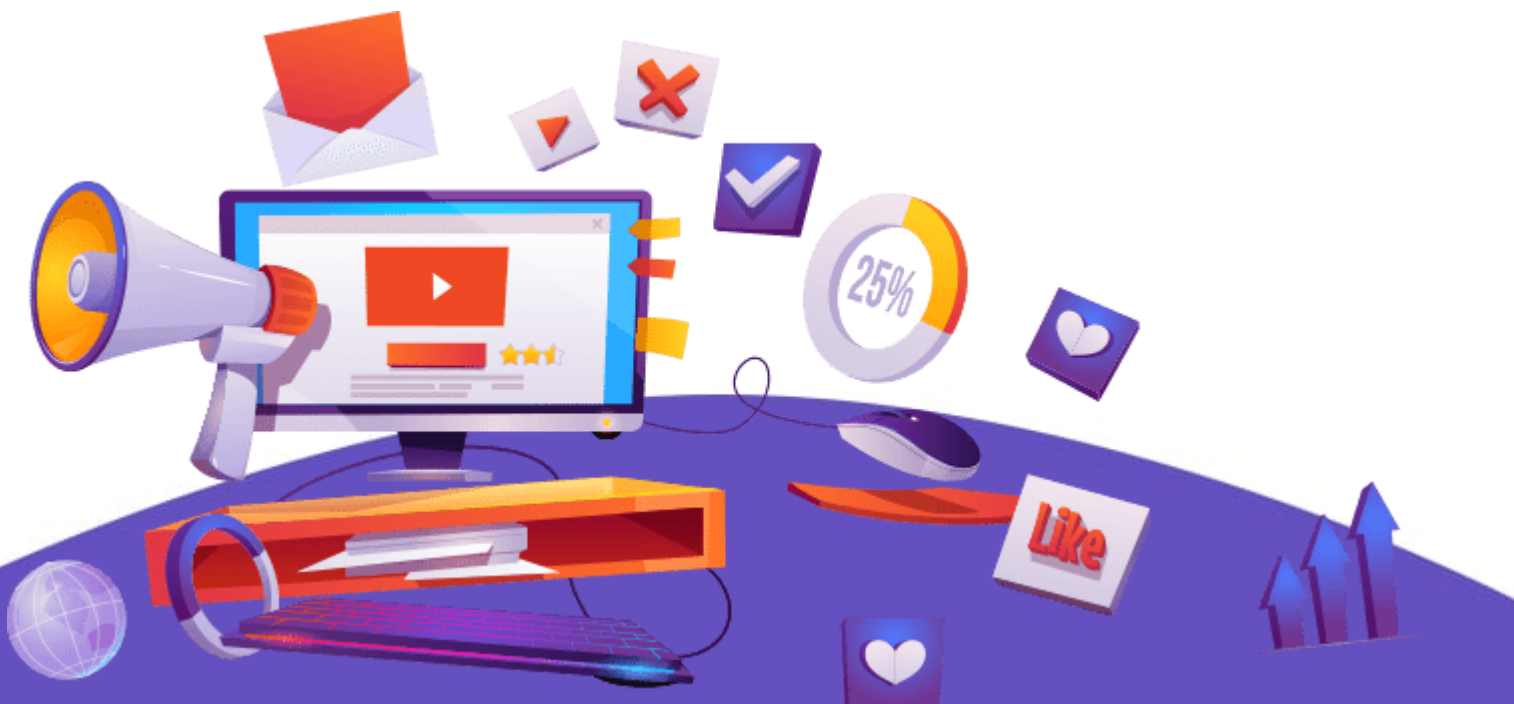




How to Start A YouTube Channel in 30 Days



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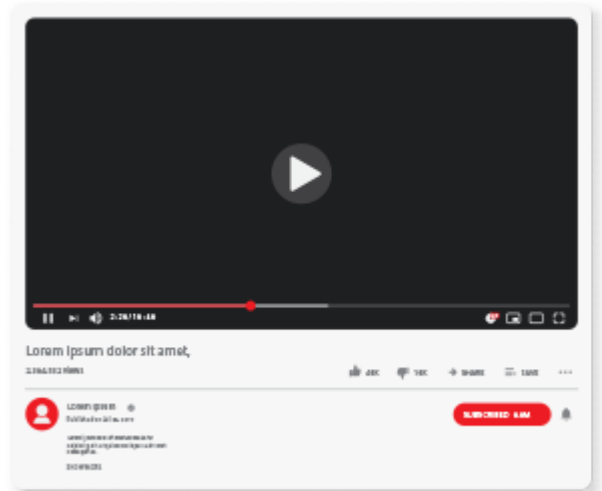


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Introduction

The world has truly become digital and it has made content easily available. But with the wide availability of content, it also made people's attention spans shorter. And the breadth of content means multiple forms of it are all competing for your limited attention. Why not provide the best possible content? And videos are now emerging as the content of choice. And this is what we will be exploring through YouTube and YouTube Channels.



In a study to determine which fares better in terms of engagement in social media, researchers found video to do better than images. This should not be a surprise because of the fact that video stimulates the brain better than any other media. Below is a comparison of the brain stimulation that video offers vs. that of images and text:

Video	Image	Text
Simulates the Following	Simulates the Following	Simulates the Following
Visual Senses - yes	Visual Senses - yes	Visual Senses - not that match
Authority Senses - yes	Authority Senses - no	Authority Senses - no
Kinesthetic Senses - yes	Kinesthetic Senses - no	Kinesthetic Senses - no

With the comparison you can already see a clear winner. The video format trumps all the others because it appeals to the needs of the brain. First and foremost, the brain just hates to be bored. And while images can be powerful, it's not as powerful as a truly engaging piece of video. If you find this hard to believe then check out the data below on the top 2 social media platforms that has the most number of users:



... Facebook - 2.45 Billion



... Youtube - 2 Billion

The common denominator with both platforms is their ability to post, store, and share videos. While Facebook has a more complex structure, YouTube's platform is very simple—it allows its users to upload videos and share them. It's as simple as that. That's why everyone is turning to YouTube for everything, whether it's a tutorial for a DIY project, a musical performance from their favorite musical group to just watching cute cats do cute things on video.

And that power to captivate an audience's attention through videos is magnified to a staggering degree when you curate your content and create a YouTube Channel. By creating a channel, it becomes easier for you to reach your target audience as you streamline your well-thought-out content. In fact, YouTube Channels have become ubiquitous strategies in marketing that even big-name products have their own channels. And it's not only for the big boys, Vloggers and influencers are sharing their content through YouTube and earning six figures (or more) from it.

As you read further you will learn how to set up your own YouTube Channel. Not only that, but you will also learn how to create and curate your content so that it sends a powerful message to your target audience. This way, your videos (through your YouTube Channel) will gain traction and have the widest possible reach. And of course, all these will not be possible without a good content plan. The creation of that plan will also be discussed in the Chapter 4.

It doesn't matter if you're doing this as part of your product's branding strategy or you just want to express yourself, Creating a YouTube Channel is definitely a big plus. With an official channel, you or your brand can have a public presence. Aside from that, here are other reasons why it's advantageous to have a YouTube Channel: