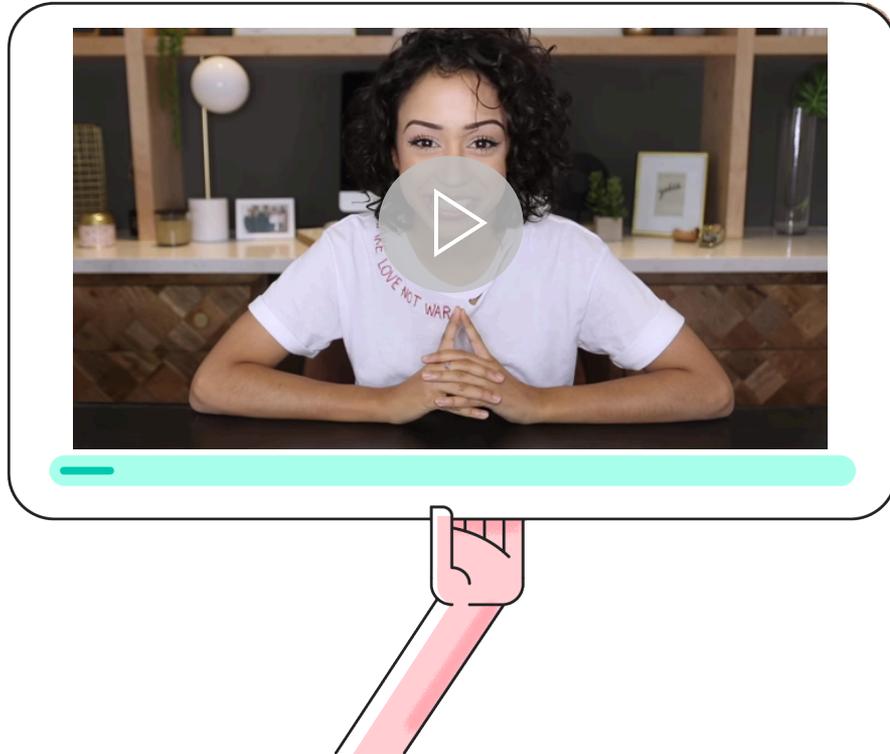
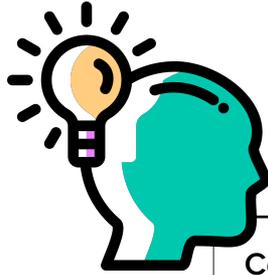


Complete Guide:

How to Start a YouTube Channel



Why YouTube?



Content creators on YouTube have changed the vision of an ideal career path for this new generation. On YouTube, anyone and everyone can express themselves creatively and support themselves financially, all with just a camera and an idea. Starting a YouTube channel can seem like an overwhelming experience at first, however, in just a few easy steps, you can start your path to becoming an influencer today! Here is the complete guide on how to start a YouTube channel:



1

How to Create a Channel



Go to YouTube



Log in to your Google account



Add profile photo



Create channel name



Upload channel art (header)



Upload video



Creating a channel on YouTube is the easiest step when becoming a YouTuber. Creating a channel header allows for you to show off your personality through displaying your name, other social platforms, and/or a brief description of your genre of content.

2

Finding Your Niche



Beauty



Travel



Gaming



Fitness



Comedy



Lifestyle



Finding your niche on YouTube is key when starting a channel. When you know what you want to create and you make your message clear to your audience, they will know what to expect from your channel and be more inclined to subscribe for more. Although some of the categories of content may seem constricting, what makes creators thrive is their ability to make videos unique by showcasing their individualism.

3

Who Do You Want to Reach?

Common Things to Tag in Videos:

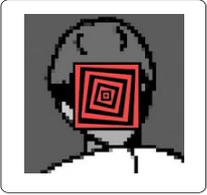
- ✓ Type of content
- ✓ Things featured in the video
- ✓ City/Location
- ✓ General Topics
- ✓ What the video is about



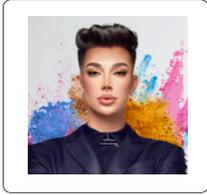
Type	Example	Tip
Title	EXTREME Quarantine Glow Up Makeover	Make titles intriguing for all audiences to increase clicks. Clickbait titles often work.
Tagging	New York Vlogger, Fashion, Try-On Haul, Gucci	Tag things related to both yourself and the video.
Links	Link Clothes Worn in Video	Link things that will be useful for the audience.

4

Attracting Your Audience



Pewdiepie



James Charles



Liza Koshy



David Dobrik



Emma Chamberlain



Name	YouTube Reach	Instagram Reach	TikTok Reach
Pewdiepie	105 M	20.8 M	N/A
James Charles	19.6 M	18.8 M	18.2 M
Liza Koshy	17.8 M	18.4 M	22.2 M
David Dobrik	17.8 M	13.1 M	18.9 M
Emma Chamberlain	9.1 M	9.5 M	6.3 M

Attracting Your Audience

Above all, the trick to forming a dedicated fan base only requires one thing: being yourself! The most successful

Youtubers are the ones who can bring something new to the platform while also having a clear sense of authenticity. Viewers want to watch someone who is passionate, entertaining, and real. YouTube is in its own world outside of mainstream media because it is as simple as a creator and their camera.



Don't try to copy someone else's content because that has been done before. If you are inspired by other creators, find a way to make the content you're creating your own. Have a signature intro or outro. Establish staples in your personality.