subscribers



100k -1M
subscribers

1,171
videos



10k-100k
subscribers

418
videos



1k-10k
subscribers

152
videos

How Many Videos

Do you need to make



1M
subscribers

3,873
videos



100k -1M
subscribers

1,171
videos



10k-100k
subscribers

418
videos

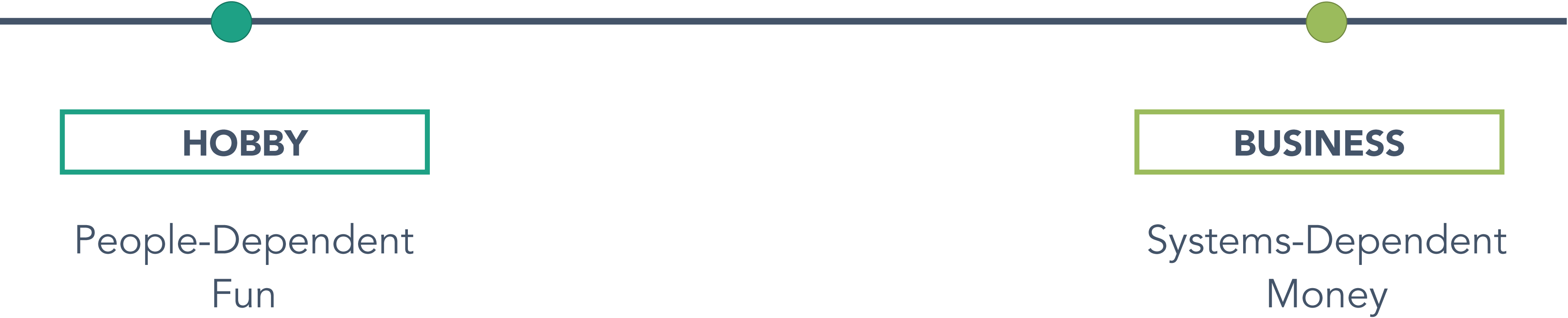


1k-10k
subscribers

152
videos

How to Treat YouTube

It's a spectrum



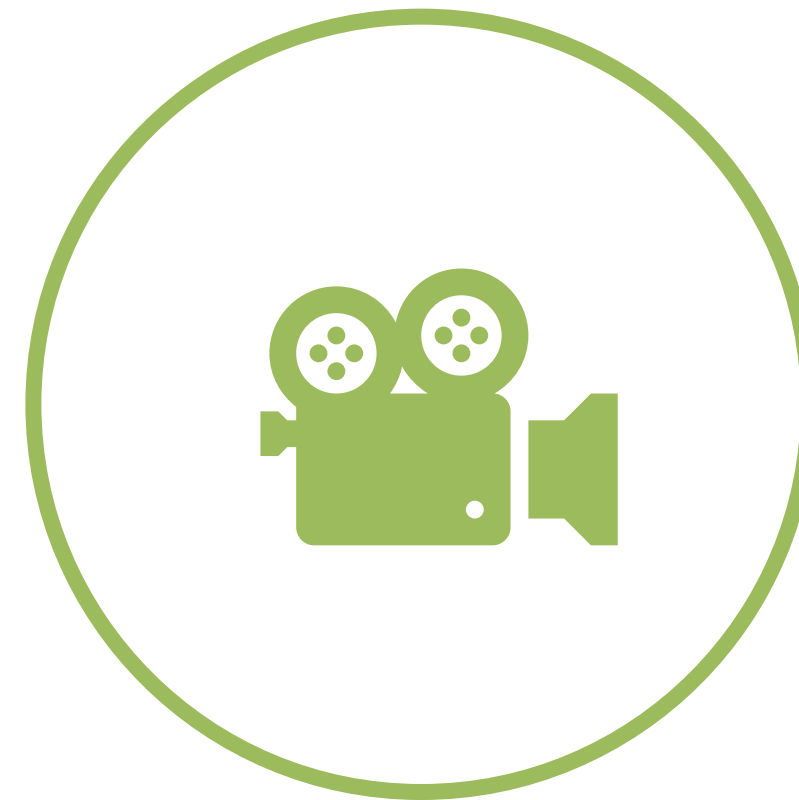
The Stages of YouTube

Three **levels**



GET GOING

- Your First Video
- KISS



GET GOOD

- Titles & Thumbnails
- Video Production
- Hooks
- Niche



GET SMART

- Monetization
- Repurposing
- Outsourcing
- Expansion

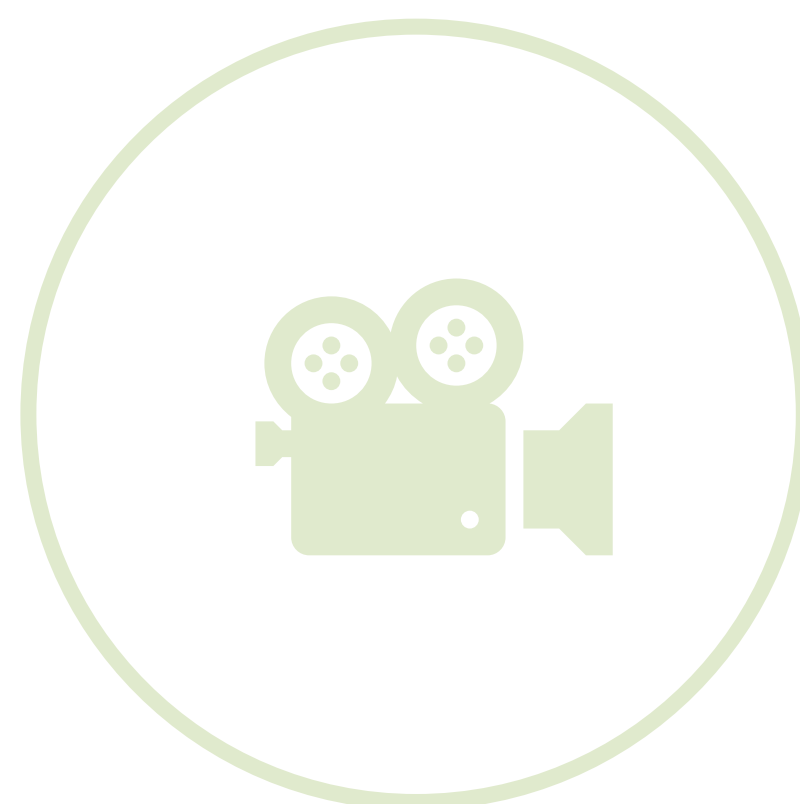
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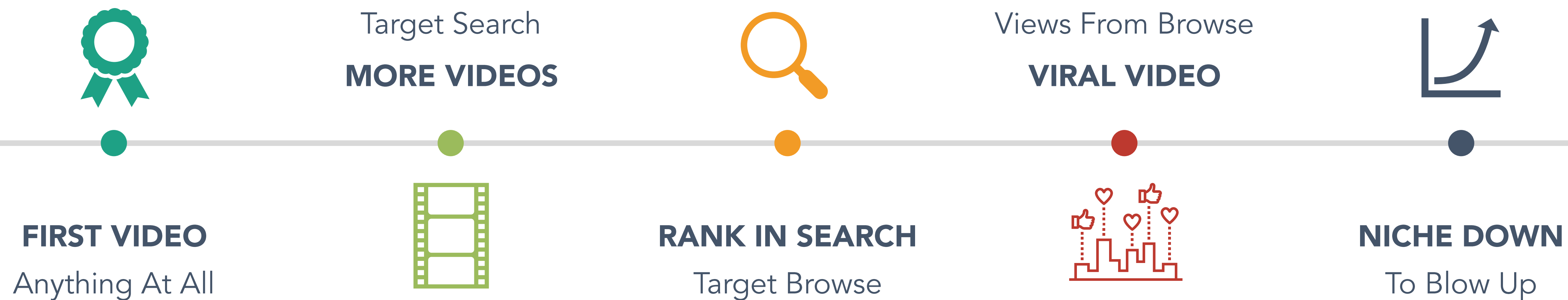


GET SMART

- Monetization
- Repurposing
- Outsourcing
- Expansion

The YouTube Journey

Understanding the **process**



KISS

Keep it **simple**

**MAKE IT AS
EASY AS
POSSIBLE**

THE SIMPLER YOUR VIDEOS, the more likely you are to keep making them, especially when you're just starting out

IT'S A PROGRESSION:

- 1st Video: Set up your shot

KISS

Keep it **simple**

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EASY AS
POSSIBLE**

THE SIMPLER YOUR VIDEOS, the more likely you are to keep making them, especially when you're just starting out

IT'S A PROGRESSION:

- 1st Video: Set up your shot
- 2nd Video: Add cuts

KISS

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POSSIBLE**

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IT'S A PROGRESSION:

- 1st Video: Set up your shot
- 2nd Video: Add cuts
- 3rd Video: Add text

KISS

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IT'S A PROGRESSION:

- 1st Video: Set up your shot
- 2nd Video: Add cuts
- 3rd Video: Add text
- 4th Video: Add music & sound effects

KISS

Keep it **simple**

**MAKE IT AS
EASY AS
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THE SIMPLER YOUR VIDEOS, the more likely you are to keep making them, especially when you're just starting out

IT'S A PROGRESSION:

- 1st Video: Set up your shot
- 2nd Video: Add cuts
- 3rd Video: Add text
- 4th Video: Add music & sound effects
- 5th Video: Add images & icons

KISS

Keep it **simple**

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EASY AS
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THE SIMPLER YOUR VIDEOS, the more likely you are to keep making them, especially when you're just starting out

IT'S A PROGRESSION:

- 1st Video: Set up your shot
- 2nd Video: Add cuts
- 3rd Video: Add text
- 4th Video: Add music & sound effects
- 5th Video: Add images & icons
- 6th Video: Add B-roll

KISS

Keep it **simple**

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EASY AS
POSSIBLE**

THE SIMPLER YOUR VIDEOS, the more likely you are to keep making them, especially when you're just starting out

IT'S A PROGRESSION:

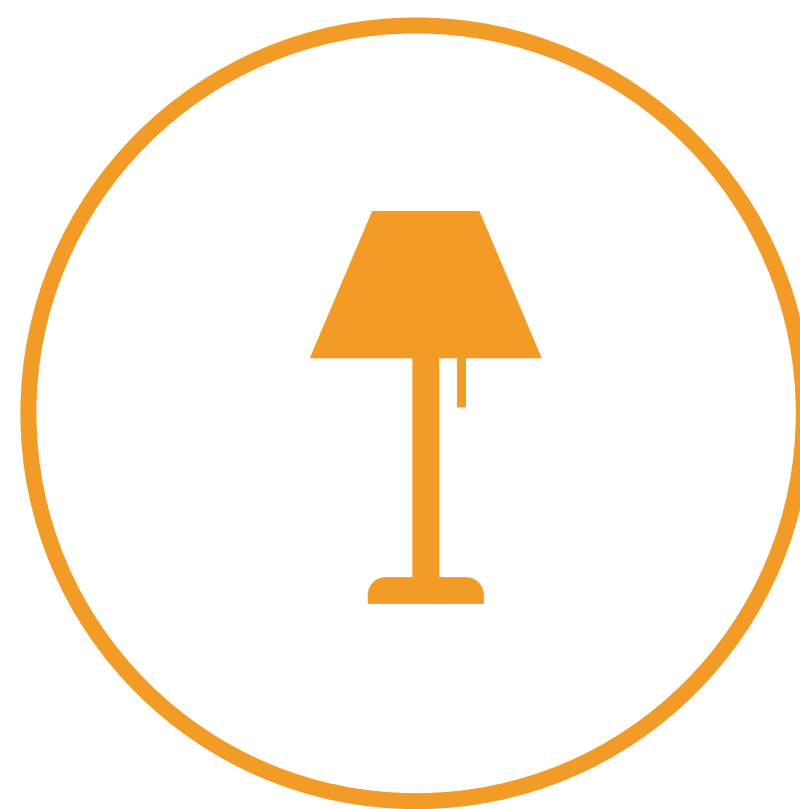
- 1st Video: Set up your shot
- 2nd Video: Add cuts
- 3rd Video: Add text
- 4th Video: Add music & sound effects
- 5th Video: Add images & icons
- 6th Video: Add B-roll
- 7th Video: Add transitions

Does Gear Matter?

