

15 YOUTUBE TIPS

FIRST EDITION

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1. Find Your Content

This is an obvious one, but you'd be surprised at how many users do not actually think this through. Users who go to YouTube are there for one thing: content. Without the content, there is no reason to even show up. There is one major consideration to keep in mind, however. What kind of content do you want to provide?

Generally, you should stay away from totally random ideas that provide interest to no one. No offense, but no one really wants to watch your younger brother eat a bowl of cereal, unless of course there is some kind of significance involved. So, where do you start?

Well, first think of it this way... What interests you? There are probably tons of ideas flying through your mind right now, and that's a good thing! Now ask yourself a better question: "What interests me, as well as the general public?" There! Now we're getting somewhere. The kind of content you need to provide is something that not only provides interest to yourself, but also something that pulls in specific viewers.

A general example to this equation would be movies. Everyone loves movies, right? Absolutely! Now take the idea of movies and express it in a way that your viewers will find interesting. This could be through video reviews or simply your thoughts on an upcoming film.

What you need to do is find your content and stick to it. Find something you are already familiar with and expand from there. It really is that simple.

2. Express Yourself

Expressing yourself clearly is extremely important if you want to be taken seriously as a YouTube user. If you are trying to get a point across and your viewers cannot understand you, then you have failed as a content provider. Keep in mind the following when recording and you will do just fine:

- Speak clearly. There is nothing more important when it comes to expressing yourself than speaking clearly. Viewers will not put up with a poorly spoken person. I know I wouldn't. Try to speak at a reasonable rate and be sure to separate your words well. If you have to, do a trial run video and listen to yourself to spot areas in which you can improve.
- Make it interesting. Show you care about the particular point you are trying to get across. Emphasize certain parts of your speech to make things more interesting. Heck, even throw in a joke now and then. Even if your joke is a bad one, at least your viewers can see that you are an outgoing person with something to offer.

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3. Don't Skimp on Video Quality

This tip is, without a doubt, another very important one to always keep in mind. It can be the key factor in whether you succeed as a content provider.

What do we all go to YouTube for? To read comments, right? Sure, but what else? Videos, of course! YouTube is loaded with millions of different videos covering a huge variety of topics. Unfortunately, not all videos are of good enough quality. Sometimes I can't believe some of the videos I come across. They make me wonder what the original content provider was even thinking at the time of recording.

That may sound harsh, but it is extremely important to provide content in the form of (at least) good quality. How do you go about doing this? Follow these simple rules and you'll be impressing your viewers in no time:

- Pay attention to lighting. In terms of video quality, there is nothing more important than lighting conditions. There is no excuse for a poorly lit environment, as there are many ways to avoid it. The most obvious one is common sense. Look around you and decide whether you are in the right lighting conditions to be shooting a video. If it's still too dark, then try your best to use a light source such as a desk lamp.
- Keep a steady frame rate. The frame rate is the number of still frames you see in one second. When put together, the frames make up your video. The native frame rate for video is 29.97 frames per second (FPS). For web video, however, 24 FPS should be just fine. An important thing to keep in mind is the higher the frame rate you use, the larger file size your finished video will be. You can usually adjust the frame rate when exporting your video. This depends on the video editing application you use.
- Choose a nice resolution. In layman's terms, resolution is the number of pixels or the quality of the image you see on the screen. The higher resolution your video is, the better it will appear. Most modern cameras nowadays can produce at least 720p video, which is more than enough for the average YouTuber user.

4. Spend a Little

We all know YouTube membership is free, of which I am very grateful. If you plan to provide good quality content for your viewers, though, you may have to spend a little money along the way. You already know the importance of video quality, so you probably saw this coming already.

The most you would probably spend is on a decent camera. You cannot have original content without a video camera, correct? Whether it be an actual camcorder or a simple webcam, it is totally up to you. I suggest doing research on a product before purchasing it, that way you know the level of reliability.

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Most cameras come with video editing software of some kind, but sometimes they are a bit lackluster. If you feel the need to, invest in some affordable software that fits your liking. However you may already have software and not even realize it. If you are a Windows user, then you most likely have Windows Movie Maker pre-installed on your system. For Mac users your option would be iMovie.

And finally comes in your lighting equipment. If you plan to record in a poorly lit environment, then I highly recommend investing in a cheap lamp of some kind. I bought a decent IKEA desk lamp a while ago for no more than \$20 on eBay and I absolutely loved it. A simple light can make things that much better.

5. Be Yourself

When you ask yourself what YouTube is all about, you probably say something like "Well, the videos... duh." That answer is half correct. The other half to that answer is you! Think about it; all these videos have to come from somewhere. The obvious sources are its users. Without you, none of these videos are even possible. You are the ultimate content provider and if done correctly, thousands of people gather to see what you have come up with.

But of course with exposing yourself to so many people, you can feel overwhelmed at times. Whether it be the thought of reaching out to thousands of people at a single moment or simply putting your face out there for the general public to see, a hobby can suddenly turn into a socially awkward situation. It doesn't have to be this way.

On average my videos reach a few thousand viewers each. If you stop to think about it, that is a good amount of people. Imagine speaking onstage in front of such a large crowd. Honestly, I could not do it. Public speaking has never been one of my strong points, but you know what? Making videos is a breeze for me. All I am really doing is talking into a camera, editing the content and then putting myself out there. It does not have to be a stressful experience.

What I am trying to say is, basically just be yourself. Talk to the camera as you would to your family or a close friend. Don't pretend to be someone else. Express yourself normally and really try to connect with your viewers. If you are recording a video in public, I understand you are thinking everyone is looking at you, when in reality, that is not the case. Sure, some people may be looking, but honestly, who cares? Keep on rolling and just have fun!

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6. Tag, Tag, Tag!

Now let's talk a little strategy. If you want to stand out in the YouTube community, you have to play it smart and think of certain things ahead of time. Uploading a video is just step one of the process.

Step two is tagging your videos properly. Applying tags is extremely simple, but each one counts. What are tags, exactly? In short, they are simple keywords that relate to your video. When users search for a video, the search query is actually targeting not only the title of your video, but the tags of which you applied when uploading.

A good example of this would be myself searching for videos relating to the Macintosh computer platform. Typically I would type something like "Apple computers" in the search field and YouTube would return the results. Any videos with the keywords "Apple" or "computers" attached would display in the search results.

There is practically an art behind video tagging. Every single keyword counts and the ones you choose can determine whether a video is popular or not. Please be legit when it comes to doing this, however. There is a number of users who apply random popular tags to videos, when in reality they have nothing to do with the original content. This is simply done to attract more viewers and honestly, it's cheating. Tag with care.

7. Learn from Others

Earlier we discussed the importance of being yourself. While this is crucial to getting yourself out there, there is another important factor to consider: other users. Sometimes the key to success is right in front of your own eyes. I'm talking about your competition; even your friends.

There are so many different users providing similar content, but in different ways. In some cases, these users have what you need. Let's face it; numbers have to do with everything if you want to become known on YouTube. It's the number of views... how many comments a particular video receives... and most importantly, the number of people you convince to subscribe to your channel. While you can certainly gain all your exposure on your own simply through content, it also helps to keep a close eye on users who are providing the same kind of content you are. This is where it gets competitive.

The first thing you can do is study your competition's content. Decide which user is bringing in more subscribers and how. What makes you or them that much better? Also, be sure to read viewer comments on both sides. Doing this will give you a good idea of who wants what.

The second strategic action is a pretty sneaky one, but it definitely works. If you see your competition has a video that is attracting a lot of viewers, take advantage of the situation. Post a video as a response to that video and some of your competition's viewers are likely to see your contribution. This alone can bring in more than a few subscribers. Stealthy? Yes. Does it work? You bet.

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8. Relate to Current Events

This is something that seems so obvious, but it's also very easy to overlook. There is always something going on in the world. It would be wise to create a video relating to today's popular current events, no matter the subject. If it's in the news, the people want more.

How to go about this is totally up to you. Do what you think would attract a good amount of viewers and go from there. You would be surprised at how popular a simple video blog with your thoughts could turn out to be. You don't know without trying!

9. Keep Things Interesting

Do you have a favorite TV show? You probably do. And why is it your favorite? If I had to guess, it's because the writers do a nice job of keeping you entertained. They keep the content fresh and the storyline flowing. Producing videos for viewers on YouTube is no different.

If you are serious about providing content, you have to keep things interesting. This is especially true if you have a growing subscriber base. The more viewers you have, the more difficult it is going to be to please everyone. Instead of randomly uploading video after video, try to plan the order of content in an interesting manner. In other words you have to vary your content and space out your topics. Not everyone has the same taste, therefore you have to compromise sometimes.

For example, I provide a wide variety of videos. While most of my videos are technology related, once in a while I upload more family-oriented content. One week I will upload a video relating to computers, while the following week I share the moments of a family vacation down the shore. I try to divide my content equally, therefore I attract the majority of my viewers at different times. It's really quite simple; all it takes is some simple planning ahead of time.

Don't be afraid to mix things up a bit. Surprising your users can produce some positive results.

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10. Give Back to the Community

Uploading videos and managing your channel can sometimes feel tedious. Trust me, I know. Sometimes it feels like I am working rather than enjoying my hobby. However, all the hard work is definitely worth it and I'll tell you why.

It's the community. The community drives me to do what I do and it really is a great feeling. Giving back to your viewers is very important if you want to be perceived as an icon. Here are some ways in which you can show your viewers you truly care:

- Respond. Whether it's a comment on a video or a quick email, replying to your viewers is more than crucial.
- Listen to feedback. You are the content provider. It is up to you to provide what your viewers want. Sometimes certain things are not possible, but still take the time to listen to what everyone has to say.
- Use social media sites like Twitter and Facebook to stay in touch with viewers. This can sometimes be more effective than using email, especially considering how easy it is to start a public conversation.

Community, community, community. Without the community, there would be no point in uploading video content. Always remember that. The viewers come first, you come second.

11. Make Your Channel Look Nice

You may find yourself busy with uploading videos and satisfying your subscriber base, but you can be forgetting one very important thing: the design of your channel. Now you may be thinking, why is channel design so important? I'll explain why.

You want to look professional for your subscribers and possible new viewers. Having a nicely designed channel allows you to do just this. This means choosing a nice color layout and background, as well as having it all blend together in the final product.

Think of it as a guest room in a house. You have visitors, therefore make them feel welcome. Take the extra time to decorate a little. Your viewers will appreciate it and you'll feel good about yourself. Clearly there is no harm in that, right?

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12. Time Your Uploads Well

This is one of those tips that is crucial to me. Keep the following in mind and I guarantee it will pay off in the long run.

Let's go back to the example of your channel being like a TV show. You have viewers and they like the content. So far, so good. However, your viewers like the content so much, they want more as soon as possible. Well, you don't want to show off all your content at once. You'll soon find yourself with nothing to upload and struggling to think of new ideas.

The key is to spread out your content as equally as possible. If you have a series your viewers particularly enjoy, it would be a good idea to upload one "episode" each week. I have had several circumstances where I recorded two videos in one day and as much as I wanted to get them both out as soon as possible, I kept telling myself to be patient and upload in sections.

This strategy works rather well and it keeps your content new and interesting. I highly recommend following this rule. You'll be happy you did.

13. Ignore the Haters

Unfortunately, YouTube has its fair share of negative people wandering around looking for trouble, usually referred to as "haters." Typically these are people who have nothing better to do than leave negative comments and send hate messages to users of videos they don't like. I am not one to stereotype, but it's true.

The bigger you are on YouTube, the more haters you generally attract. This is just common nature, as it is with anything else in society. There is no real way to permanently avoid the haters, but you can certainly help yourself ignore them. Keep these following tips in mind if you come across any naysayers:

- Stay strong and be confident. You're the one who has a subscriber base, not the hater. Be the better person and just ignore them. Sometimes it is hard, but it's the best thing to do.
- Block them. It's as simple as that. If you see a negative comment from a user you don't like, simply click the appropriate link to block them. A user can also be blocked via their channel. You are free to block whomever you feel deserves it.
- Report them. If blocking the user is not working very well, then do the next best thing. Report them to YouTube with the appropriate information and if successful, their account will be revoked.

That is pretty much all you can do. I have dealt with numerous haters, so please take my advice seriously. Some people simply are not worth your time. Move on and just have fun! Always keep the support you get from your subscribers in mind. It can be a great pick-me-upper.

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14. Expand Outside of YouTube

You may find yourself to be so successful on YouTube, that you want to expand and try new things. Once you have gained a good amount of subscribers, the majority of them automatically become your fans, therefore supporting whatever comes your way. This could mean starting your own service or even an entire web site with more original content.

The possibilities are endless. Try new things and discover yourself even further. You never know what is lying around the corner.

15. Monetize Your Content

Yes, you read that correctly. You can bring in revenue by making videos. However, you first need to be a YouTube Partner. Anyone is free to apply, but only so many people qualify for the program.

More information can be found at youtube.com/partners

I have been a YouTube Partner for more than a few years now and I can honestly say that I am enjoying the experience. Not only do I have the opportunity to place ads within my videos, but I have also noticed an increase in the amount of subscribers I receive on a regular basis.

Please note that you do not have to advertise on every video you own. YouTube allows you to choose which videos to enable for revenue sharing, thus making the program very flexible.

Becoming a Partner also allows you to further stylize your channel through the use of several banner graphics, which can be helpful in promoting any external links of choice.

Thank you for reading my eBook. If you found any of these tips useful, please consider making a [donation](#). This sort of work takes a lot of time and effort. Your support is much appreciated.