



12 Tips For Growing And Generating Revenue Using YouTube

Social Wave's Kan Huang offers more tips on YouTube for businesses. Listen in for concepts to inform your video ideas and help grow your channel.



Kan Huang

James: James Schramko here. Welcome back to SuperFastBusiness.com, Episode 902. Today, we're chatting with Kan from socialwave.com.au. Welcome back, Kan.

Kan: Thanks, James. Thanks for having me back on.

James: I love your insights. You've been really helpful with us, talking about agency matters, getting campaigns that work well, we've talked about videos before. Today, we're going to get very specific about video. We're talking about 12 tips for growing and generating revenue using YouTube. A lot of talk about YouTube lately, Kan.

Kan: Yeah, absolutely. I think it's one of the very few, I guess, incredible growth channels out there that people still haven't exactly taken advantage of. So a lot of business owners don't see it as a potential marketing channel. They think it's just food bloggers and people having fun. But I think businesses can definitely leverage this and actually help them with growing revenue. So this is what we're here for today.

James: Okay, well, because it's 12 tips, without making it boring or a chore, I think what we'll do is, we'll get a nice cadence where we'll go through the tips, we'll introduce the tip, we'll talk about what that means and then we'll go for the next one. We'll make a list here, we'll put them up on SuperFastBusiness.com at Episode 902.

So if anything we talk about here with Kan resonates, you can go and look that up. Of course, you can always get in touch with Kan, if you're interested in growing out your YouTube channel, because he's doing that for his clients and getting great results, which by the way, is one of the first things I said to Kan when he proposed this topic.

I said, Do you actually get results with YouTube? And Kan said...

Kan: Oh, yeah.

James: He did. Yeah, he's getting results. So just to make sure that, if it's your first time listening to SuperFastBusiness, everything we talk about here is practical. It's been done. We speak with real experts. This is not theory, we haven't just read some book off the shelf, I like to bring people who are getting results out there in the marketplace.

So that's why I brought along Kan, because he's better at YouTube than I am, which really wouldn't be very hard. But my team are very interested in it now, because we've signaled this as an area to focus. I'm a bit off [Facebook](#), and I'm a little bit on [YouTube](#) at the moment. So I'm really interested in seeing what we can get out of this. So tip number one, Kan.

1 - How much does the gear matter?

Kan: Alright, tip number one, it's the obvious one, I get asked this all the time, which is, what gear should you buy? And I argue, tip number one is, gear doesn't matter at the beginning.

James: Okay, so gear doesn't matter at the beginning. Probably we've had this tip maybe 50 to a hundred times on this show over the years. I'll say this, an iPhone is probably good enough to make at least 4K quality content. And the microphones in the phone, even, are good enough to get going. So don't let gear be your objective.

In fact, I was just out, Kan, and a friend of mine called me, and I said, How's your podcast going? And he said, Still haven't recorded it because we're trying to do two camera setups, and I don't have the gear yet. I mean, I have to send him to Episode 902. Do you know when he first spoke to me about this podcast? I think it was last year. So it's been a year now, no podcast.

So imagine the cost of not having a podcast for a year. By the way, when I say podcast, obviously, when he's going talking two camera setups, his modality is video. And that's what's holding him back, is the gear, the gear is the number one reason he hasn't published a podcast. But really, if he had two mates, or one mate, him and whoever he's recording with, because it's a two-person show, if they just put their iPhones on tripods, that would actually get them a minimum viable gear point. And then it's only up from there.

2 - Get good at presenting

So topic number two.

Kan: Number two I've got here is focus on your delivery and get good in front of camera. I think a lot of people don't actually give this tip out, which is to say, Oh, you can do all of this other stuff, you can take advantage of the algorithm, but unless you're a really good presenter or you get really good, you really need to focus on it.

I think competition is getting more fierce now, even though it's still a bit of an opportunity or a land grab. So focus on the reps, learn and improve, and really focus, and don't be a copycat. Find your own unique style and flavor and iterate on others. But I think one of the biggest failures is the fact that people don't actually consume enough and learn first before creating.

James: So give me some tips on delivery, being a better presenter. I'm always up for learning.

Kan: Well, funnily enough, obviously, I think energy levels, you need to be much, much higher on camera. Like, you spend a lot of time, you know, I guess the way that you normally interact, it can be quite a low baseline. But when you see that on camera, it tends to be actually quite low. Like, you've got to go up a notch as well.

I think, also, a lot of that is in the preparation. Things like, for example, if you feel like you're more comfortable with a teleprompter, or you've got a list of notes, being able to rattle off this sort of stuff. But I think also being really clear of understanding, what's your area of expertise, because if you are an expert and you know a lot about a certain subject, it becomes much easier to talk about that in front of camera, as opposed to trying to move into something new.

So I see a lot of people trying to innovate, move into a space that they know nothing about, and then try and be able to deliver that on camera. So I think that is obviously a key there. And then, of course, I think a lot of that has to do, like I said, the reps, you've just got to get the practice in place.

