



HOW TO START A PROFITABLE **YOUTUBE CHANNEL**

AND CREATE HIGHLY ENGAGING VIDEOS

**EVEN IF YOU DON'T WANT TO BE ON
CAMERA OR PRODUCE OR EDIT VIDEOS**



SOCIAL MEDIA
WORLDWIDE

Hi there!

Thanks for downloading this guide.

You've probably heard that a lot of people use YouTube to make money.

But what if you're camera-shy or have no idea how to create videos, let alone use video editing software?

After all, being on camera can be stressful and not everyone's going to enjoy it.

And producing videos and video editing are skills that require time and effort to learn and maybe even a little bit of talent.

But don't worry, you can still create engaging videos without having to show your face.

You don't even need to know how to use video recording and editing software.

And I will show you how later in this guide.

Sounds good?

But first, let's talk about how a YouTube channel can benefit you and your business.

3 TYPES OF PEOPLE

WHO CAN BENEFIT FROM STARTING A YOUTUBE CHANNEL

If you're already creating content (blog posts, podcasts, photos or videos for Facebook or Instagram)

If you're not on YouTube yet, you're missing out! It's one of the biggest social media platforms with more than a billion monthly active users.

As a content creator, you already know that the key to growing your audience is **providing a lot of free highly valuable content that is interesting for your followers.**

And by having a YouTube channel and posting your content there in a video format, you can drastically increase your audience – the number of your website visitors, podcast listeners, subscribers or followers.

If you're running a business

Having a YouTube channel will help you:

1. Promote your products or services in your YouTube videos

If you have your own products or services, you can create videos that would interest your audience and use those to promote your own business.

Just make sure you create videos your customers are actually going to enjoy or learn something from! After all, most people come to YouTube wanting to be entertained or educated (or both).

2. Promote affiliate links

Affiliate marketing can be a very lucrative business. And guess what – you can use YouTube to start (or support) your affiliate marketing business!

By creating useful and engaging content, you can gain trust and respect of your audience, so they are more likely to purchase using your affiliate links.

A note of caution: YouTube doesn't like affiliate links and will suspend your account if you use them! A solution to that problem is to use a URL shortener.



HERE ARE SOME WAYS YOU CAN PROMOTE YOUR OWN OR AFFILIATE PRODUCTS OR SERVICES:

- Put the links in the video description
- Put the links in the end card (I talk more about this in my course YouTube Traffic Formula)
- Mention the products in the video - make sure to also mention the link itself and put it on the screen so that people can use it if they want to

3. Build your mailing list

Email list is your BEST business asset. It's something that you 100% control. There's no risk of a big corporation (like Facebook or Google) telling you what you can and can't say or changing the algorithms without notice.

So, how do you build your email list with YouTube?

Simply direct your YouTube viewers to go and subscribe to your email list.

The best way to get people to subscribe is by offering them something free in return for their email address, like a guide or a checklist (in the digital marketing world it's called a lead magnet. For example, this guide you're reading is a lead magnet ;)

If you want to create another source of revenue

Did you know you can get paid by Google by displaying ads on your YouTube videos? You can do that with the help of the Google AdSense program.

In order to monetise your YouTube channel, you need to:

- Have at least 1,000 subscribers
- Have 4,000 of watch time in the past 12 months
- Enable monetisation in your settings

I go into more detail about how you can get monetised as fast as possible in my course - *Youtube Traffic Formula*.

This can take some time and effort, but here's a formula for success:

- Consistently produce useful and valuable videos
- Post 1-2 times a week
- Do this for at least a few months.

Some people "buy" subscribers, but I don't recommend doing this - there are many reasons for this, but I won't go into detail in this guide.

BACK TO THE BURNING QUESTION...

Hopefully now you can see the power of having a YouTube channel and how you can monetise it.

But what do you do if you don't want to be on camera, you're not tech-savvy or you simply don't want to spend hours learning how to film videos or edit footage?

The answer: outsourcing!

Thanks to websites like Upwork and Fiverr, you can outsource pretty much every part of your video creation process – from hiring a professional to write the script for you, to getting someone to film the video footage, do the editing or the voiceover.

And the best part: you can hire freelancers who are based overseas, which means that it won't cost you an arm and a leg!

Just make sure to check their reviews and previous work before you hire someone!

If you don't want to write the video script:

At www.iwriter.com, you can find someone who will write the script for the video.

If you don't want to create video footage:

Use the website www.storyblocks.com to get access to professionally created video footage

If you don't want to learn video editing skills:

Use www.upwork.com or www.fiverr.com to hire a professional video editor.

If you don't want to do the voiceover:

Use www.upwork.com or www.fiverr.com to find freelance voice actors.

If you really don't want to be on camera:

You have 2 options:

1. You can use a unique software. This software only requires you to upload your video script, and a female or male presenter delivers your script on video.

You can find the software here:

<https://socialmediaworldwide.com/humansynthesys>

2. You can create YouTube videos that don't require you to be on camera.

SOME EXAMPLES:

- ▶ A video tutorial about Evernote – where you show viewers how you’re building your productivity system (if you have a channel about productivity)
- ▶ A video about the keto diet where you do the voiceover and use stock footage or images and show blog posts, articles and other sources on the screen (if your channel is about the keto diet)
- ▶ A video using other people’s footage (but always make sure you use footage that you’re allowed to so you don’t have copyright issues)

Ultimately, it’s up to you to decide what videos you want to make.

But it’s important to choose types of videos that you’ll be able to produce **regularly**, because with YouTube, the KEY to success is consistency.

So choose what types of videos you’re going to create and whether you want to outsource a part of the video creation process and let’s get started!

YOUR 13-STEP YOUTUBE ACTION PLAN AND CHECKLIST

Here's your action plan for having a profitable YouTube channel:

1. Choose your niche

If you already have a business or are already creating content on another platform, then your YouTube channel is going to be in the same niche with the goal of supporting your main business.

If you don't already have a business or want to start from scratch, then you need to choose a niche.

Some notes on choosing a niche: you can either create content that is **better** than existing content, or create content that is **different**.

You can do that by:

- Finding and filling a gap in the market
- Creating a different format of videos
- Offering fresh perspective
- And more

So here's a question: what unique combination of skills, knowledge or experience do you have that will help you stand out?

2. Install the Google Chrome extension [Keywords Everywhere](#)

This tool will help you find the right keywords for your channel and your videos so you can rank for these keywords – and make it easier for your audience to discover your videos.

3. Choose the main keyword for your channel

Before even creating your channel, you need to decide the main keywords you are going to rank for.

So once you have installed Keywords Everywhere, choose one main keyword specifically for your channel.

4. Create and optimise your channel

To create your YouTube channel, you need to have a Google Account.

You can learn more about creating a YouTube channel directly from Google.

If you want to know how to optimise your channel so you attract your ideal audience, I cover this in the first module of *YouTube Traffic Formula*.

5. Create a list of 50 keywords

These are the keywords you'll be using for your videos (5 keywords per video).

Not sure how to select keywords? I explain this in *Module 2: How to Effectively Perform Keyword Research* of my *YouTube Traffic Formula* program.

6. Create a list of 10 videos you will create

I always do things in bulk - instead of just making one video, I make 10 videos.

This is called batching and makes the process more efficient.

So create a new document and list the titles of the next 10 videos you're going to make.

7. Write the script for each video

Like I mentioned before, you can either write the scripts yourself or outsource this.

Again, I recommend doing things in bulk.

So write (or outsource the creation of) 10 video scripts.

For each video, include 5 keywords you want to rank for.

8. Prepare your home studio (if recording yourself)

For your home studio, you need:

- A camera (your smartphone will do)
- A tripod
- Lighting
- Teleprompter
- Audio
- Backdrop

This is covered in *Module 4: How to Create a Home Video Studio on a Budget* (including the equipment I use).

If you're just going to be recording your screen or outsourcing your video creation, skip this step.

9. Record and edit your videos (or get them recorded and edited)

So now that you have your scripts, it's time for action!

10. Create engaging thumbnailse

Create a thumbnail for each video that'll catch the attention of your audience.

11. Stick to a regular upload plan

Like I mentioned before, consistency is key when it comes to growing your channel.

So commit to uploading one video every day or every few days.

Word of caution: don't upload all your videos at once! This will affect the ranking of your videos.

12. Promote each video

Whether you're using Instagram or Facebook or email, make sure you heavily promote your video once you upload it and invite people to check it out and subscribe to your channel.

13. Repeat!

And that's it!

Now it's time to implement everything you've just learned.

So go ahead and create your YouTube channel now!