



**" YouTube
Starter For The
Common Man "**

Welcome To " YouTube Starter For The Common Man "



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15 YouTube starter points for the common man

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Introduction

In today's world, everyone wants to become a common man YouTuber because this is a tremendous platform for video sharing.

Where any person can create his own YouTube channel and attract the attention of people through his knowledge & passion.
And can grow.

You know there are many people like this,
Who is working on YouTube as a full time career.
It is also a career opportunity.



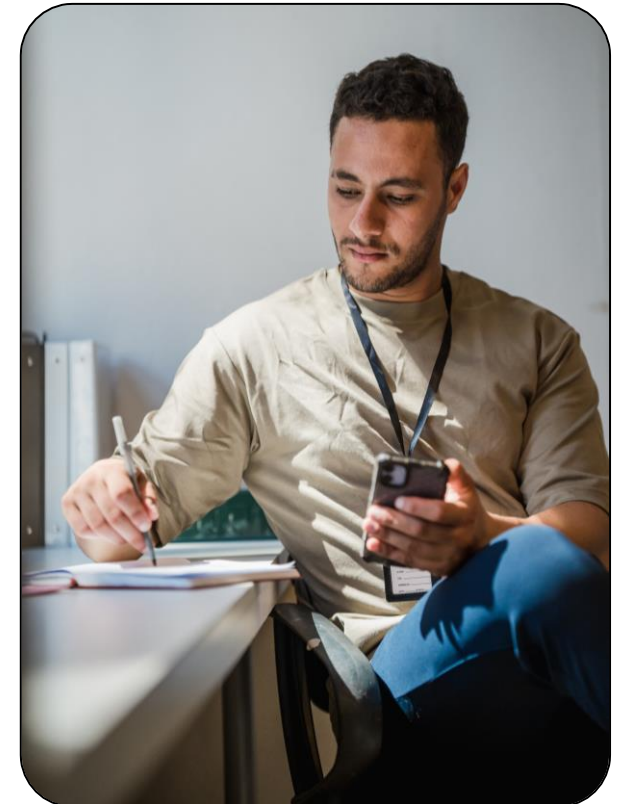
By the way, if we talk about the total YouTube channel in the whole world, it is more than 51 million.

But out of this, only some % of the people become successful YouTuber, the rest of the people fail.

Because they do not have the right strategy.

As a solution to these problems, we are going to tell youtube starter points for every common man, who will know how to start youtube career.

Before proceeding further in this eBook, you have to keep a notebook & pen in your hand so that you can note down the important points.



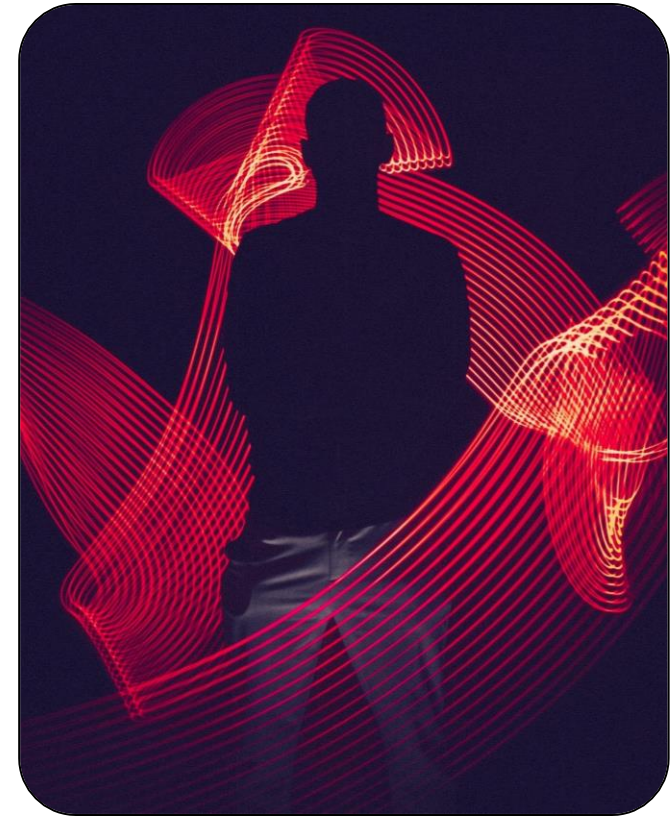
1) 1) Why Should You Become a YouTuber?

Before starting YouTube, you should have a clear idea of why you want to become a YouTuber.

This is the reason why many people fail in the YouTube journey that they do not even know why they want to become a YouTuber.

what is your reason & vision ?

If you do not have a clear reason & vision towards your goal, then you can go astray in the future.
You may find it difficult to achieve your perfect goal.



That's why you have to set your reason & vision.

One good point of YouTube is that if you work with the right strategy, name, fame & money will start raining on you.

and you will live a very happy life.

But to achieve this, it is very important to have passion, patient & perfect skills.
Only then can you stay on this path.



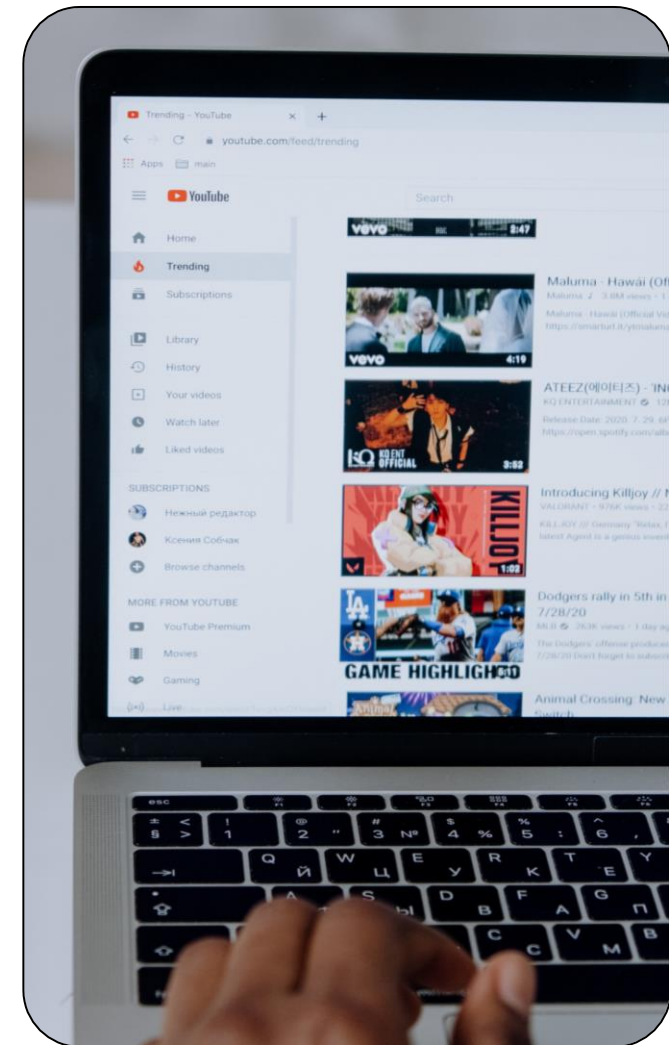
2) Why use this platform?

YouTube is a great platform to achieve success in the Internet.

If we talk about total YouTube users, then it is more than 2 billions.

People use YouTube as a kind of search engine.
Due to which it is natural for users to get traffic in YouTube videos.

This is the best benefit of YouTube's 2 billions plus users In this platform,

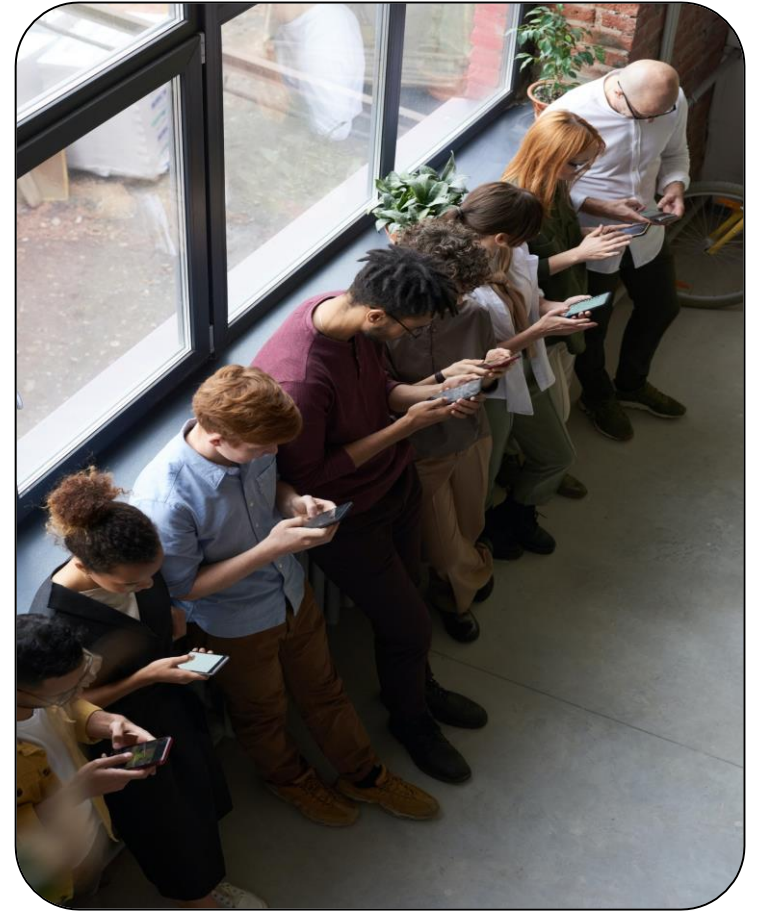


if you work with the right knowledge & strategy, the attention of the users can be easily drawn towards you.

Today people spend their time on YouTube for hours. Just friend, you have to draw the attention of these people towards your video.

My reason for choosing the YouTube platform is that it is very popular as well as user friendly.

In this way you get to know why to use this platform.



3) Choose your right niche.

If you want to be successful in youtube
That's why you have to choose the right Niche.

Through which you can attract the attention of your audience.

3 things to keep in mind before choose the right Niche

And whoever suits you in these three things below,
you have to select the same below.



Those 3 things are as follows.

(a) Knowledge, (b.) interest, & (c.) enjoyable

(a) Knowledge: Before selecting any niche, you have to identify how much knowledge you have of that niche.

If you have knowledge then it is good and if you don't have it then it doesn't matter.

You have internet with whose help you can learn anything.

And can go further



(B) Interest: In whatever niche you want to be successful in YouTube, you should be interested in your selected niche.

It is not that you find it boring to work.

That's why you have to select such a niche in which you have interest.