If you go back to all of - even the most famous, I guess, YouTubers out there, their first videos, they're terrible. They're terribly made, they're terrible in front of camera, but the consistency is that they just stayed the course and they kept doing it and they got the reps, and they got better at it in front of camera.

James: Yeah, I'm still maybe at that terrible phase for my own podcast. But that being said, you know, as a shy school kid, I did go, thanks for the help of my mum, she suggested I take some acting lessons, and I got on camera. You're right about the energy thing. One thing he used to say is like, Come on, dial it up. He said, I'd rather have an actor that I need to pull the level down than having to try and lift it up.

And over the years, I've had to work really hard on putting more tonality, more expression, more storytelling. I have no trouble looking straight down the lens, I'm good at that. And I'm really comfortable speaking to a crowd or in front of a camera, and I can record content with minimal preparation, as long as I do what you also said, keep within your wheelhouse.

If I was to present a video on a topic I don't know that much about, then I have to do the prep work, I've got to do rehearsals, like remember lines or look at some material, and then deliver it. And that's much, much harder. But it is possible.

And I've noticed with YouTube edits, a lot of them actually seem to clip between sentences. So I imagine the person in the background is reading stuff or having multiple attempts and then editing the thing together, which of course, when they say, Oh, we'll just get it in post-production, that means someone else is going to have to dredge through 20 hours of stuff.

So that's a tip I remember from [Ryan Spanger](#), actually. He said, If you can capture better stuff up front, like these podcasts, I'm not sure if our audience realize, but these podcasts are usually recorded in the first go, if I remember to hit record, which I mostly do. And they've got very, very few edits, because I actually, hardly ever make a mistake. I made one just then, which is ironic. But I hardly ever fluff my lines or stutter or whatever.

And then it's usually just a matter of the guest, cleaning them up a little bit to make them look better than it might have come out raw. But we don't clean it up too much, because we don't want it to be polished, so that it starts to look like a TV series versus what people really want. And you talked about this in a [previous episode](#). They want the nitty gritty, they want the behind the scenes, they want the reality. Hence, you know, reality vision has become so popular.

Kan: That's right. And I think, if you think about, we call them [jump cuts](#), you know, these cuts that just, it's almost as if you've had three or four takes of it, and it's been strung together, right? It almost feels a little unnatural. But when you do it in post-production, that's where they clean up a lot of that sort of stuff.



And it's almost gotten to a stage now where it's actually a normal thing. Like if you don't have jump cuts in your video, people are like, Oh, this is weird. Because they're so used to, I guess, I think maybe attention span also is actually starting to have gotten shorter and shorter. So people just want to get to the point, and they want to get their information as quick as possible. That's why jump cuts are really, really important for YouTube now.

James: It does get your attention. I installed a little app on my phone called Spark. And you can hold your finger down and record a line, and then you can turn the chair, record another line and then look at a different angle and record it. And it actually, when you make the video play, it's like, really engaging and it gets your attention. So I can see why people do it on purpose. And it most definitely seems the YouTube style.

3 - Who are you serving?

Let's talk about tip number three.

Kan: Tip number three is, get clear on who you serve. So this is not necessarily just a YouTube advice. But again, it goes back to the fact that, hey, if you aren't an expert or you don't know or you're not staying within your wheelhouse, that's when you run yourself in trouble. So think about who your ideal customer audience is, what problem do you solve?

And I guess fundamentally, you need to feed a starving crowd. Is there, I guess, demand or is there a want for the stuff that you're creating? You know, do people love it? Only then do you actually know, if you get clear on who you serve, are you going to see success on YouTube.

James: Yeah, like that's a classic Gary Halbert line, the starving crowd. That's the one thing he would ask for if he could be in a contest, is a starving crowd. So being clear on who you serve, I love it. We hear it in all different ways. Create an avatar, survey your audience, all this sort of stuff.

But I suppose some creators are just creating stuff they want to create, regardless of the audience, or they're just sort of spewing stuff out and not worrying too much about whether there's a need there, and wondering why they're not getting the results. So that's a really interesting one.

4 - Create edutainment

What about tip number four?

Kan: Tip number four is you need to create content that's both entertaining and helpful. So called edutainment. So you'll find that, you know, have you ever watched a video of like, an academic just spew on and on and on about the journal that they put together and the research they put out? They're boring, right? So there's the entertainment component that's required there.

And some of the best, I suppose, YouTubers out there are doing a mix of both. They're being able to talk about things that you really enjoy hearing about, and you learn something about it. Guys like Johnny Harris, if anyone gets to check out him, he's gone through an astronomical, you know, I guess growth journey where he's essentially come from a journalist background, but also incorporated his motion graphics and animations and his skill sets there working with Vox.

And then when he combines sort of the entertainment and the education with it, there are some amazing opportunities and people latch on to it. They want to watch more, and that's where you start to see it snowball. You get subscribers, you get people returning for more videos, your view count goes up and then your channel grows.

James: Right, so entertaining could be great, but it might not sell anything. Like I'm thinking about those Kookslam videos on Instagram, or those dancing TikTok things. They might be very entertaining, but you're not really going to buy anything. The educational stuff, we start talking about education, you're thinking academics, boring professors, degrees, sessions where you're just yawning in them.

Somewhere in the middle. What are we doing to edutain? Is it that why we have nice purple lights and blue effects in our screen? Is it all the funny jokes we crack or the little stories that we interlace into our discussion? Is that where we make it palatable for people to learn about the 12 tips for growing, generating revenue using YouTube?

Kan: Oh, I think so. I think also, people enjoy, I suppose the thing about podcasts particularly is, what do I call it, like the fly on the wall factor, you know, the fact that someone can just voyeuristically listen in on a conversation between two people who know what they're talking about. That's a super interesting and entertaining way for people to consume information as well.

It's better than listening to, like I said, that academic who talks 20 minutes, half an hour nonstop about what they do, although maybe some people just like that, they enjoy it, right? But I think for us, here on the podcast, particularly, I mean, obviously turning that into a video as well, the ability to be able to sit there and actually listen.... Yeah, we crack some jokes sometimes as well, but I wouldn't say we're the funniest people. But I think it's interesting enough for people to take something away whilst being engaged through that whole process.

James: We're definitely not the funniest people. Speaking of edutainment, I've been watching the Beatles documentary on Disney, and it is just mind-blowing. There's just so many hours of fly on the wall, in the studio, where this band, arguably at the height of their career, created 14 songs in a matter of weeks.

And you get to watch that creative process, the structure and the process and the challenges. It's a masterclass in getting stuff done. It is amazing. And it's so riveting. I feel like I'm in the room there, and I'm transported back in time. It's beyond epic.

5 - Do like the media companies

Anyway, tip number five.

Kan: Tip number five is you need to treat yourself like a media company. So what I mean by that is, if Netflix went out and created content about how awesome Netflix was, then no one would listen, or no one would watch. Sorry, Netflix, right? That is what I guess most business owners who want to use YouTube do, they just create videos about how awesome they are, everything's a sales pitch, everything's just about me, me, me, me, me.

So treat yourself like a media company. Think about, what do people enjoy watching, what content can you create, again, staying within your wheelhouse, but only then when you do that, you could curate content, you can get people on the show, we're doing this in the podcast format where you're bringing on experts.

The point is that, once you see things from that lens, that's when your channel starts to grow. And then what ends up happening is you build up an affinity with your channel and your brand. And then people ultimately want to find out what you actually do and what problem you solve. And that's what leads to some of the revenue growth and people inquiring for your products or your services.

James: It's such an interesting frame, you know? I would have described what we do as being akin to a publisher, but I think the media label fits quite well. We publish podcast after podcast, and we have some books and Audible stuff. And we have content, obviously, in our membership site, and small products.

I like the media business label. It's very modern. It's probably why most of our clients are succeeding and fits very nicely into the [OwnTheRacecourse](#) philosophy of controlling your content, so that if for one day, whatever reason, YouTube says, Listen, we're going to just close your channel, you know, you wake up one day, it's all gone, it'd be sad, you might cry for a moment. But you still own that content, and you can distribute it across other platforms.

So it's good to have ownership of that content, and to control it. So I think I like the media thing. The e-commerce brands that have gone well have been good at the media side of it, have been publishing content on a regular basis.

Same with, you work with lots of dry, boring type industries, don't you? I'm not going to say clients, because they might get personal, Kan. But you work with accounting firms, real estate property type businesses, soft drink companies, banks, those sorts of clients. In some cases, their products or services don't seem that exciting. But when they grasp that they're a media business, and the thing that they do is the way they monetize the media, that just transforms it, doesn't it?

Kan: That's right. I mean, we've got a client who is a mortgage broker, and there's only so many things you can talk about when it comes to home loans, right, before it just starts to get pretty repetitive. And what we found was, growing their channel, was that that growth started to explode when he started moving away from just focusing within just home loans. He started talking about personal wealth, building, obviously, your property portfolio, how to do due diligence.

So basically things that are still within the property space, but a little bit more outside of that. And I know that might sound a little contradictory when I say I'll stay within your lane, what your level of expertise is. But also you've got to have the self-awareness to understand, it's like, well, how much content can I create about an area that I'm focused on, especially if you're in, like, a hyper niche that only really has, say, a handful of topics that you can cover?

And so when we saw that happen, we saw the channel grow explosively, because there are certain, I guess, sexy topics that people really always want to know about, for example, how do I become rich? How do I become wealthy? How do I actually build a massive property portfolio, in his case?

You know, like, for example, we had an accounting client who actually had that same situation where it was like, he was out there just creating videos about how to minimize tax, and then all of a sudden, the pandemic hit, and he started creating content about JobKeeper. People were trying to wrap their heads around legislation. And his channel tripled overnight, simply because, again, going back to the whole Gary Halbert thing, he was feeding a starving crowd.

So it's super important to understand that you do need to expand a little bit and identify where the opportunities are. And that's when you can tap into the opportunity to grow your channel as well.

James: That's very clever. He's basically looking up the river and seeing, what's upstream of my business, and getting there first, so that he can control that lead flow. My friend, Dean Jackson, talks about that, too, if you're in the wedding market.

And if you're making wedding cakes, then you might want to publish a wedding planner so that you can go right at the beginning of the process when they're doing all the stuff like engagement rings, and wedding dresses and venues and all the things that come before, okay, we need a cake. Because by that time, you have no control over the supply chain. You're like, last in the line. Everyone else has had their bit. So I think that's very clever.

6 - The numbers aren't the be all and end all

What about tip number six?



Kan: Tip number six is don't focus on the numbers. And I think people hear this, and they understand why. But they can't help themselves, but actually focus on the numbers. And the reason why is because growing a YouTube channel is a marathon, not a sprint, it's going to take time. And unless you're, like, monetizing your channel, and you want to be a YouTube influencer, and you want to make money through AdSense and all that sort of stuff, you don't actually need massive numbers to drive massive revenue growth.

So if you're running a business, and you're using YouTube as a channel, right? It's actually, you don't need huge numbers. So I'll give you an example. One of our clients, accountant, again, he has, I want to say 4000 subscribers. Definitely for the average channel, there's not that much. He gets about 15,000 unique views every single month.

But what that translates into, it translates into about 120 to 150 leads every single month. And he converts these leads at a conversion rate of about 50 to 60 percent. So out of that 100, 120, he's getting about 50 to 60 clients going ahead, and they're worth about \$3,000 to \$5,000 each. So you do the math, you figure out how much money he's bringing in based on a channel that's only just churning out only 4000 subscribers every single month.

James: So that's a classic case of noise-to-signal ratio.

Kan: Yes, absolutely.

James: So leads from YouTube, that sounds like a whole episode.

Kan: We could definitely go down that rabbit hole in another episode.

James: I'm interested in that one. I'm going to remember that. So instead of focusing on the numbers, what should we be focused on?

Kan: I think you need to focus on what's pipelined and what ends up coming through in terms of revenue. So I touched on that, which is to say, ask the questions about where they're finding you....

James: In this case, leads.

Kan: Yeah, leads, big time. Because you can have all these vanity metrics, and I know we've spoken about this in previous episodes is that, you know, hey, like this sort of numbers can be really sexy. And I know you've got some people that you know in the past who have some really, I guess, big followers, but they had a lot of trouble monetizing that.

And so what's, I guess, crucial for business owners to understand is that you just need to see, and if you're the one doing the sales call, you just need to see that whoever you're talking to is telling you that they're actually consuming your content on YouTube. And in return, they're becoming clients because they felt like they built a relationship and the marketing's working through your YouTube channel. And that's what we've seen with our clients.

But I will touch on, for example, another particular case study. Some of you might know this particular person, his name is Ali Abdaal, very well-known YouTuber, focuses on, like, the productivity space. He's got, like, 2.35 million subscribers last time I checked. And he did a very interesting video where he actually gave you a breakdown of how many videos he created every single year, and then how much he was making.

So I'll kind of share those numbers that I've got here as well. So he said, basically, in 2017, he made 59 videos, and he only had 1600 subscribers and made \$0. The following year, he made 88 videos in 2018 alone, and that channel grew from 1600 subscribers to 120,000 subscribers, and he ended up making \$12,329. And then the year after that, which is 2019, he made 62 videos, and that made \$33,186.

I guess what my point is, is that he had to make over 300 videos before this became a full-time income. And I know for example, TubeBuddy, which is a well-known YouTube SEO tool, did a real recent study. And they basically said, For you to hit 1 million subscribers, the average channel needs about 3800 videos. These are insane numbers. Can you imagine? James, you're up to, like, 900, and then all of the repurposed content that you're doing, you're probably close to that number to get that sort of number if you just focused on YouTube.

But I'm saying those numbers are really sexy. But as a business owner, you don't actually need to hit those numbers unless you want to be a YouTube influencer, and you want to make money through the ad revenue that it generates.

James: I think we actually have a few 1000 videos. And to your point, only about five and a half thousand subscribers. But my business is really solid that even if I get 50 people viewing my video, if one of them purchases something, the lifetime customer value is probably two and a half thousand in a low-tier product.

So if one person watched this video and joined my program, that will be great. So if you're watching this video, join my program, SuperFastBusiness.com. Or get in touch with Kan, if you want help with your YouTube marketing. Great example there. Thank you.

7 - There are easier ways of putting out content

Let's talk about tip number seven.

Kan: Tip number seven is, make it easy for yourself to be prolific. So what I mean by that is, how easy is it to make life easy for you to create content? Could that be just when you're walking out the door every day, and you're doing a 10-minute commute to the train station and you just want to create content? Or do you go and batch content and you spend at it half a day, every single quarter, and you knock out six or seven videos?

Understanding exactly where your energy level's at, and work around that, is super important, because it's not about just say, alright, if you're publishing a video every single week that you only film a video every single week. The smartest people out there who are building fantastic channels are doing this in batches, because it's much easier. Because you've got to do the setup, you've got to pack down, you've got to prime yourself, you've got to get ready to get in front of video. Do this in bunches, because then after that, once it's time to actually publish, you've got all this stuff in the bank or in the library. And all you've got to do is just publish an edit and get that out.

James: Love it. I mean from my own authorship perspective, this room that I'm in here, it's a walk-in. Turn on the button, it's like one, two, three, four. That's the camera lights, lights and mic app thing. And I'm good to go. This all just stays right here. It's connected to an iMac; I don't take the computer anywhere. So I just walk in and I can record and then when I finish, I just give the media to my team.

So I can actually keep up. I'm miles and miles ahead with my podcast now, because I've made it so easy for me to actually record content combined with a scheduler. So I put things in the scheduler, I issue numbers for the podcast, and then I just put them. So at the point where we're recording this podcast, I am so many episodes in front, it's like a record for me.

There used to be times when I was just scraping over the bar to get one out for the week, right? The team would be nagging me, Hey, boss, we need something to publish, you know, can you do a podcast or something? Because I'd have my laptop, I might not have the lights or the mic setup, or I didn't have something in my scheduler, and it was a little ad hoc.

So there was a period there where we're just sort of bumping on the bottom. And now we've just got this bank, and the bank gives us confidence and strength to be able to tailor around that, to take our time, we're not under a pressure or a deadline or trying to do something in a hurry, which can induce mistakes. So we can focus on doing good work. And that's because it's set up.

So I love this about the environment, make it easy. It reminds me of this lunatic boss that I had once. And he used to screw the electrical extension cords into the power socket in his workshop, because he didn't want the workers to take them and move them around so that someone goes to work on a car, and there's no extension lead, and they spend half an hour walking around, trying to find one and they see one other one's, so they take that.

And then that person goes to work on the car. And then they, like, I need an extension. So they go looking for one, and they take that. And it's this never-ending game of messed up environment. So he screwed them into the wall. They couldn't take them anywhere. He bolted things down, or he put them in the middle of where they're used, like he thought about this. So environment setup is critical. So great tip.

8 - Do the reps before worrying about quality

What about tip number eight?

Kan: Tip number eight, I think, is probably one of the most important, if not the most important, and that is focus on quantity first before quality. So do the reps. And I guess the thing with people, and we alluded to this at the start of the episode, which is your friend who's been talking about doing this for a year and hasn't done it, which is, I think perfection is the enemy of good.

And that is to say, even though it's not good enough, you're not 100 percent happy with it, go out and just publish the content. You're not trying to hit a home run every single time. I mean, even when we do episodes, say on the podcast, or we do our own videos, we always go, Yeah, that one was great. But you know what, don't judge it, let's get it out.

So the way I kind of like in growing a YouTube channel is like investing. You want to be diversified, you need to have a lot of videos, at least initially, that don't do great. Some of them will do okay, but a small percentage will go viral, and they'll lift the success of the channel. And so what that basically means is you're essentially trying to manufacture a bit of luck there, right? So it's kind of the classic being in it to win it.

So an example of that is, you know, going back to the accounting example is when the pandemic first hit, and everyone's looking for information on government grants, we had an existing channel, we had an existing following, we had all the infrastructure in place, so all the environmental setup done. So it's a really frictionless process.

And had we not done all of that beforehand, we wouldn't have had the quote unquote, luck or been able to take advantage of the situation to grow the YouTube channel. So the more content you produce, the more likeliness of luck occurring, right?

Another example is, for example, Bill Gates. Not many people know about this, I think, but he went to one of the few high schools in the US at the time that had a computer. And if you know that, it's like, well, people think Bill Gates is super genius. But I think there's some luck that came into play as well. Right? I'm not saying that he's not great. And he's amazing at what he does.



But people spend too much time trying to hit that home run, trying to create that viral video every single time. And when it's not good enough, they don't end up publishing. And when they don't end up publishing, they're not consistent. And so I say, look, focus on the reps, and the rest will take care of itself. Because at some stage, we don't know which video will be, but one of those videos is going to be a home run or more than one of those are going to be, and that's when your channel really starts to grow.

James: Well, I have 100 videos more than my friend. And so, even if one of them's not rubbish, that'll be good. But as it turns out, yeah, like you don't always know which one's going to be the most popular or well received. I get a feeling about it, but sometimes you can get a surprise, or one just happens to hit on a little goldmine of keyword love or something. So I love that quantity.

I noticed that also about in the car industry, it was like, quantity paid better than quality initially. Like, if you just kept getting the quantity, you ended up building a faster database, and you were able to get more referrals, and then you would find the good deals and the great customers mixed in there.

And I think it's really important to just add more in the beginning. I've recorded a couple of episodes with people where they've said, I thought about the episode and it really wasn't my best one. And I wonder if we can just delete them and just redo them, but change the topic a bit. And I'm like, Okay, well, we could do that. But let me just walk you through this scenario.

How about we publish those ones, and do the one you're proposing? Because then we have more irons in the fire. We've got more reach. We have more people listening to this. You've got the benefit of three episodes instead of just one. And then they thought about that and thought, Yeah, I suppose you're right. So If you can go with quantity, especially in the beginning, then that'll be a great idea.

9 - What is your edge?

What about tip number nine?

Kan: Tip number nine is about understanding and using your competitive advantage. So the best example I want to give here is for those of you who know the comic Dilbert, it was created by a guy called Scott Adams. incredibly smart guy. But he credits a lot of his success, or his odds of his success, by saying, Every time you acquire a new skill, and you get quite good at it, you double your odds of success.

So in his example, he's an okay artist, right? And he also writes okay, and he kind of worked his way up to it, right? So he's a little bit funny. But overall, he's not that great. He writes a little bit, he can draw a little bit, but what happens is, when you put all three of those things together, you've got now Dilbert, which is now one of the most, I guess, celebrated comics out there.

So it's what basically you think of as polymaths, you know, they pull from various different areas to solve problems, they have expertise, probably, across two or more different subjects. And they have the ability or to be able to connect dots across different fields. And they can come up with quite creative solutions that usually can't be reached by someone who's only an expert in one specific area.

So they kind of see the big picture, in a lot of ways. And so to keep this kind of theme going, like, this accounting client of mine, he's okay, he's not that funny, he's pretty funny. He's an Asian dude.

James: It's an oxymoron, isn't it? Sorry.

Kan: Yeah, it's an oxymoron, accounting and funny doesn't mix, right? And no one out there is actually giving advice, accounting advice on YouTube. So when you combine these three to four features together, it's the combination of the sum of all its parts that actually creates a lot of the value in there.

So it's to understand, it's like, you don't need to be at the top of your game, before you launch a YouTube channel. You just need to think about, what are the two or three things that I'm pretty decent at, I'm better than most people at, and combine those together to create your, I guess, your unfair or your competitive advantage.

James: Makes me think of one of those corporate bingo buzzwords, synergy. But I like to think of it as stacking, stacking different things together to get a leveraged effect or compound effect. I like that. I feel like that's something I can totally relate to, as being somewhat of a generalist. My ability to find good people and bring them together and do my best to extract the good skills from them, because I'm not really a specialist in all the areas of the guests that I have.

But I have enough of a grasp on it to be able to know where I should be looking for the specialized knowledge to come out. And then we're good, because we're covering a lot of ground and we have a great little team and we're nimble, we can publish this and get a lot of information out to the market, which is great.

10 - It's the trip, not the destination

So let's talk about tip number 10.

Kan: Tip number 10 is enjoy the process more than the end goal. So people are really focused on, Oh, when am I going to hit the million subscribers, or when I'm going to hit my first 10,000 or, you know, whatever the, I guess, again, your vanity number is. You know, I guess Gary Vee, very well-known marketer, people seem to know him by is that he always talks about understanding that, his goal is to buy the New York Jets, the football team.

But it's not about the end goal, it's about the process of the journey if you get there. And if you enjoy creating, you enjoy making videos, you enjoy sharing your content through your channel, that is actually a huge contribution to the success of the channel, because rather than you trying to get those dopamine hits of relying on an algorithm that gives you the results and gives you the numbers that you want, if you're just fixated on the fact that, hey, I'm just out here creating videos, I don't care if people see it, people watch it, people comment, whatever, I'm just going to do it for myself, that actually ultimately contributes to the success of your channel and the growth of the channel, because the amount of times I've had clients where we started saying the first six, 12 months, they just fell on deaf ears.

There were a lot of times where they maybe got, like, five or 10 or she got 15 views per video and they were getting pretty, I guess, feeling defeated about themselves. But once I say, Look, trust the process, enjoy the process, just come in, do the reps, create the content, and the rest will take care of itself. It's really surprising after that six to 12-month mark, you start to see this snowball and the channel grow organically by itself. And then it just becomes a beast of its own.

James: Enjoy the process. Yeah, I like that. Reminds me of when I'm assisting my daughter get up a little hill. You know, we went on a bush walk the other day and it was probably about two or three kilometers. And she's two. And so basically, we made up a little game, like we were playing tip, so she's running to try and do tip, she was so interested in the process that she sort of forgot that we were moving a long way. So the longer I can get before I have to carry her, the better, because she's starting to get heavy.

Kan: Kids are like that, I mean, I was going to say kids are very much so like, they're just fixated on the process, they have no end goal. You know, it's all about just discovery. And it's all about just the exploration of the process. And I think if you think about, like, people who are really good at their craft, like, I think chefs are a really good example.

It's like, all they worry about is just, you know, you talk about stacking, is just to get better and better inch by inch, one step at a time. And we should approach the same way as a craft when it comes to building a YouTube channel.

James: Yeah, even like, when we get to staircases, or whatever, I make a little song. And we sing a song, it's like, up the step, up the step, up the step, up the step. And she gets so interested in the process, before you know it, we're at the top of the staircase. And it was fun. And the process, we weren't talking about accomplishing to get to the top or that we need to go home and all this sort of stuff.

So it's fascinating to see how easy that is to incorporate. I would say, having got this far into my podcast, that I'm okay with the process and making it a routine. And I know, without fail, if I keep publishing podcasts, that my business is served really well. It's a fantastic conversion tool to find my perfect customers and to refer people over to experts who can help them in their journey as well.

So it's been a good system, sort of putting this idea together with the one before about making it easy to record as what's made it sustainable. So if you can do so much for over 10 years, I think that's an achievement.

11 - What are you waiting for?

Tip number 11.

Kan: Number 11 is very similar, but just start. So just like I said, we're doing the reps, not aiming for perfection, just getting your first batch of content out there. Like I said, all of our clients look back into their first few videos and they cringe. They're really stiff. They're not great in front of camera, but the key is, they got it out of the way, they got the reps in, because they got better over time.



And it's really kind of I guess, interesting. It's like, the first milestone of success is always the hardest, like making your first \$10,000 is much harder than making your first million dollars. Once you get a roll on and things start to snowball, things become easier. So the starting process is always the hardest, because everything is foreign, you're not used to doing things.

It's like going to the gym, you know, after never even going to the gym, or haven't gone in a long time, which is, you're really sore after the first workout, right? Like, I work on my legs, and I can't walk the next day. And I'm just like, forget about it, don't want to go back to the gym. But then if you convince yourself to go back and do it again and do it again, it gets easier. You get less sore, you get better at your form, everything gets much easier, everything becomes muscle memory.

And so that's the same thing with YouTube in creating content, or any sort of content for that matter, which is, just start and go through that process. But I think the second half of that is, you know, like my comparison with investing, it's to understand how search engines work, right? YouTube's a search engine. And it's about sort of the compounding interest or the compounding effect of publishing videos on a regular basis, right?

So you build your base. And then what happens is you make all of your money at the tail end. You don't make your money in the first video and that's when it generates the million dollars that you want to make. But when's that happening is it's usually video 70, video 80, video 300. The tail end of what's happening. And I'm sure you can attest to this, James, because you've done this many episodes of the podcast, is that most people actually give up way too early, they fade out before they actually hit critical mass.

And a lot of the time, they're so close before hitting, I guess the next home run for the video, that they don't realize that if they had just kept going, say for another few months or another six months, that they would actually, well, their entire life would change, their YouTube channel would be incredible, they'd have a massive following. And ultimately, if you're running a business, you'd be able to get the leads and the revenue growth that you need.

James: Yeah, there's a lot to be said for momentum, and, well, there was a few sayings in there. It's like that inches from gold saying, and you are right. When you and I looked at the data on my own channel, where we had [podcast series](#), the ones with the longer series have the more compounded views, because people go through the back catalog.

I'm wondering, do people ever just delete their original works, like some of these heavily-curated Instagram accounts where someone's got a lot of followers, but they've only got like five posts. And I'm like, how did you get so many followers off five selfies of yourself? And they're like, Oh, I deleted all my other posts.

Kan: Yeah, we've had some situations where we've seen, it could be that a business owner who no longer provides that sort of service. And so some of the videos that they do, they don't want it there because then it ends up, you know, I guess miscommunicating what they do.

So for example, we got a client who used to do car detailing and also smash repairs, and then they just wanted to double down on smash repairs. So it made no sense to actually have car detailing videos, because people will be reaching out about that.

So there are cases like that, but you know, like the ones that you refer to where, they either deleted a lot of history, but they had a great massive viewership. And then it dropped off in terms of engagement, people weren't actually connecting, weren't commenting, weren't liking. We don't usually see that all that often, because it's all about actually getting the strategy right from the beginning.

And unless there's, like, circumstances where you sold the business, or you want it to go a completely different direction, and it's not within the exact same space that you're operating, those are probably the only circumstances that I see. But, again, you could definitely have cases where people want to just delete their channels, I'm not sure why, but people need to see also YouTube channels as an asset.

It's the ability to be able to, as a marketing tool, generate leads and generate revenue for your business. So it wouldn't make any sense, necessarily, in most cases, to go and just delete it.

James: I think a lot of artists like to burn stuff down and start again. You see it with musicians, they change their name, they want to denounce their previous work. Cat Stevens might have been one of them. But yeah, I feel it. We've deleted stuff before where it's related to a business division that I've sold.

But there's still plenty of really old, sh*tty, crappy videos of mine on our YouTube channel. Just wondering if we need to prune it, if that helps or not, like it does with our blog itself.

12 - The top three things you need to do

Let's talk about tip number 12, round it out. Look at that, we've followed this process, Kan, of a numbered system, and now we're at the end. So I'm pretty excited for this one.

Kan: Tip number 12 is just a bit of a kind of summary or takeaways that you need to know based on the first 11 that I gave, which is, if you were to just do three things, that would be to create videos that essentially help deliver transformation. That is, you need to educate and entertain. People need to either learn something about it, improve, felt like they got something out of it. Right?

The next one is publish at least once a week. Like I said, with the Ali Abdaal example, or even some of the clients that we're seeing with the data across the board is that, there is direct correlation between the growth of your channel and the speed at which the channel grows, versus how many videos you actually publish.

And if anything, I would recommend that you do more than once a week, if you have the capacity to do that, because we're seeing that definitely benefit. It's kind of like that thing where I said, it's more about, you're not trying to hit the homerun every single time, you just go in and do the reps, and the more that you have out of that, the more likelihood that you will have a video that explodes.

And then if you do that for a year or two, yes, a year or two, not just a month or two, which is to say, run the marathon, not the sprint, do this sustainably, enjoy the process, do the reps, your channel will succeed.

Now unfortunately, most people, I would say the majority of people, will listen to this and go, too hard, don't want to do this, right? But when things have a higher barrier of entry, that's usually when you get the best results. And so I would say, for anyone who wants to commit to this process, you will get the results if you follow these three tips, because ultimately it's more about who can actually last the race and who can actually stay in the race for the longest, as opposed to people who drop off along the way.

James: So it was edutainment, quantity, and what's the third one?

Kan: Edutainment, number two was publish at least once a week, and the third one was do this for a year or two. Don't give up, keep going for the first year or two.

James: Now, we didn't talk about a lot of stuff that people might have been curious about if it was in here or not. Tactical stuff like tags, titles, thumbnails, pre-rolls. Like, is any of that stuff actually important?

Kan: It is important, and I think it's probably worth us doing a channel, a separate channel.

James: Well played.

Kan: It's not a channel. But look, I think it's worthwhile to understand the technical side of things and how to beat the actual YouTube algorithm and grow your channel from that perspective. I think this episode is mainly about understanding that even before....

James: So this is a core, this is like, the core fundamental basis.

Kan: This is a mindset thing, it's a massive mindset issue that we see a lot of clients have, which is, they think it's too hard, there's way too much friction, it's way too hard to start off. And even before you try and understand the YouTube algorithm, and how to beat it and maximize your views, you need to actually get your head around what's involved and what that process is and what sort of, I guess, the mental demons that you have to deal with before you actually kick off and grow your channel as well.

So I think we could definitely do a separate video in that case, to talk about some of the more technical or the more algorithm ranking factors.

James: There you go. I'm chatting with [Kan Huang](#) from [socialwave.com.au](#). This is episode 902 of SuperFastBusiness.com. You know what I like about you, Kan, is we're not talking about Kan the superstar and Kan the man's YouTube channel. We're talking about your client's success stories. That's what makes you real, because you're really interested in getting success for your clients. So I appreciate that.

Thank you for putting the effort into YouTube, to go out there and find out what works for us. And I think everything on this list is achievable. So it's not worrying too much about the gear, focusing on improving your deliverability, being very clear on who you serve, be edutaining, if possible, be a media business, focus on the revenue instead of the numbers or whatever the outcome is that you're trying to get, not vanity metrics.

By the way, a lot of people who I've worked with who do have high vanity metrics are really vain.

Kan: How ironic.

James: Which is not a surprise. It's like, they're far more worried about getting that little plaque sent to them than what the actual financial benefit is. In not all cases, I don't want to tar everyone with the same brush.

I do have some superstars who have, like, a million subscribers, who really care about their customers to the point where there's so much empathy. So that's good to see. So I'd say it's probably a 50:50 split there.

Make it easy to record your content, set up a routine, a schedule and environment that makes it easy. Get them out there, quantity versus quality in the beginning. Pick up your competitive advantages and stack them together, basically, to make you your own unique pathway, or product or category that's impossible for people to compare.

Enjoy the process of it, rather than getting overwhelmed by the whole journey. Just start, a very pragmatic tip. And the last one is to commit to it for a certain time frame and publish on a regular basis so that you can actually give it enough time to see the results before you give up too early.

Kan, if someone wants to ask you about if they have a YouTube channel that's needing some help, or they want to start one, or they want someone to help them with the marketing side of it, how do they get in touch with you?

Kan: Yeah, so they can reach out to me and email me, that's kan@socialwave.com.au, or they can jump over to our website, socialwave.com.au, and fill in an inquiry form, and we can jump on a call and basically get to understand whether or not you want to start a YouTube channel, or you've already got a channel, and you're looking to grow that.

We help both situations, and we basically get to understand exactly what your end goal is, and what sort of, I guess, opportunities are out there that you can improve upon, to give you the best chance of success.

James: Love it. And it should be mentioned that you've got full agency capabilities, everything from cold marketing through to production, you know, possibilities. So I love that you are, of the many people I know, Kan, you're one of the most capable and multi-disciplined, so you're like a marketing polymath, whatever that's called. Good to chat to you, and I'll get you back on another episode, because it's too good not to share.

Kan: Great, thank you James.



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