



Creating a Great Channel

- * Strong branding
- * Consistency
- * High production values
- * 'Selling the dream'

Crucial Hardware

- * Camera (1080p)
- * Lighting (Softboxes)
- * Tripod
- * Tracking head
- * Lapel mic

Crucial Software

- * Video editing (Premiere Pro)
- * Hyper for YouTube
- * CamStudio

Useful Materials and Graphics

- * Backing music
- * Logo
- * Video opener
- * Stock footage
- * B-Roll

Niches That Thrive

- * Fitness
- * Dating
- * Making Money
- * Gaming
- * Beauty/Makeup Tutorials
- * Fails
- * Animals
- * Reviews

How to Make Better Videos

- * Speak slowly
- * Think about backdrop
- * Be more animated
- * Always provide value
- * Get to the point!

How to Grow Your Channel

- * YouTube SEO
- * Influencer marketing
- * Creating shorter videos
- * Social sharing

How to Make Money on YouTube

- * Advertising
- * Sponsorship
- * Selling your own product
- * Selling affiliate products