

# How to Build a Successful YouTube Authority

# CHANNEL



The Comprehensive Guide on How to  
Start and Grow a Successful YouTube  
Channel for your Business or Brand

## **Disclaimer**

This ebook has been written for information purposes only. Every effort has been made to make this ebook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this ebook provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

The purpose of this ebook is to educate. The author and the publisher do not warrant that this ebook's information is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity concerning any loss or damage caused or alleged to be caused directly or indirectly by this ebook.

## Table of Contents

<b>Introduction.....</b>	<b>6</b>
<b>Chapter 1 – Getting Started .....</b>	<b>9</b>
Knowing the Reason Why You’re Starting Your YouTube Channel .....	10
Determining Your Target Audience .....	12
Know Your Direct Competition .....	12
Scheduling Your Uploads .....	13
Equipment and Software You’ll Need.....	14
Allocating the Time to Create Your Videos.....	17
<b>Chapter 2 – Choosing Your Niche .....</b>	<b>18</b>
Determining What You’re Good At .....	19
Selecting a Category.....	20
Researching Topics .....	21
Consider a “Desperate Niche” .....	22
<b>Chapter 3 – How to Optimize Your YouTube Channel for Success .....</b>	<b>24</b>
Choose a Memorable Channel Name .....	26
Use an Attractive Channel Icon.....	27
Create a Channel Trailer.....	28
Integrate Social Media Links .....	29
Include Channel Art .....	30
About Section .....	31
<b>Chapter 4 – Developing Your Content Strategy .....</b>	<b>32</b>
Why Consistency is Important.....	32
Types of Videos You Can Create.....	33

Vlogs .....	34
Company Culture Videos.....	35
Interviews .....	36
Webinars .....	37
Events .....	37
Presentations .....	38
Tutorials.....	38
Product Reviews.....	39
<b>Chapter 5 – Strategies for Building an Audience .....</b>	<b>41</b>
Comment on Similar Videos.....	42
Use Social Media.....	43
Participate in Forums .....	44
Collaborate with Others .....	44
<b>Chapter 6 – Strategies for Increasing Your Customer Engagement.....</b>	<b>46</b>
Create Simple and Beautiful Thumbnails .....	47
Add Annotations to Drive User Actions .....	48
Keep Your Videos Short .....	49
Basic SEO Principles and Marketing Strategies Apply to YouTube.....	49
<b>Chapter 7 – How to Monetize Your YouTube Channel .....</b>	<b>51</b>
YouTube Partner Program .....	52
Affiliate Products .....	52
Work with Outside YouTube Partners .....	53
Sell Your Own Merchandise.....	53
Drive Traffic to Your Website .....	54
<b>Chapter 8 – Mistakes to Avoid on Your YouTube Channel .....</b>	<b>55</b>

## YOUTUBE AUTHORITY

Purchasing Fake Reviews .....	56
Doing a Video Dump.....	56
Ignoring Your Social Media Presence .....	56
Inconsistent Video Uploads.....	57
Not Engaging With Your Audience.....	57
Failing to Have a Plan.....	58
Trolling Other Channels and Begging for Views.....	58
Not Linking Your Channel to Your Social Media Accounts .....	59
<b>Conclusion.....</b>	<b>60</b>



payment. You have to be willing to invest your time, and you have to have patience if you want to be rewarded with a passive income from YouTube.

YouTube has become a revolution that can no longer be contained. Now more than ever, it is easier to create a video, put it online, and share it with the world. Not only is this great on a personal level, but a professional one as well. While there are other video platforms out there, none has the same reach or profit potential then you can get with YouTube.

Many major companies are starting to make their move to establish their presence on YouTube because it is where they can find their target audience these days. To make more money, companies are looking to advertise in places where they can reach and engage with more members of their target audience. YouTube provides them with precisely what they need.

YouTube doesn't just benefit large corporations. Small businesses and individuals can also make a substantial profit on YouTube, provide they can tap into the power of the video platform and use it effectively. For the majority of people, getting started on YouTube is the most challenging step. Beginning a YouTube