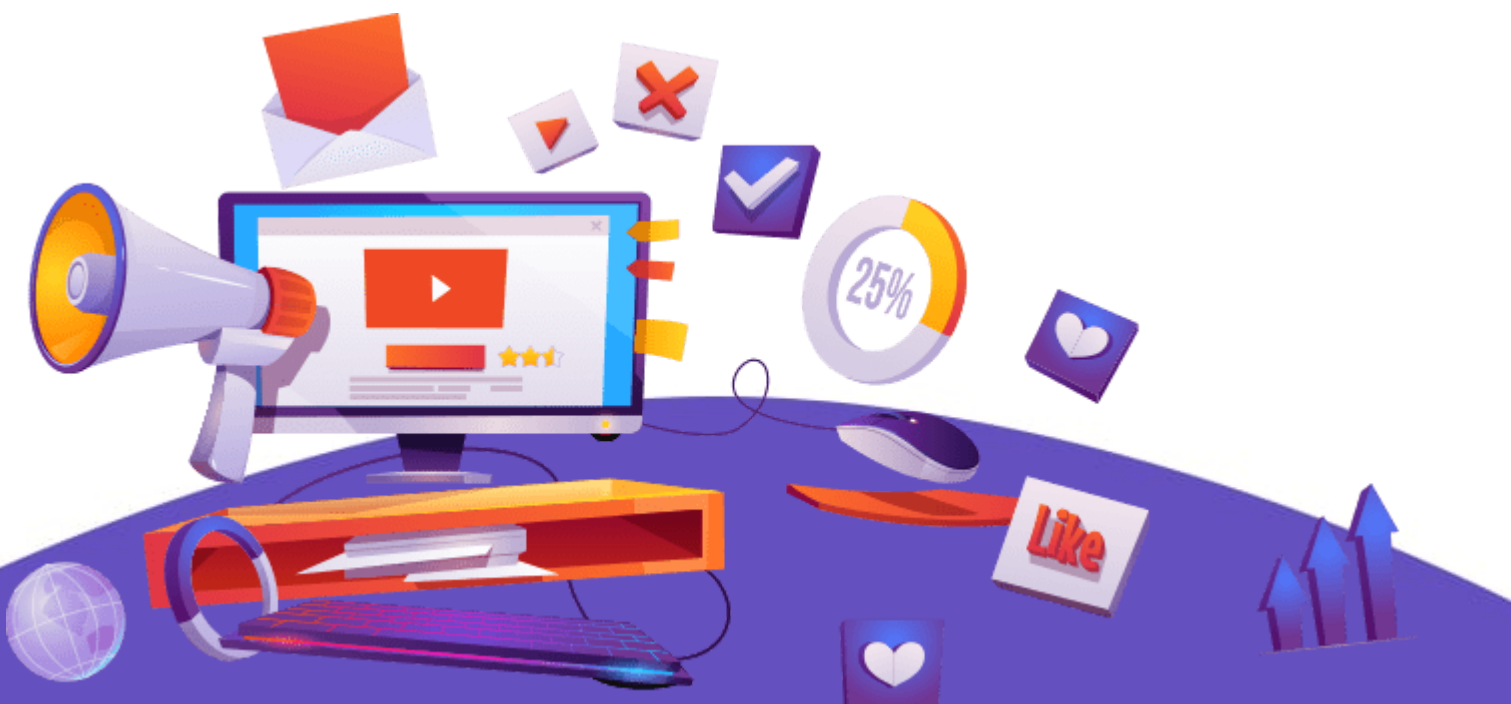






Learn How To Start a  
**YouTUBE Channel**  
30 Days or Less





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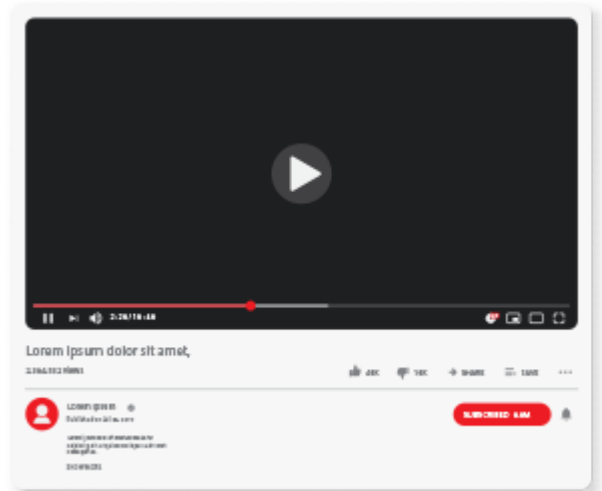