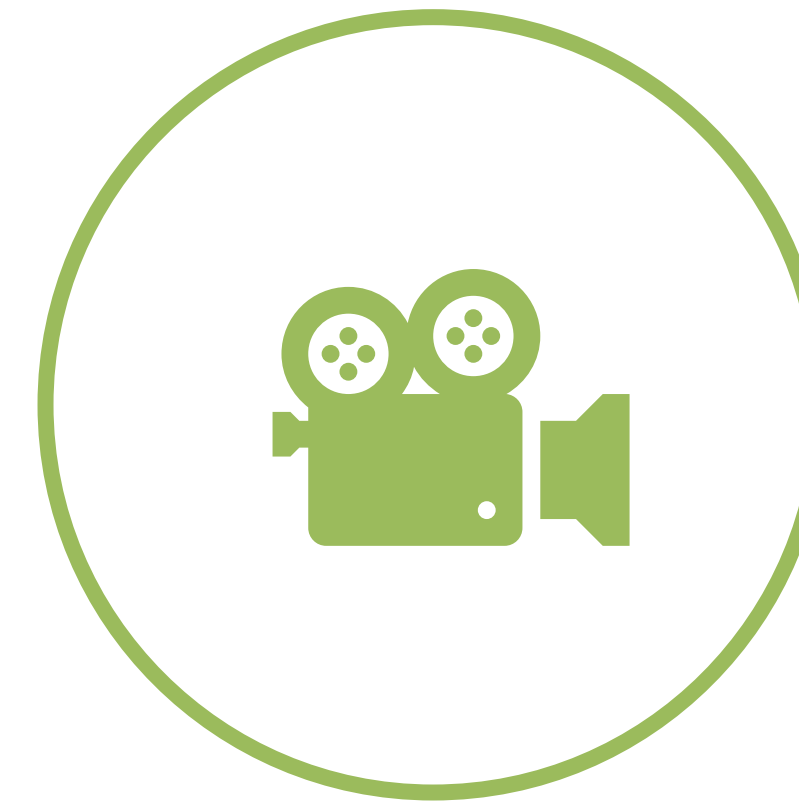
It depends



AUDIO



LIGHTING

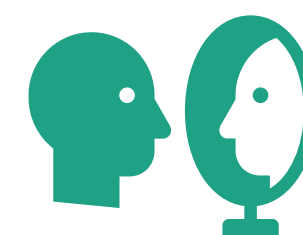
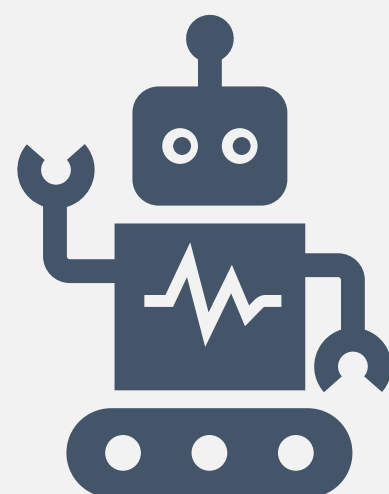


