

# YOUTUBE SECRETS



**THE ULTIMATE GUIDE TO GROWING YOUR FOLLOWING  
AND MAKING MONEY AS A VIDEO INFLUENCER**

**QUICK START ACTION GUIDE**

**#YOUTUBESECRETS | TUBESECRETSBOOK.COM**

# **INTRODUCTION:**

Welcome to the YouTube Secrets Quick Start Action Guide. If you're anything like us you don't just buy a book like this to read and throw on the shelf. You invest in a book like this because you are an action taker. Each section will provide space and prompting questions for you to take your next steps in growing your following and making money as a video influencer.

**SO LET'S GET STARTED.**

# COURAGE: IGNITE PASSION AND TRANSCEND FEAR

*You don't have to be great to start,  
but you have to start to be great -Zig Ziglar*

Who do you want to inspire, encourage, educate, or help with your products and services?

What are your reasons for having a YouTube channel and stepping out to inspire, encourage, educate or help?

What is holding you back from starting your channel?  
If you've already started and you're succeeding, what is holding you back from taking it to the next level?

# COURAGE: IGNITE PASSION AND TRANSCEND FEAR

Who in your life is in your Courage Community? Who supports you, understands your vision, lifts you up, and encourages you? (Remember, this can be online or offline)

What are your motivations for getting on YouTube?

What do you hope to achieve through online video?

What's your vision for your channel? (Don't hold back! This is the time to dream big!)

*The best time to get started on YouTube was 2005, but the second-best time to get started is right now. What are you waiting for?*

# CLARITY: START WITH THE END IN MIND.

***Start with the end outcome and work backwards  
to make your dream possible - Wayne Dyer***

Now that you have your why, it's time to clarify your what, who and how. You don't want to skip this exercise. Clarity is power. The closer you are to defining these areas, the more success you will find in your efforts.

## **CLARIFY YOUR WHAT:**

What is your goal for being on YouTube?

What are you passionate about?

What are you proficient in?

Is there a market for the type of content you are creating?

Does your channel align with the Three P's? (pg. 38)

YES      NO

# CLARITY: START WITH THE END IN MIND.

## CLARIFY YOUR YOU

### *TEN QUESTIONS TO CLARIFY YOUR TARGET AUDIENCE*

1. Are they female, male, or both?
2. How old are they? We recommend picking a range within five years of your own age.
3. What types of jobs or professions do they have?
4. What are their passions?
5. What are the top three websites they visit?

# CLARITY: START WITH THE END IN MIND.

6. What are the top three Twitter, Instagram, and/or Facebook pages they follow?

7. Who are the top three influencers they might watch on YouTube?

8. What is their social circumstance? Married, single, kids, no kids, family, etc.

9. What is their yearly income range?

10. What products or services might they spend their discretionary income on?  
(Books, digital products, hobby expenses, etc.)



# CLARITY: START WITH THE END IN MIND.

## CLARIFY YOUR HOW:

How often will you post videos? Once or twice a week? Once a month?

Will you offer entertainment, education, inspiration, information, or motivation?

If you had twenty seconds on an elevator to pitch your YouTube channel to a stranger, how would you pitch it?

Picture the person on the other side of your video. They go onto YouTube, open up a search query, and type something in. What are they looking for?

What problem might they have that your YouTube channel could answer?

*Clarity is power, and a clear understanding of your end goal will help you reverse engineer the steps to get there. Once you know your end goal, have defined your audience, and set your focus, it's time to start your journey on YouTube by creating your channel and building a home for your content.*

# CHANNEL: BUILDING A HOME FOR YOUR CONTENT

***You never get a second chance  
to make a first impression -Will Rogers***

Here is your 10 Step YouTube Channel Checklist:

- Make sure you actually have a YouTube Channel (activate one if you do not)
- Create a channel name
- Link your relevant social media account
- Fill out your about section
- Upload channel artwork (find dimension sizes online)
- Upload a clear headshot profile image
- Add a relevant email to be contacted
- Subscribe to Video Influencers for all the latest information on how to grow your channel
- Upload your first video or create a relevant and searchable playlist
- Customize channel for Return Visitors and New Visitors

***The clearer the purpose and passion of your channel,  
the more likely you are to get subscribers.***

# CONTENT: CREATE LASTING IMPACT

***Content marketing is the only marketing left  
- Seth Godin***

What type of content do you most enjoy watching on YouTube?  
(Information, Education, Entertainment, Inspirational & Motivational)

What do you value most and is it something you want to recreate?

Is there some kind of content you don't see on YouTube, or you don't see being done well, that you would enjoy?

Who are your top 10 competitors doing what you want to do or creating content you want to create?

# CONTENT: CREATE LASTING IMPACT

What do you like about their content?

What would you do differently?

What resonates with the target audience?

*YouTube. To build true influence, income, and impact on YouTube, you must be consistent.*

# COMMUNITY: ENGAGE YOUR AUDIENCE

*The Internet is becoming the town square  
for the global village of tomorrow -Bill Gates*

Where does your community hang out online?

List out some ways you can go above and beyond for the members of your community

What is a name for your community?

*Gaining a thousand true fans is much easier than aiming for a million, especially when you're just starting out. If you can add just one new fan a day, you can get to a thousand in a few years.*

# CASH: MONETIZE YOUR CONTENT

***Chase the vision, not the money, and the money will end up following you. - Tony Hsieh, Zappos CEO***

List out the ways you want to monetize your channel.

What is one next step you need to make to start creating an income with your channel?

***Whatever you decide to do, remember that the value in your videos comes first. Consistently delivering value must be your primary focus, no matter the monetization opportunities that come your way.***

# CONSISTENCY: HUSTLE YOUR WAY TO SUCCESS

***Rome wasn't built in a day.***

How can you stay consistent? List out some practices you are going to put in place so you can show up consistently for your audience.

What is your posting schedule going to be?

Take time to mark on your calendar your next blocked video creation day. List out everything you need to do to prepare for the day.



*At the end of the day, consistency is something you must have to succeed on YouTube.  
Consistent hard work leads to success, and from success comes greatness.*

# **YOUTUBE SECRETS**

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