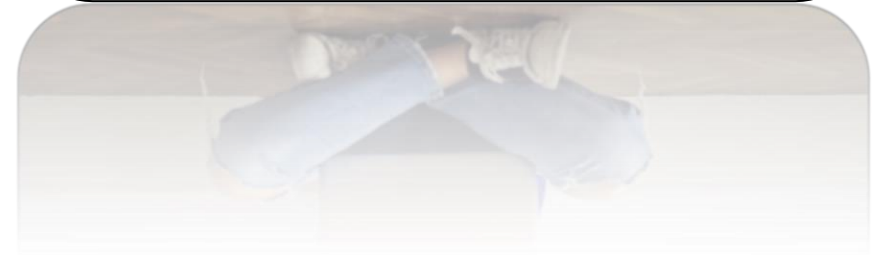
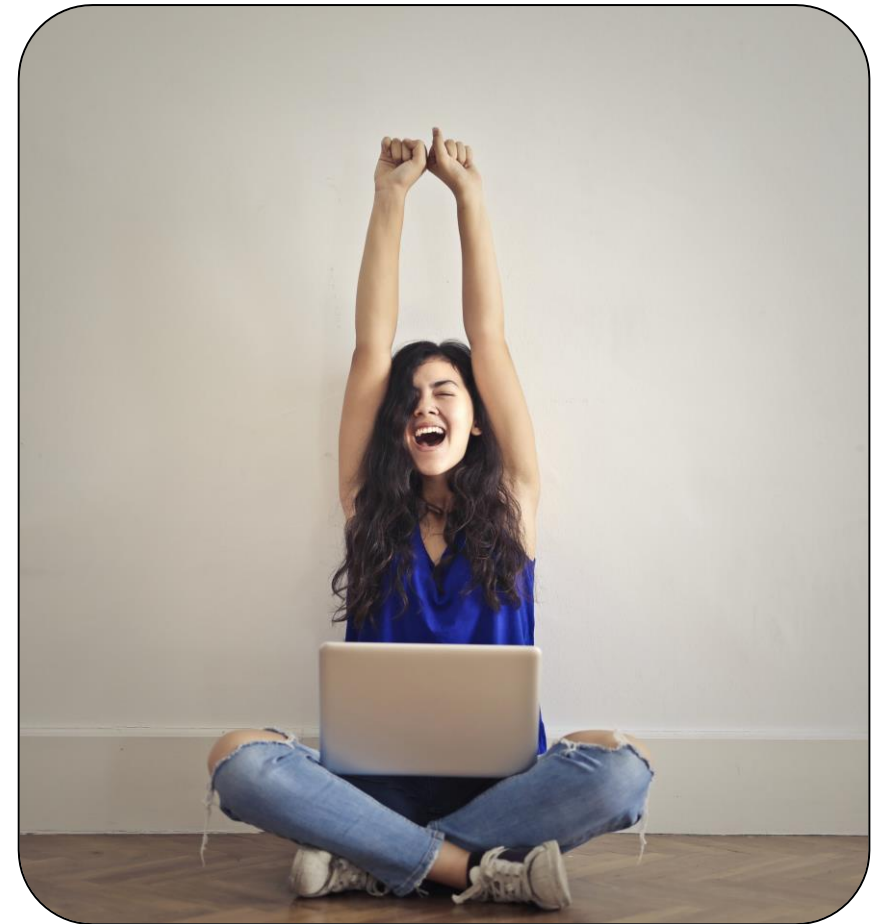
Let me tell you one thing to note:
The fun of working in interesting niche is something else.



If you really want, you can try it yourself.
Because if your work is interesting then you
will never get lazy towards your work.

And you will do your work with full effort.

Which will be helpful in taking you towards
your goal



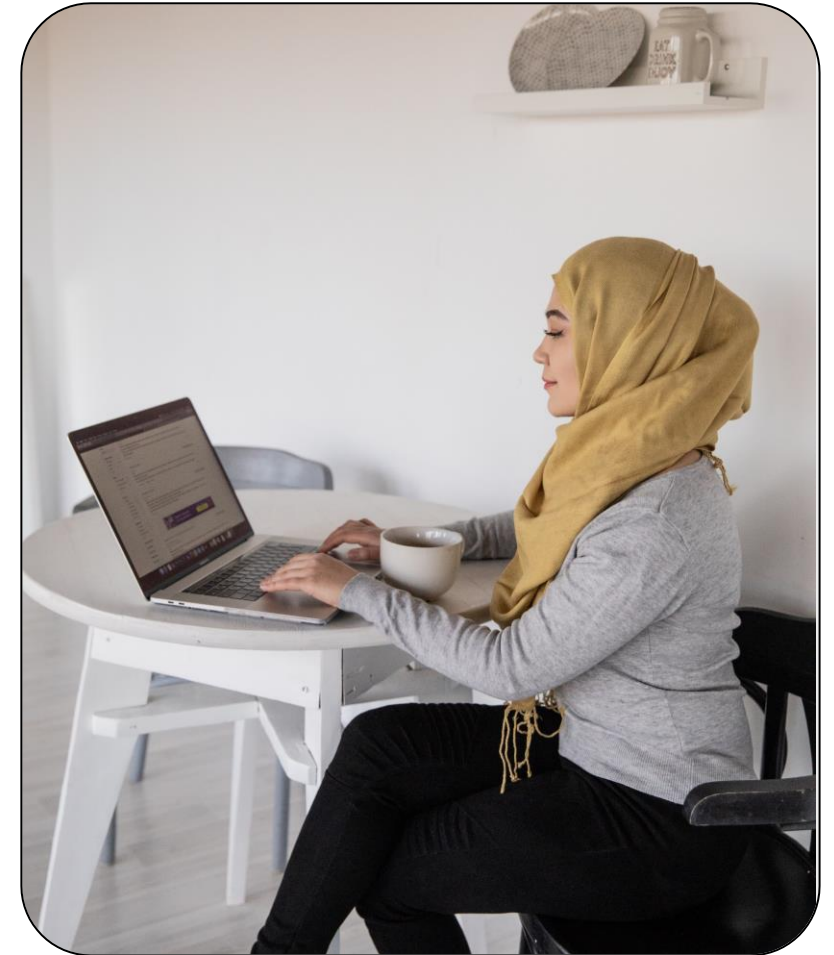
4) Find your target niche:

There are many people among you who are not able to select the right target niche.

And they select the wrong niche, due to which there is no much difference in short time, but if we talk about long time, then it is not right.

This is the easiest way for you to find the target niche of your YouTube channel.

First of all, you have to write down this note in a paper and pen.



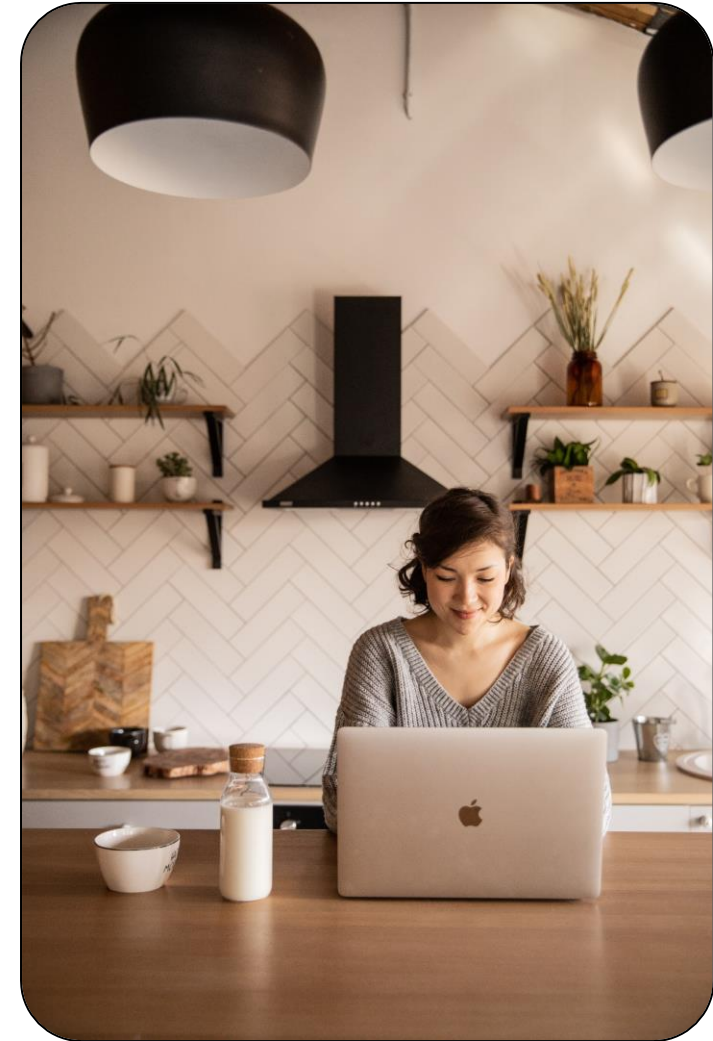
What knowledge do you have, how can you solve the problem of the audience, & in which you enjoy.

Which you can do without any distraction for hours.

This is how you have to find your niche.

And get busy with your work.

Then see how your channel grows.



5) Locate a Compatriot:

You can analyze by searching the top channel of your category.

- how they make videos
- how to edit,
- how to explain
- what is his style of speaking
- how they target audience

And what work did he do that he has become a successful YouTuber today.



You have to note all these one by one and analyze them.

And then you have to decide what you will do with them so that the audience converts to your channel.

For this you have to do daily work.

Every day you have to improve your content.



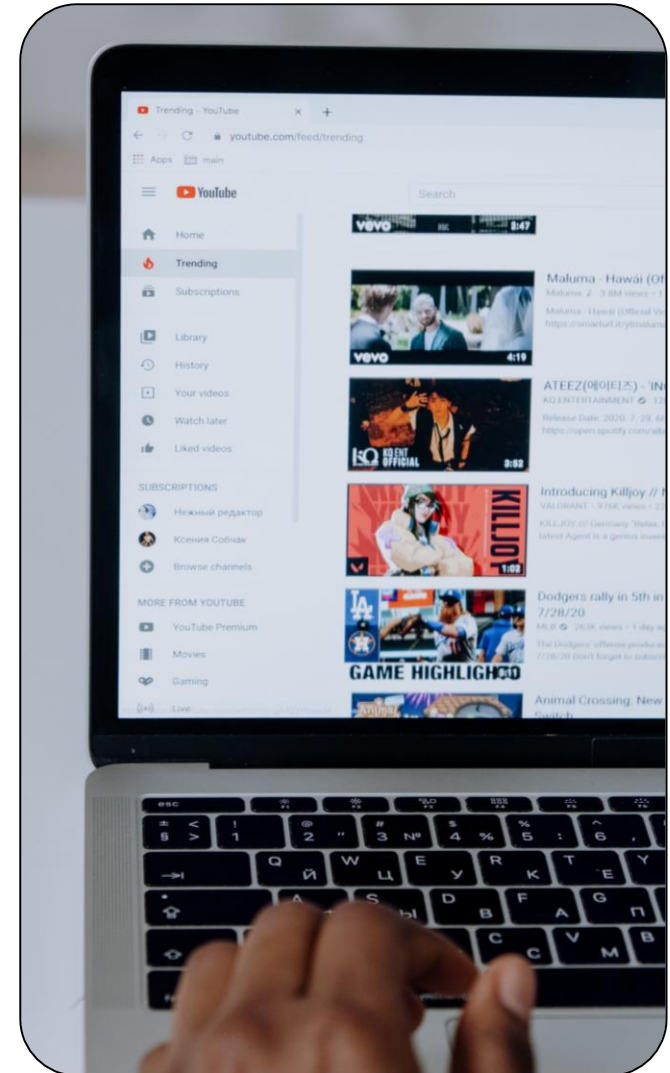
6) Create your YouTube channel.

After verifying the account by creating a YouTube channel, you have to design a nice logo for your channel.

&

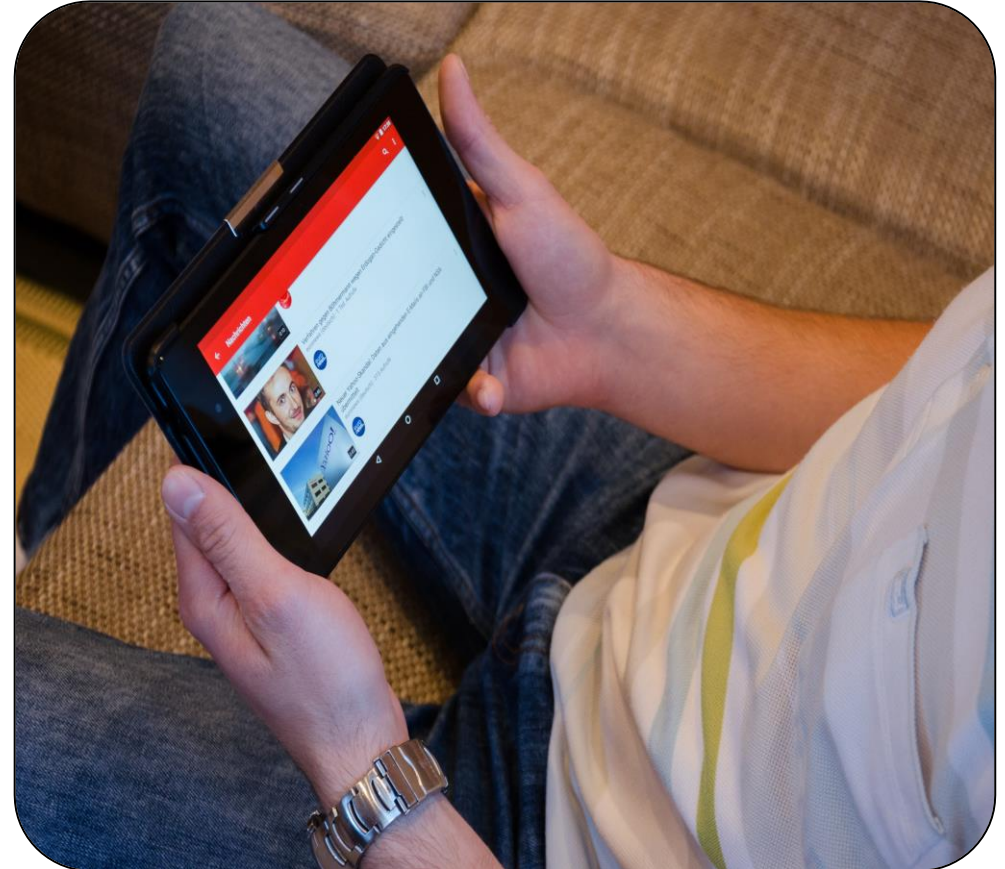
YouTube banner image also has to be designed. Which is necessary for channel branding.

Now let's talk about youtube description, youtube description you have to write well In which you can give brief information about your channel, along with you can also write some points about it.



After writing description, you have to add your external links as well.

For example,
add the link of the website and the link of other social media so that your audience traffic can also come through the website & social media.



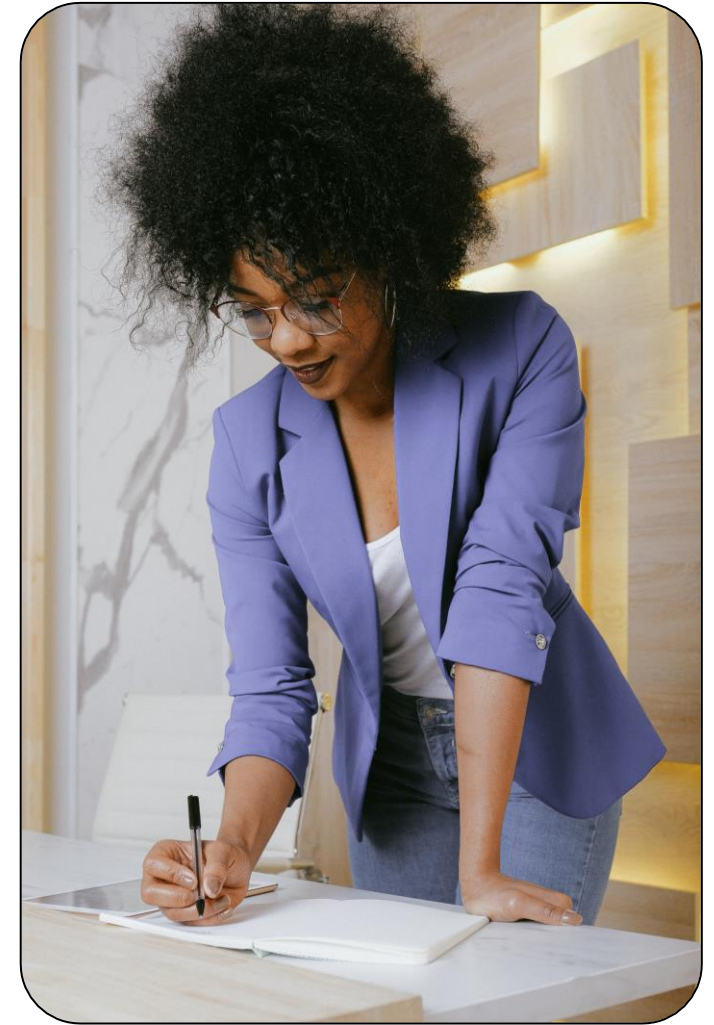
7) Share relevant information.

You always have to share only relevant information in your channel.

So that your audience can know what kind of videos you upload.

If you do not do this, you start uploading any video of your mind.

So due to this,
your audience is not able to keep subscribing to your channel for a long time.



This also happens that if you create and upload videos of many categories, then

The audience will go away after watching one type of video and will not follow you for a long time.

So it makes sense that you have to upload relevant videos of any one category.



8.) Content Creation

To create content, you have to keep 4 points in mind.

- (a) Full roadmap
- (B.) Information / Research
- (c) problem solver
- (d.) Quality Mention

(a.) **Full Roadmap:** Before creating a video, you have to prepare a roadmap of the full video.

