

Mission Guide to Building a YouTube Channel



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Maybe, like me, you're new to setting up a YouTube channel.

I've been plugging away at building the Adventures in Products channel for a while now and this Mission Guide is a collection of helpful hints I've learned along the way.

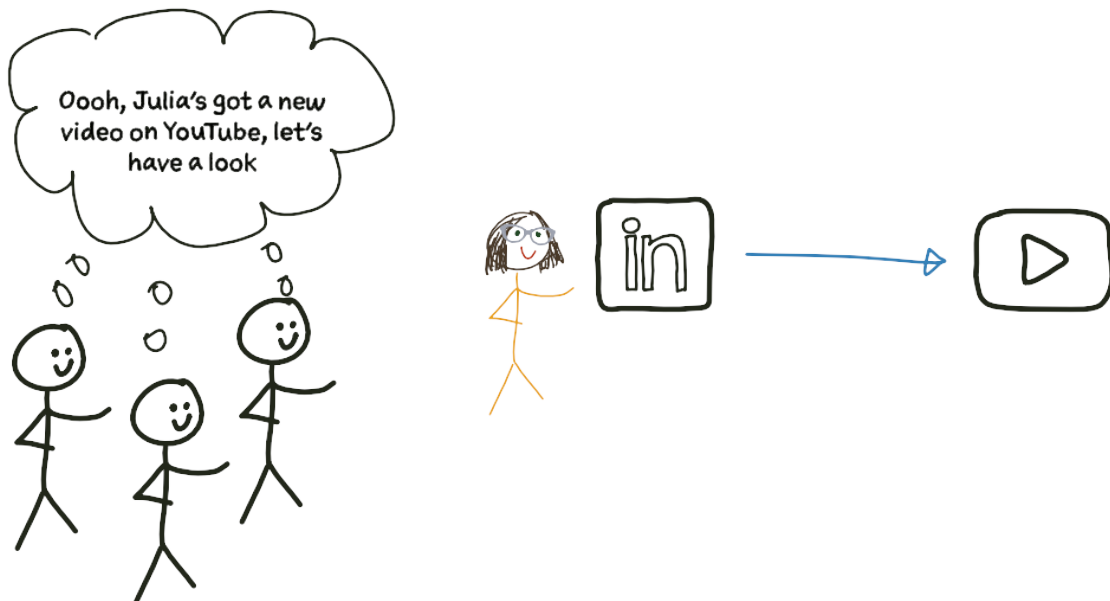
Do drop me an email with any extra learning from building your own channel – I'd love to learn from your experiences and add those tips to this Mission Guide as well.





Publishing tips

- Everyone goes on about the need for consistency when building a channel. Ideally, post one video per week to get started
- Use a scheduling tool (we use Metricool for multi-channel publishing) or a recurring event every week
- To get those all-important views within the first 24 hours of publishing on YouTube, post on LinkedIn or other social media with a link to the YouTube video. This helped a lot at the beginning because we'd always get at least one or two views





Video creation tips

- Try making your longer video and then do a 59-second round-up version of it in a vertical format to publish as a short. Make these at the same time so what you want to say is still in your head
- Use a hook at the beginning of your video. New viewers will give you a few seconds before deciding if they're going to stay – you have to get the point super quickly or hook someone in to keep their attention
- Reuse content if you have it. Many of my videos are shortened versions of some of my course materials, some are video versions of my blogs
- Get someone else to edit the videos for you, especially if you haven't done this before. It doesn't have to be expensive to do this, especially if your edits are simple. But it will save you having to go through a long learning curve
- If you do want to edit your own videos, using [Camtasia](#) is great, especially if many of your videos feature slides or images.



Getting your video to the right people

- Do not ignore YouTube shorts. These are growing fast and people are consuming them even faster
- The most important factor for getting someone to watch a video on YouTube is a compelling title. I spent an hour generating multiple titles for each video and used [VidIQ](#) to help make my titles more interesting. And I included keywords in my titles. The most successful videos so far are the ones with the best titles
- Use my title test – “Would I be tempted to drop what I’m supposed to be doing right now to watch that video?”
- YouTube works as a search engine for many people, especially if you have “how to” content. That means it pays to spend time researching keywords. I used the same tools I use for conventional SEO on my blogs ([SEMRush](#) and [Answer the Public](#)) plus [VidIQ](#), a specialist tool for YouTube. Some people also recommend [TubeBuddy](#). These are all paid products, but I feel that they are worth it. [Centori.io](#) is a good alternative to SEMRush.



Getting your video to the right people

Thumbnails are the second most important factor in getting someone to click on your video. Spend an afternoon going through the YouTube channels of your competitors and anyone who your ideal clients might buy from and make notes on the thumbnails, colours, images, and fonts that are attracting your customers. Adopt the best elements of these for your first thumbnails.

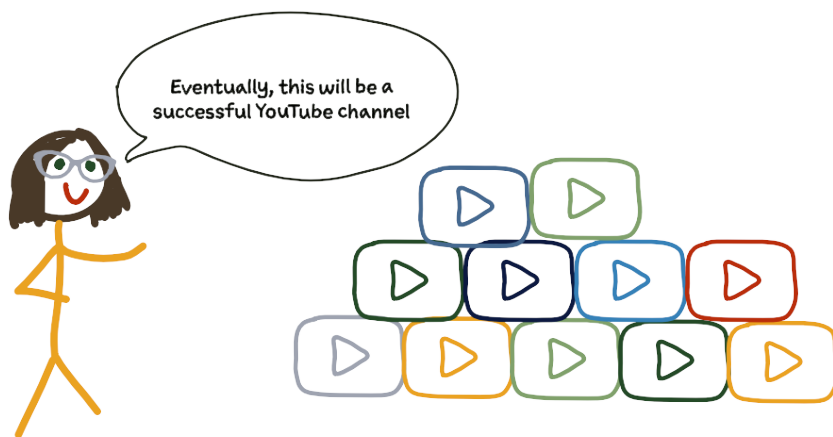
[Here's a quick guide to how to do this research.](#)





Mindset

Adopt the mindset that your YouTube channel is a long-term asset. I have clients who have been regularly publishing on YouTube for a few years and they have now amassed tens of thousands of views. By keeping up this consistent commitment to creating and publishing, there's a cumulative effect.



Don't worry if your first videos are a bit rubbish. Hardly anyone will see them at first anyway. Instead, see this as the beginning of a habit of recording, making title and thumbnails and uploading. And then make one little improvement in the next video. If you can make 1% improvements each time, your channel will grow and grow.

One of my clients who has a growing channel told me he was looking forward to "getting monetised on YouTube". Don't be distracted by this idea of monetisation, as you will be sadly disappointed when YouTube finally get round to sending you \$40.13. Your money will come from selling the products you build, see YouTube is just one way of having conversations with people who might buy your products.



**A place for your
notes**

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