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# Introduction

**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
Stimulates the Following	Stimulates the Following	Stimulates 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 - 3 Billion... Youtube - 2.5 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:

- 
- ✔ It's easy to do—you can set it up in a couple of days (or even just hours).
  - ✔ It's cheap to do—you don't need an ad agency and fancy equipment to create your videos. All you need is a smartphone with a good camera and an internet connection.
  - ✔ It has a wide reach—you can reach a wider audience with YouTube's 2 billion users and subscribers.
  - ✔ It can be linked—your content can all be brought together because everything is linkable. You can link your Youtube Channel with your Social Media and Web Page. At the same time, you can also link your Social Media and Web Page in your YouTube Channel.
  - ✔ It can help you rank higher in web searches—since YouTube is integrated with Google's Universal Search algorithm, it will be easier for users to find you or your product if you have a YouTube Channel. More of this will be discussed in the Chapter 3 or optimizing your YouTube Channel.
  - ✔ You can earn if you run AdSense—AdSense is Google's way to advertise and, in turn, will earn money for the Channel hosting the ad. By running AdSense, your Channel not only reaches a certain target market but also earns through your users' views and clicks.

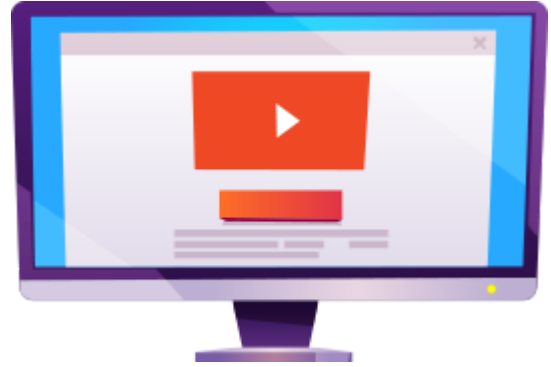
**And without further** ado, let's get on with it and start learning how we can set up our own YouTube Channel.



# Chapter 1

## Creating Your YouTube Channel

First things first, you have to have the following so that you can go ahead and create your YouTube Channel:



A

Google Account

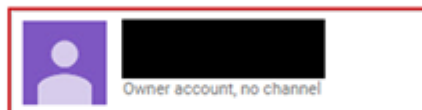
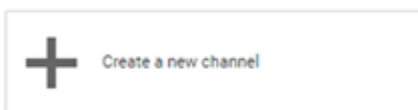
B

A Personal Youtube Account

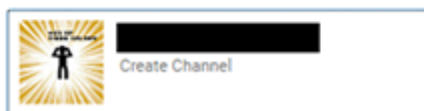
Once you have those then you can begin. Log in to your YouTube account, click the profile button on the upper right of the screen and you should see a 'Create a Channel' option appear.

Now you have the option to either use your name or to create a custom name using a brand account. So let's create a brand account.

Channels for [redacted]  
[Learn about managing your YouTube channels](#)



Brand Accounts for [redacted]



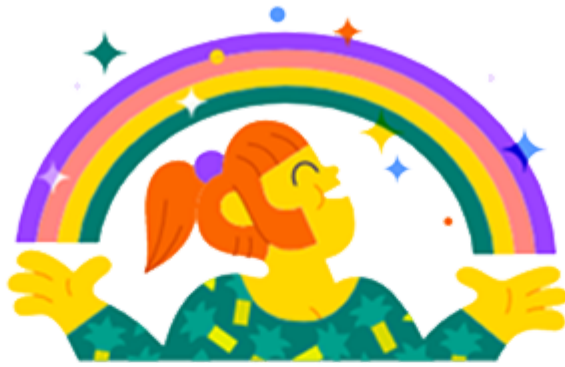


## Next, you will have to create Your Channel Name

Choose one that's relevant to your brand. Remember to choose wisely because this will have a future impact on your brand's reputation and how your users will search your content. Once you have chosen a brand name, type it on the Add Channel Name box and click Create.

A screenshot of the YouTube Brand Accounts creation page. The page features the Google logo at the top left and a 'Brand Accounts' header. The main heading reads 'To create a new channel, create a Brand Account', followed by a sub-heading: 'This Brand Account can have a different name than your personal account, for example a business name or another name that you choose.' Below this is a text input field labeled 'Brand Account name' with a cursor. Underneath the input field are two buttons: 'Create' and 'Back'. At the bottom, there is a small disclaimer: 'By clicking "Create", you agree to YouTube's Terms of Service. Learn more about Channels or Brand Accounts.'





## Create your channel name

You can use your brand's name or another name. A good channel name represents you and your content. You can change your channel name at any time.

Channel name

### Add channel name

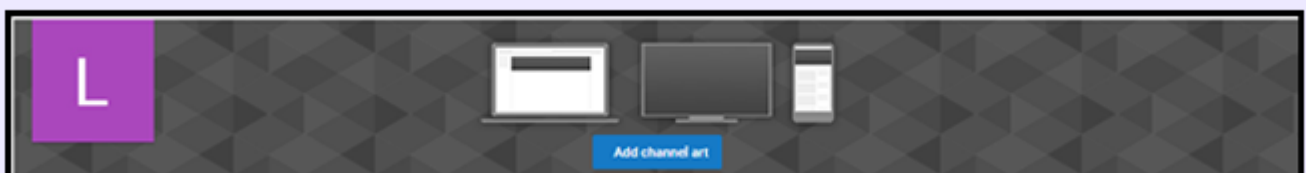
- I understand that I am creating a new Google Account with its own settings, including YouTube search and watch history. [Learn more](#)

CANCEL

CREATE

**Next, you will be** asked to upload a Profile Picture. Though not necessary (you can skip this part) but you need a picture that will tie you up with your brand. You can choose to upload a logo of your brand or a headshot of you (if you are marketing yourself). After uploading your profile picture you will be asked to write a channel description. Do this so that your users will have an idea of what your channel is about. This will also make it easier to search for your content later. Lastly, you will be asked to add links to your other platforms: your Website, Facebook, Instagram, and Twitter. This step is important and will be discussed further in Chapter 5.

**Congratulations,** you have now created your YouTube Channel. But you are not done yet. You have to continue customizing your channel to make it more effective. Next on the to-do list is to add Channel Art. The Channel Art feature of your YouTube Channel lets you further personalize your channel. In keeping with your branding, you want your channel art to give a good representation of what you (or your brand) are about.



# As you click on the Customize Channel button,

**you will be** led to YouTube's blank template. Click it and a pop-up window will appear where you can upload a photo to serve as your banner. After that, it's all about cropping the photo to make it a banner. Make sure to choose a landscape photo with areas ideal for cropping. Ideal size for photos to upload as channel art would be 2560 pixels (width) x 1440 pixels (height). Do note that there is a minimum size for your uploads—2048 x 1152. Anything smaller and YouTube will tell you to find a bigger sized picture. Click 'Select' once you're satisfied with your uploaded image.

**Before we go** shooting vids, one last thing your channel art will require is your icon. You can find it at the upper left-hand side of the channel art template (it's usually designated with the first letter of the name you registered the account to). Click the icon with the letter and upload another image. For the icon image, feel free to upload your brand's logo or any other picture that best represents you or your brand. Once you upload an image then your channel is all set.



**Now let's get started** with making video content. This is what our YouTube Channel is all about.

## Chapter 2:

# CREATING AND UPLOADING VIDEOS



# Shooting Your Video

What's a channel without any video? So let's go make one. But first, you need to have the proper equipment. Even if you don't have the money to buy the equipment, you can always use your ingenuity. You can start with repurposed DIY equipment as you start and once you make money you can buy equipment that the professionals use.

**Here's what you will need for a start:**

- ✓ A Smartphone with a Camera
- ✓ Something to hold your phone
- ✓ A Light Source
- ✓ A plain Background





# If you have all four

(and you should have these at home) then you're all set to shoot your video. But for further understanding, below is a detailed step by step guide on how to shoot on the cheap:

- 1 Prepare your smartphone** and set the camera to shoot on video at the highest resolution and a decent frame per second rate. To get the best possible output, set your videos at 1080p (this is the resolution for HDTV) and at least 30 frames per second. For action shots (where the subject moves a lot), set it at 60 frames per second.
- 2 Check the lens of the camera** for smudges (as this is bound to happen). Clean with a microfiber cloth if needed. You don't want to end up with a high-resolution blur.
- 3 Install a plain background** as a backdrop. A simple clean wall with a solid color will do. Of you can put up a plain cloth (like a blanket) on the wall. You want to make the background as simple as possible because you want your foreground (your subject) to stand-out.
- 4 Set up a light source** to augment your indoor light, especially if you're shooting at night. Most indoor lighting fixtures are situated overhead. Overhead lighting makes the subject look unflattering on camera. Plus they create shadows, which may become distracting. The simplest way to do this is to set up a lamp on the floor just a little bit in front of the camera but out of view on the viewfinder.

If there's ample natural light from outside then it's also advisable to use that light. All you have to do is open the window and situate your camera near it. Natural light always looks flattering and will bring out great colors on the video.