So that it is clear to you what to say while shooting the video & which point to cover.



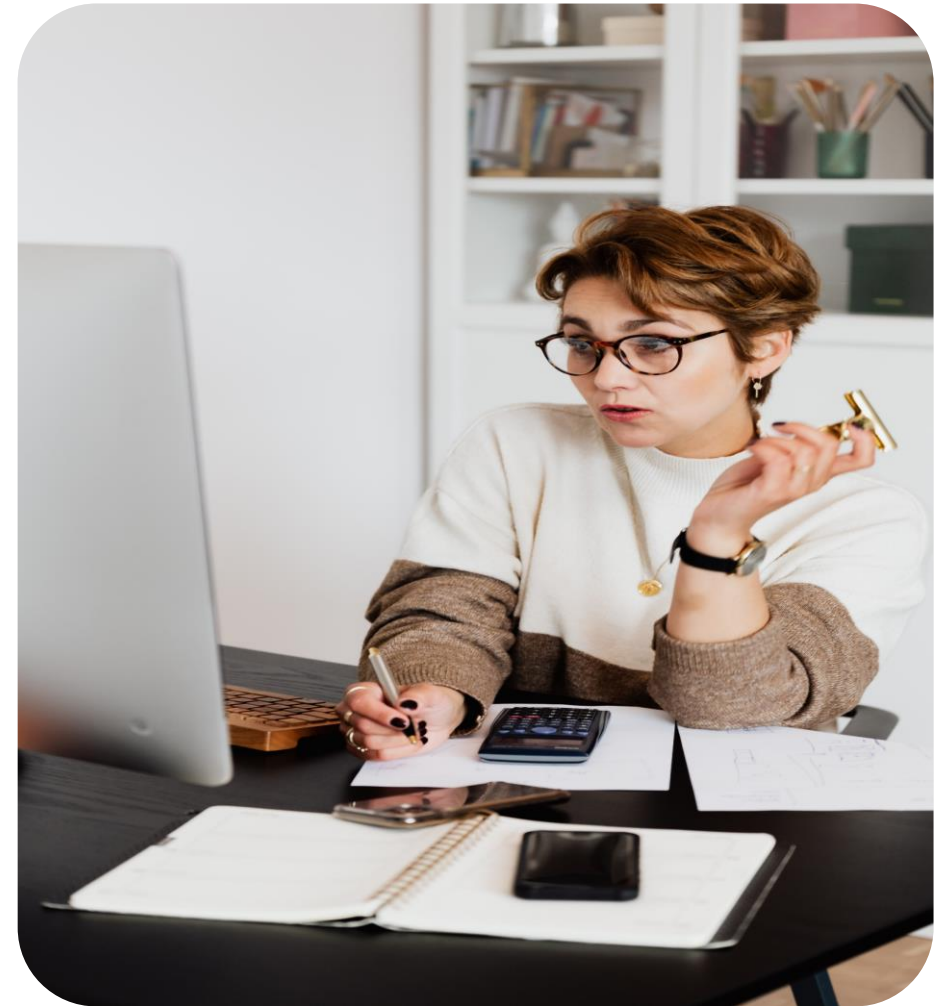
Which topic has to be explained in which style?

All these things have to be covered in the roadmap.

(b.) Research for Information:

When you create video on any topic, before creating content you have to do research so that you can use related information.

Whatever information you get from the research,



you have to cover it in the content so that your audience can get the right information.

(C.) Problem Solver: You always have to try in every video that you have to solve the problem of your audience through your content.

So that the audience feels that you upload a problem solver content.

With this, there are chances of increasing your subscribers.



(D.) Quality Mention: You must keep in mind the quality of your content.

Like video editing should be good along with right lighting, right background, right music in the video.

The video quality should be good so that the audience can see & hear clearly & clearly.



9) Proper equipment

To create good quality content, you must have the right equipment.

- (a.) Like a good mic should be used for voice over.
- (b.) A good camera is required for video shooting.
- (c.) Good light should be used for lighting,
- (d.) A good curtain should be used for the background.
- (E.) Along with this, there should be good video editing software for video editing.



10) Creative approach to content creation.

Your content should be of creative approach.

So that the audience finds it interesting, informative & it engages them.

If you keep these three things (Interesting, Informative & their) in your content, then the engagement of such videos increases.

(a.) Interesting: Your content should be interesting, should not be boring,
On being interesting, the viewer stays on the video for a long time and due to which your watch time increases.

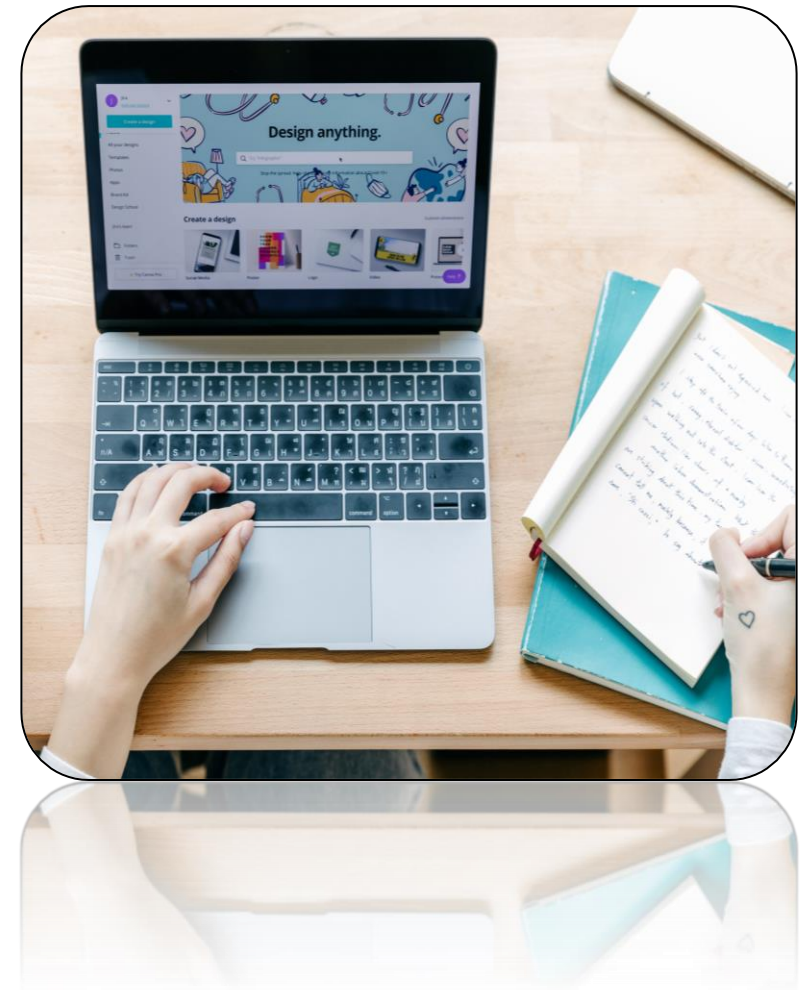


And when your watch time increases then your channel starts growing.

(B.) Informative: If you make informative videos then people like to watch your content.

Due to which the writing of your content starts increasing.

Along with this, the comments of the video also increase due to which the interaction between you and your viewer increases.



C.) Unique: You have to make unique video from your competitor's content so that your viewer feels that you create unique content.

Your content should be in a different style from other people, in which unique style of your channel should be reflected.

If you have unique style of making video content, speaking & excelling.
So you look different from others and viewers like to watch your video.



(11.) Consistency :

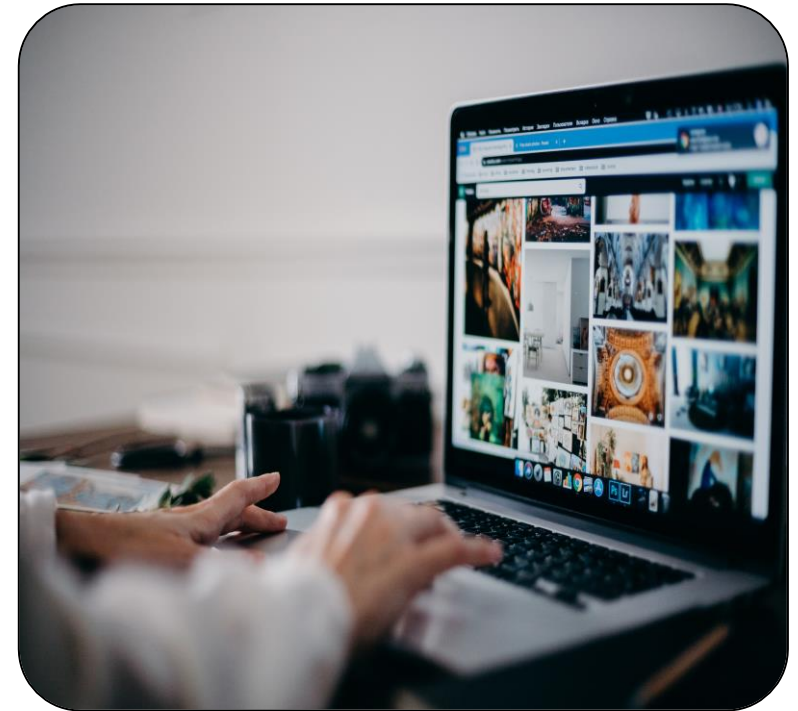
If you want to be successful in YouTube, then you have to be consistent and keep uploading videos.

Consistency means you have to upload the video on every day fixed time.

There are many benefits from this as the audience gets to know at what time you upload the video.

Due to which your subscribers keep waiting for you at the same time

And as soon as you upload a new video, the notification goes to them and they watch your video.



And YouTube's algorithm also gets to know at what time you upload the video.

Due to which they help in reaching the video to your audience.

You must have seen all the successful youtubers. One thing is common in all of them and that is consistency.

People achieve success only through consistency.

No matter what field it is.

So keep on being consistent.



12) Create the right thumbnails.

Along with creating video content, you must have a good thumbnail.

Thumbnails should always be according to your content so that viewers know what your video is about even before clicking on the video.

Thumbnail should be attractive.

So that the viewer can convert to your video.

And you can get maximum views.

There are many such tools & software on the internet to create youtube thumbnails, from which you can design a good thumbnail.



13) YouTube SEO

YouTube search engine optimization is very important to grow in YouTube.

Because of SEO, your video reaches maximum number of viewers, and maximum views come.

And when more and more views come, then the video is ranked and when the video is ranked, then the video goes viral.

(a.) Use Keyword Research tool: You must use keyword research tool to grow fast in youtube.



There are many such keyword research tools on the Internet, with the help of which you can easily do keyword research.

And can do search engine optimization.

With the keyword research tool, you will know how much competition is there on which keyword.

How much is the search value of a keyword.

With this, you can get CPC (cost per click) , CPM (cost per mile), CTR (click through rate)

You will know all the things which will be helpful for your content creation.



(b.) Write Right Title, Description & Tag :

Title: The title should relate to the content of your video.

There should be a catchy title as well as it should be so friendly.

For this you can do keyword research.

Description: The description of your video should be in the correct format.

The length of the description should always be in short format.

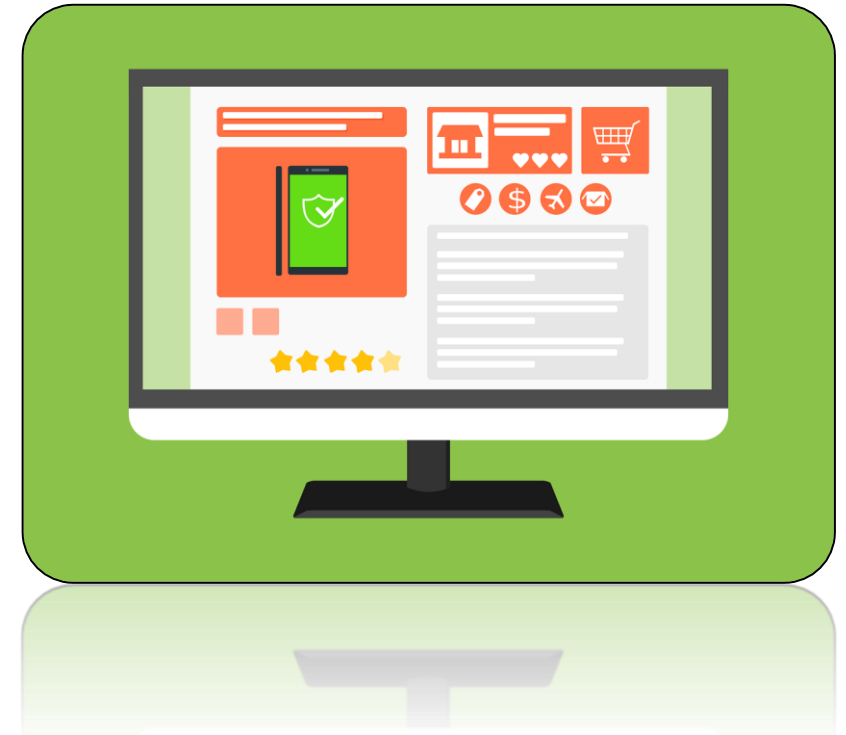


In which it should be about the video as if you have covered what topic & angle-angle point in your video.

All these things should be mentioned in it.
Description should be written such that your target keyword is in focus.

And yes, you always have to remember one thing that on whatever topic you are uploading the video

And if you have uploaded more videos related to that topic earlier,



then you have to put the link of that video in the description so that you can get the backlink.

Which is helpful for SEO.

Tag: Now it comes to keep in mind while inserting the tag,

The tag should not be too many, 2-3 words or maximum 4 words will do. But it should not be more than this.

You have to use the keyword research tool to find tags related to the topic of your video content.



14) Audience Interaction

You always have to keep your audience interacting with you.

for example :

You can ask to like, share & subscribe the video.
Due to which can prove beneficial in achieving success in the YouTube journey.

Reply to Comments: You always have to remember that whenever a comment comes in your video So you have to try to give his answer as much as possible.



Because if you reply to the comment, then your viewer's attachment towards you increases.

Due to which they start liking you & your channel.

Suggestion: You should also take the suggestion of your audience for your content creation.

For which you can tell them in your video that whatever topic you want a video of, you can suggest the name of that topic in the comment.

Due to which the video of the same topic will be provided to you next time.



By doing this, an even stronger bond is created between you and your audience.

Audience bond with other platforms:

To create a good bond with your audience, you have to share your content on other platforms like website & social media as well.

So that traffic can get from there too.



15) Monitor video analytics.

You always have to watch and research the analytics of each and every content.

And see how the performance of your video is going now.

- It is growing so much ?.
- Where is the traffic coming from ?.
- Which age group people watch your video more ?.
- Which related content is liked by the viewers more ?.
- What is the response of the viewer to each of your content and how does it come ?.
- What feedback is received on which topic?



You have to note down all the things that you will get to know through analytics research & get feedback.

Then next time it has to be implemented while creating content.

In this way you will manage & maintain your youtube channel by following all these
So no one can stop your channel from growing.

Then you yourself will see whether the cool result comes.

You yourself will be happy.

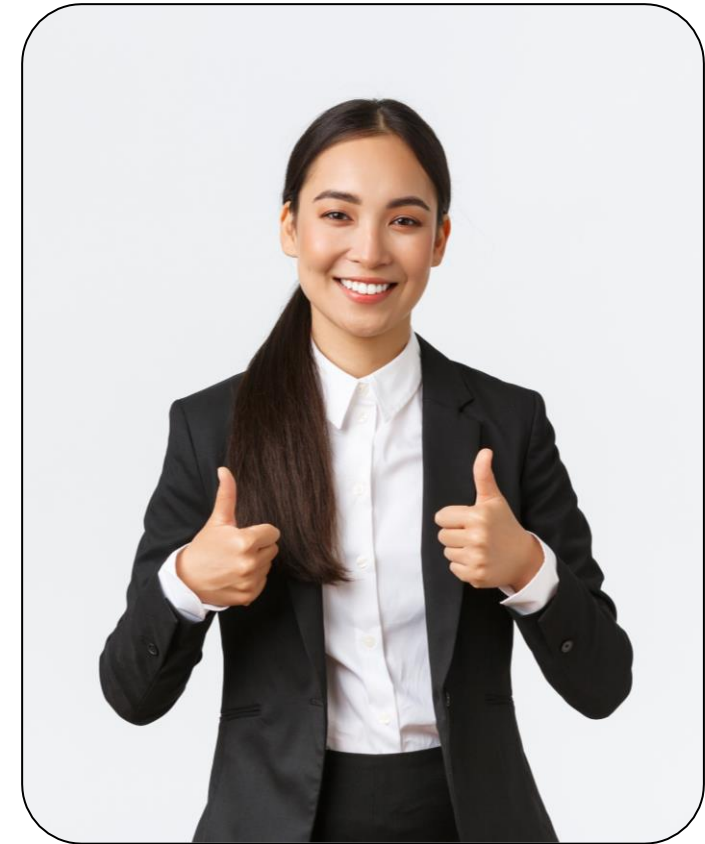


And you will say that if I had got the e-book earlier,
then from where would I have reached today.

But nothing to worry about.
Better late than never, everything will be fine.

So go friend,

Now get busy with your work...



Thank you for complete reading this ebook