VIDEO

How Talk to Cameras

Some **tips**

**EXPECT TO
BE A ROBOT**



MIRROR METHOD



CHAT IT UP



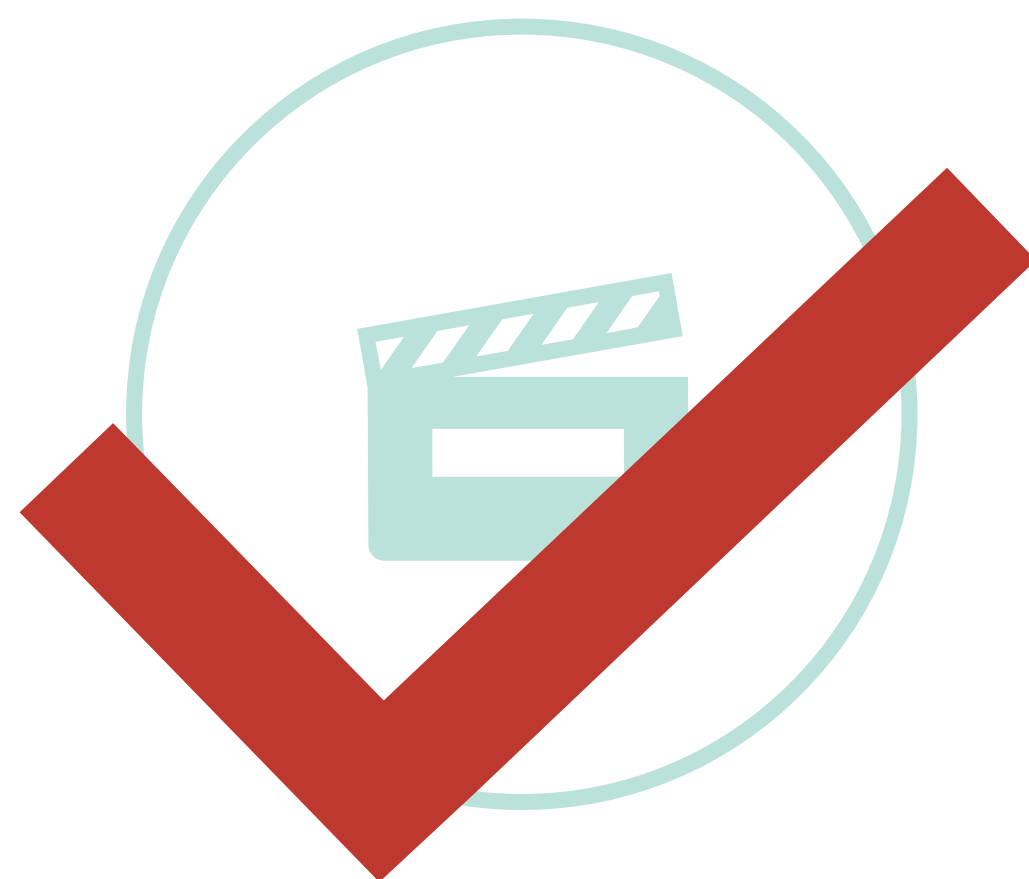
NAMING



ZOOM METHOD

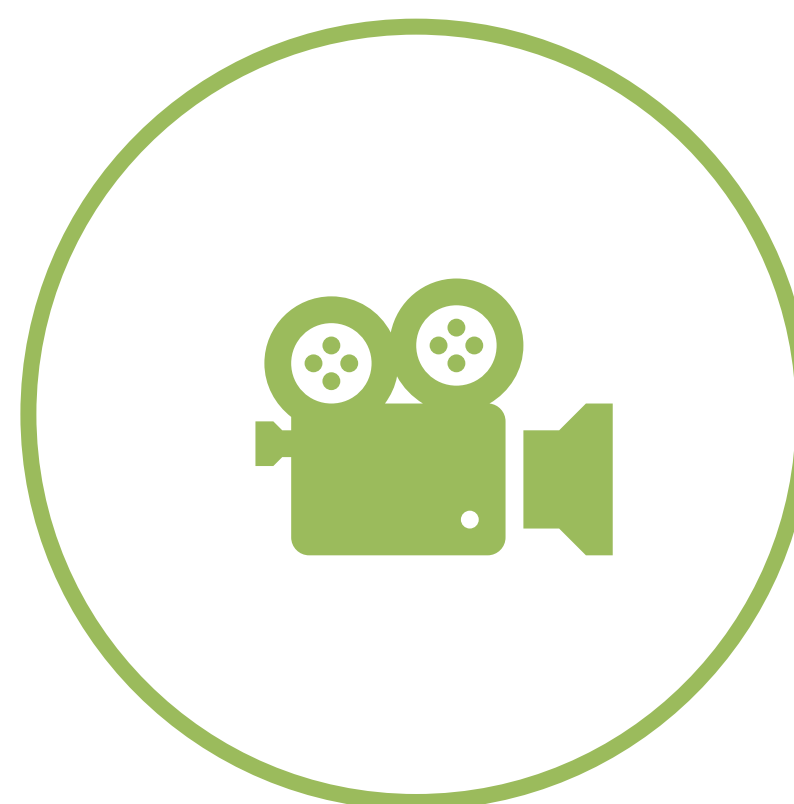
The Stages of YouTube

Three **levels**



GET GOING

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GET GOOD

- Titles & Thumbnails
- Video Production
- Hooks
- Niche



GET SMART

- Monetization
- Repurposing
- Outsourcing
- Expansion

A Good YouTube Video

People **want to**



CLICK ON VIDEO



KEEP WATCHING

A Good YouTube Video

People **want to**



CLICK ON VIDEO



KEEP WATCHING

Niching Down

Ask yourself these **questions**

LEVEL 1

1. Who am I?
2. What do I want?

LEVEL 2

1. Who's my audience?
2. What do they want?
3. Why can't they get what they want?
- 4. What are the stakes if they can't get what they want?**

LEVEL 3

1. What does my audience fear?
2. What are their top frustrations?
3. What do they believe about the world?
- 4. What value am I providing them?**

Titles & Thumbnails

The mark of a **pro**



Doing Titles Right

Four **rules**



SELL THE RESULT



CREATE INTRIGUE



OPTIMIZE FOR HUMANS



A/B TEST EVERYTHING

TITLE STRUCTURES

- How to ____ Without ____
- How to Turn ____ Into ____
- ____ Common Phrases That ____
- ____ Reasons Your ____ Failed
- What You NEED To Know About ____
- ____'s ____ Secrets to ____

Which Title Wins

What would you **pick**



**How to not lose money on
NFTs**



Explaining fees on OpenSea

Which Title Wins

What would you **pick**



How to not lose money on
NFTs



Explaining fees on OpenSea

SELL THE RESULT

Which Title Wins

What would you **pick**



Why NFT Utility Is Necessary



Why 99% of NFTs Won't Sell

Which Title Wins

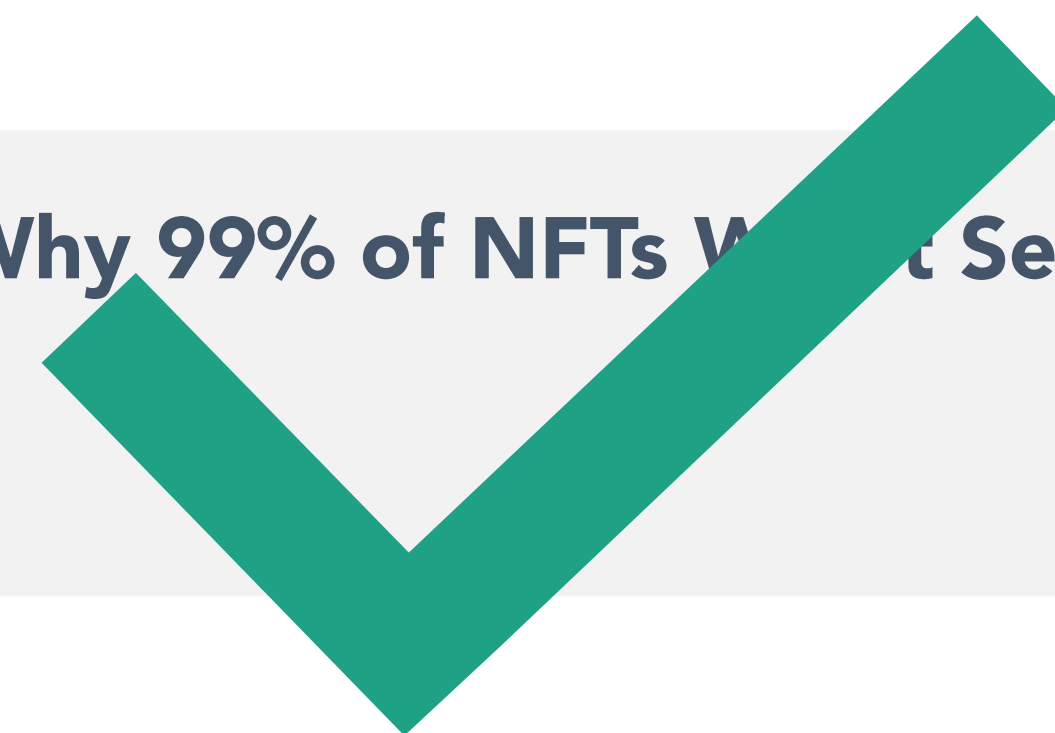
What would you **pick**



Why NFT Utility Is Necessary



Why 99% of NFTs Won't Sell



CREATE INTRIGUE

Which Title Wins

What would you **pick**



How to Grow on Twitter



**How Daniel Vassallo Got
120K Twitter Followers in
1 Year**

Which Title Wins

What would you **pick**



How to Grow on Twitter



How Daniel Vassallo got
120k Twitter Followers in
1 Year

FAME JACKING

Which Title Wins

What would you **pick**



**The Best Blog Platform for
Beginners**



**Should You Use WordPress,
Ghost, or Hashnode for Blogs**

Which Title Wins

What would you **pick**



The Best Blog Platform for
Beginners



Should You Use WordPress,
Ghost, or Hashnode for Blogs

OPTIMIZE FOR HUMANS

Which Title Wins

What would you **pick**



**The Pros and Cons of
Working at a Startup**



**7 Surprising Reasons to
Work at a Startup**

Which Title Wins

What would you **pick**



**The Pros and Cons of
Working at a Startup**



**7 Surprising Reasons
We Left a Startup**

CREATE INTRIGUE

Which Title Wins

What would you **pick**



**9 Passive Income Ideas –
How I Make \$3,000/Month**



9 Passive Income Ideas

Which Title Wins

What would you **pick**



9 Passive Income Ideas –
How to Make \$3,000 a Month

SELL THE RESULT



9 Passive Income Ideas

Doing Thumbnails Right

Some **tips**



5 WORDS MAX (NONE IS OKAY, TOO)



DROP SHADOW & STROKE FOR TEXT



CREATE A CONSISTENT VIBE



EMOTION IS GOOD IF VIBE FITS

COMMON MISTAKES

- Repeats the title
- Doesn't grab attention
- Doesn't match the title
- Doesn't tell a story

Rate This Thumbnail

Good or **bad**



youtube.com/c/AprilynneAlter
YouTube Bootcamp | Aprilynne Alter

Rate This Thumbnail

Good or **bad**



youtube.com/c/AprilynneAlter
YouTube Bootcamp | Aprilynne Alter

Rate This Thumbnail

Good or **bad**



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Good or **bad**



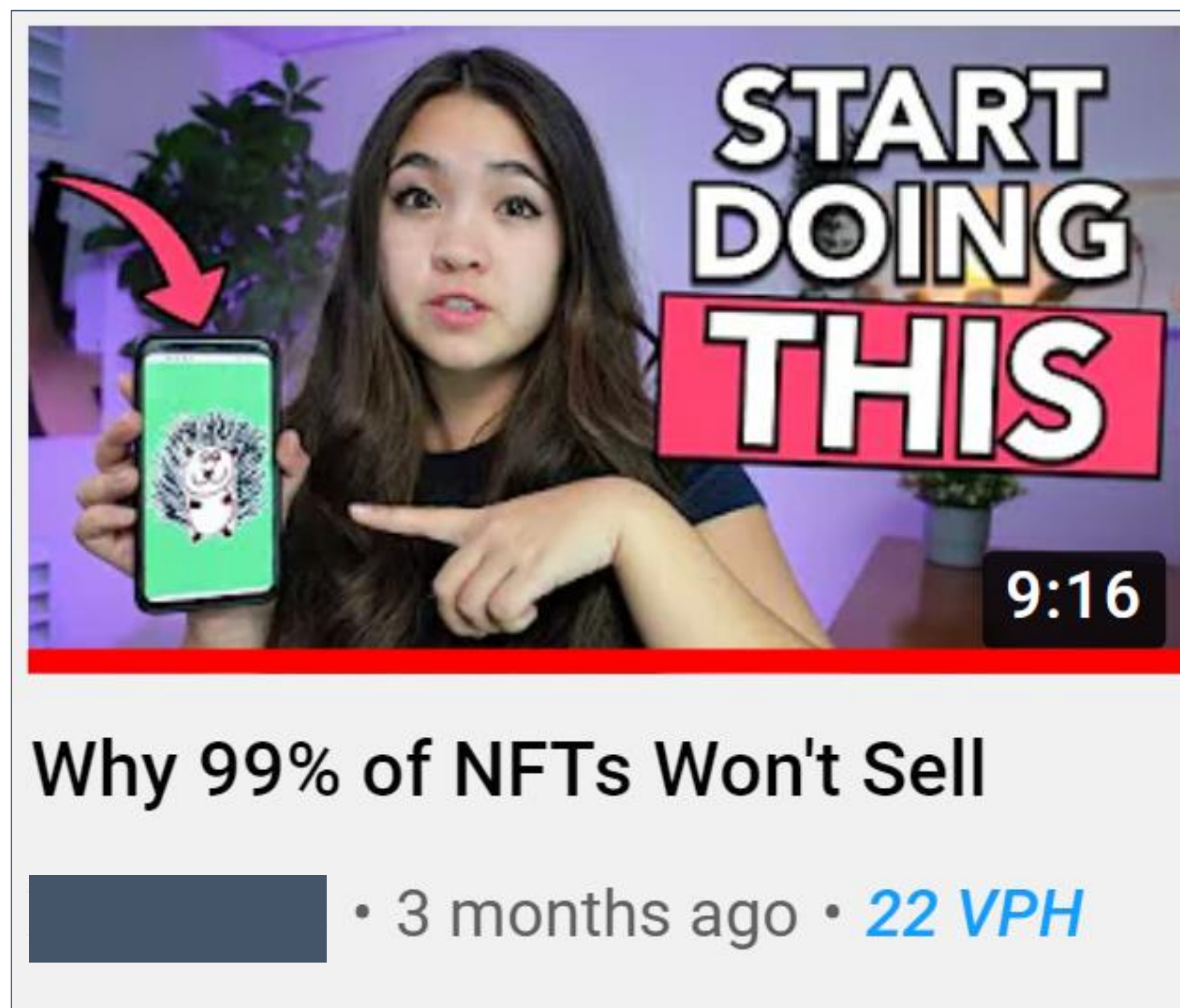
Rate This Thumbnail

Good or **bad**



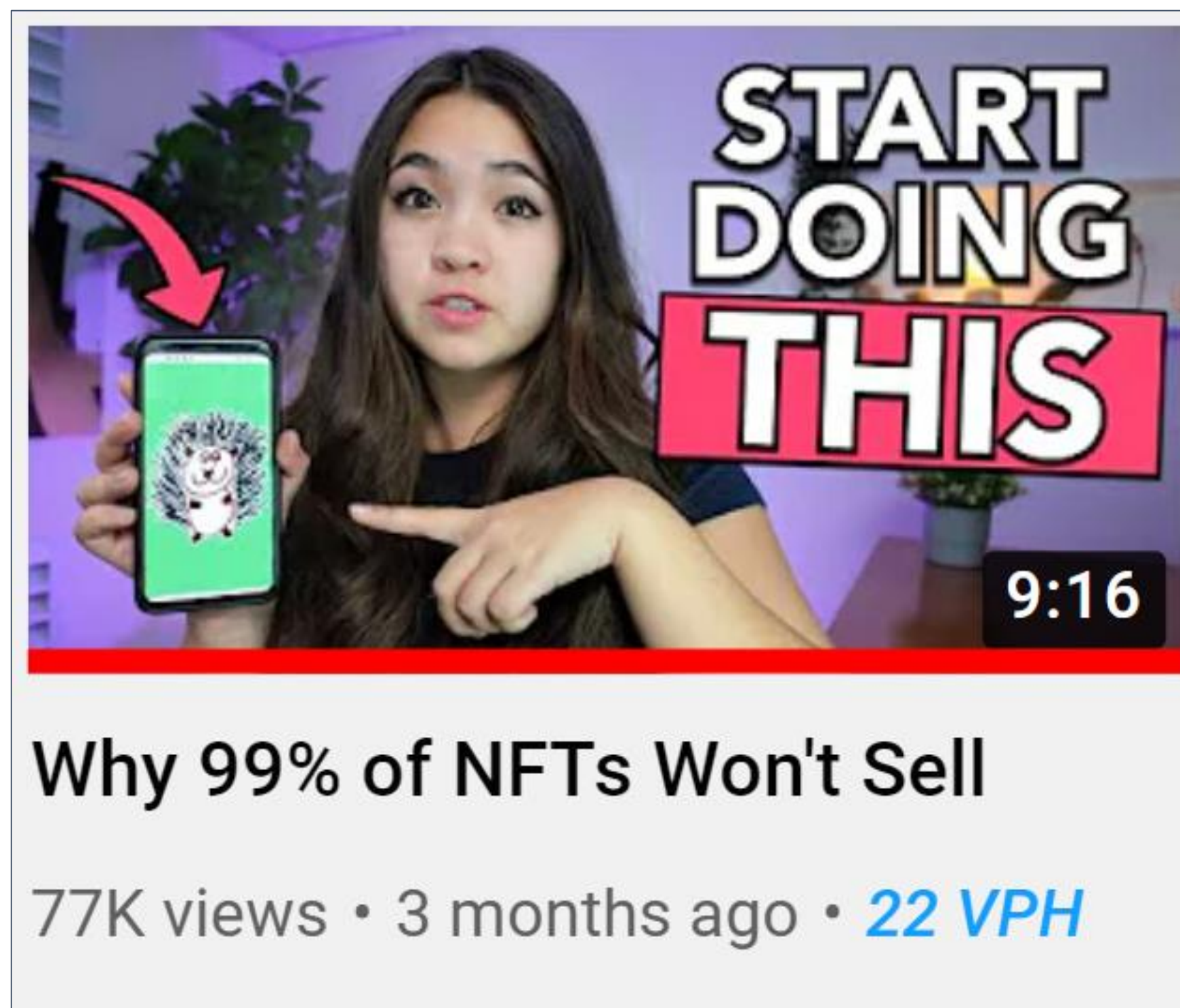
Rate This Thumbnail

Good or **bad**



Rate This Thumbnail

Good or **bad**



A Good YouTube Video

People **want to**



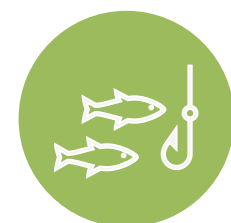
CLICK ON VIDEO



KEEP WATCHING

HIVES FRAMEWORK

Keep folks **engaged**



HOOK



INTRO



VALUE



END SCREEN SALES PITCH

HOOK SUGGESTIONS:

- Ask a question
- Share a fact
- Offer a transformation
- Provide a tip
- Show enticing B-roll
- Preview a clip

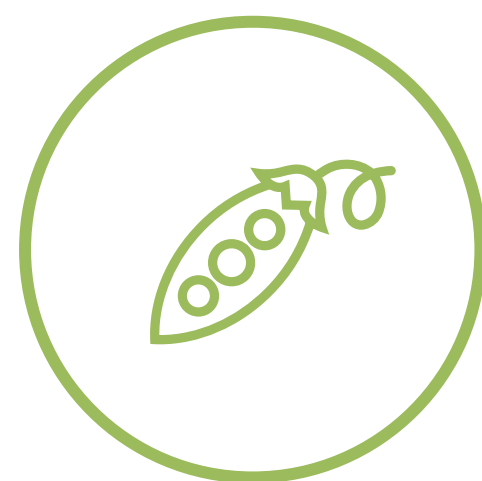
Video Structures

Structure **matters**



LISTICLE

LIST



TRIPLT

3 MAIN POINTS
3 SUB-POINTS



QUARTET

WHY, WHAT
HOW, WHAT IF



STORY

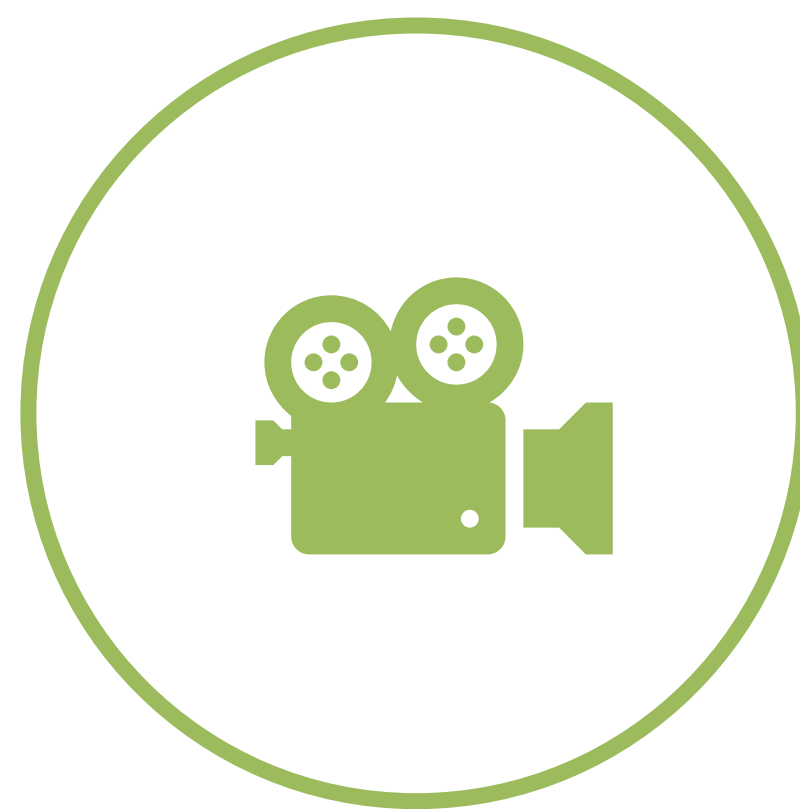
HERO'S JOURNEY

Video Production

Let's make you **look good**



AVOID ECHO



BLUR/BACKGROUND



EDITING

The Stages of YouTube

Three **levels**



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Monetization

Let's make some dough



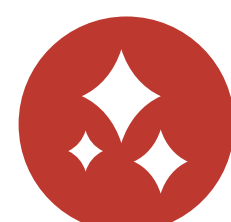
ADSENSE & CPMS



AFFILIATE LINKS



SPONSORS



PERSONAL PRODUCTS

WHAT AFFECTS AD REVENUE



Niche



Watch Time



Geography

Personal Product Ideas

What can you **sell**



COURSES



BOOKS/EBOOKS



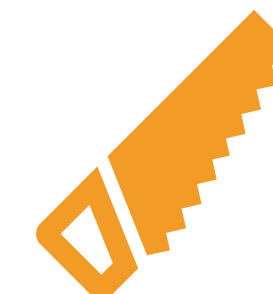
DIGITAL DOWNLOADS



MEMBERSHIPS



CONSULTING

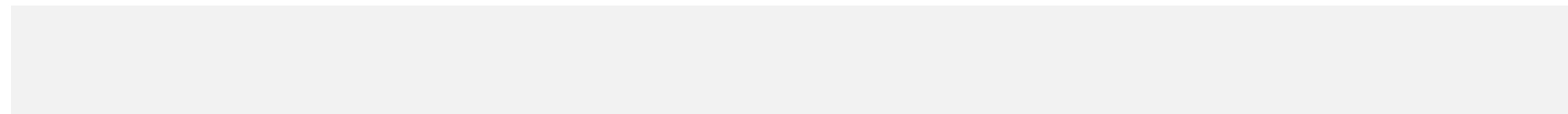


PHYSICAL PRODUCTS

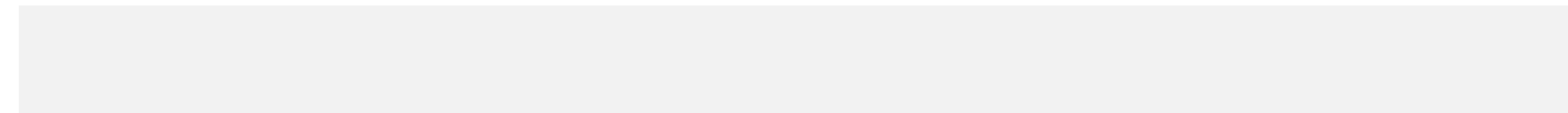
Workflow

How do you spend your **time**

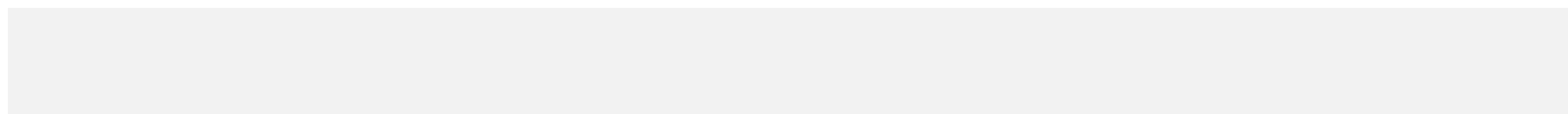
IDEATION



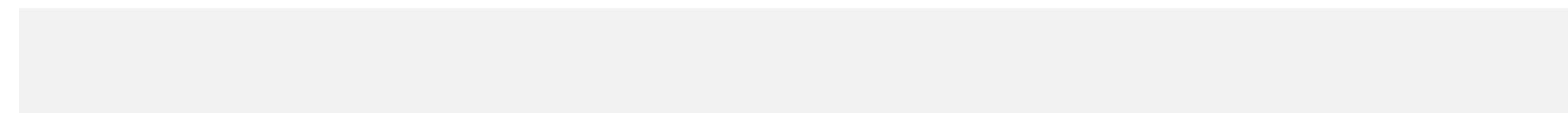
PUBLISHING



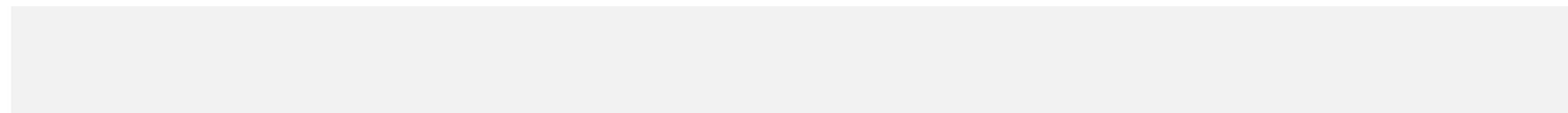
WRITING



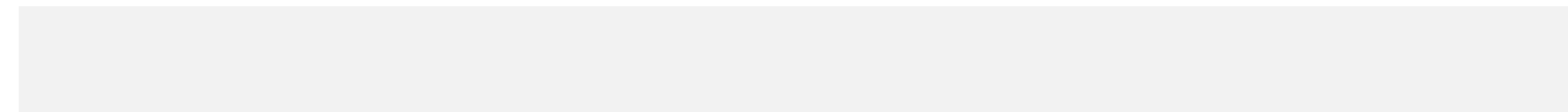
REPURPOSING



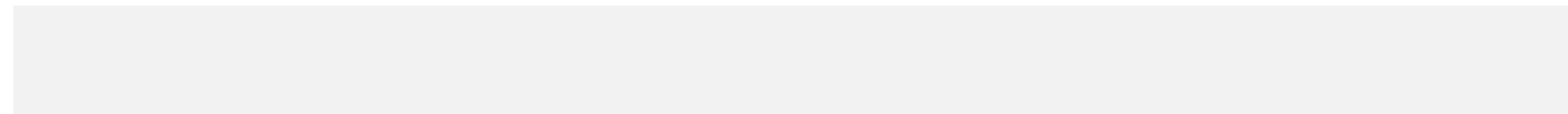
FILMING



ANALYTICS



EDITING



Workflow

How do you spend your **time**

IDEATION

5 %

PUBLISHING

5 %

WRITING

60 %

REPURPOSING

5 %

FILMING

10 %

ANALYTICS

5 %

EDITING

10 %

Outsourcing

Save **yourself**

JUST DO IT



TEACH YOURSELF FIRST



WHERE TO LOOK



PINK WHALE METHOD



FOUR VIDEOS

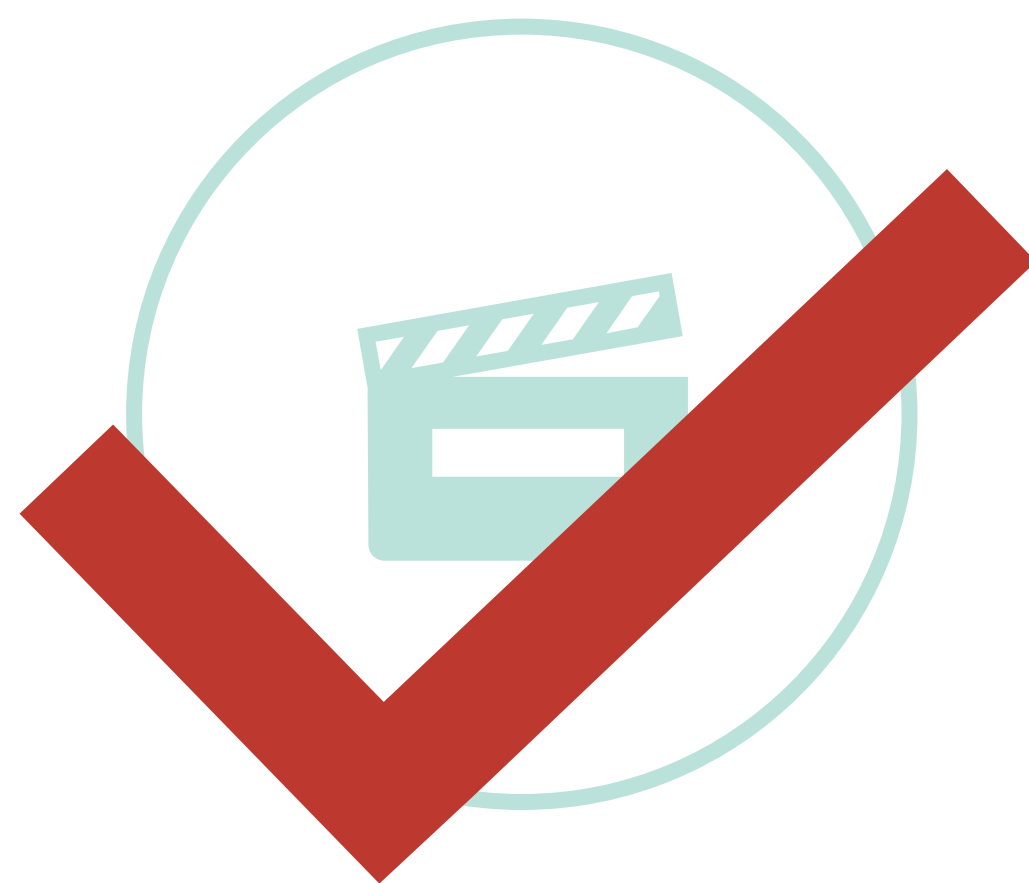
Repurposing

So much **content**



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Q&A

See You Next Time
