



12 Tips to Generate Leads and Revenue on YouTube

1. Gear doesn't matter at the beginning.

Are you putting off recording because you don't have the equipment? An iPhone these days will get you at least 4k quality video. What matters is that people can see and understand you. Imagine what you lose in the time that you're not creating content, all because you're waiting to afford the gear.

2. Focus on your delivery and get good in front of camera.

Competition is getting fierce. You can do everything else, take advantage of the algorithm and all that, but unless you're already a good presenter, that's something you need to work on. So focus on the reps, learn and improve, and don't be a copycat. Find your own unique style and flavor and iterate on others. Consume and learn before you create.

3. Get clear on who you serve.

This doesn't apply just to YouTube. Think about who your ideal customer audience is, and what problem you solve. Is there demand or a want for the content you're creating? Only when you're clear on who you serve will you see success on YouTube.

4. Create content that's both entertaining and helpful.

There's a term for it: edutainment. Some of the best YouTubers do it, talking about things that you enjoy hearing about, and that you learn from at the same time.

5. Treat yourself like a media company.

If Netflix made content about how awesome they are, no one would watch. Some business owners make the same mistake, creating videos that are primarily sales pitches.

So think like a media company. What do people enjoy watching? What content can you create for them that is within the scope of your target audience? That is when your channel will grow, and people will develop an affinity for your brand and will want to know what problem you solve.

6. It's not just numbers.

Growing a YouTube channel is a marathon, not a sprint, it's going to take time. And unless you're monetizing your channel and want to be a YouTube influencer, and make money through AdSense and the like, you don't actually need massive numbers to drive massive revenue growth.

What you should focus on, instead of subscribers, is the leads and revenue they bring in.

7. Make it easy for yourself to be prolific.

How do you make it easy for you to create content? Can you do it on your commute?



Or can you invest half a day to batch-produce six or seven videos? The smartest people on YouTube favor the batch approach. What's good about it is you can work around your optimum energy level, you only have to set up and prime yourself once, and you can have several episodes in the bank just waiting for time to publish.

8. Focus on quantity first before quality.

Even though you're not 100 percent happy with a video, just publish it. You're not trying to hit a home run every single time. What you are trying to do is manufacture some luck. The more content you produce, the more likelihood of luck occurring. So focus on the reps, and the rest will take care of itself.

9. Understand and use your competitive advantage.

Scott Adams is an okay artist. He also writes okay. And he's a little bit funny. But put all those together and you have Dilbert, one of the most celebrated comics out there.

You don't have to be at the top of your game before you launch a YouTube channel. You just need to consider: what are the two or three things you're better than most at, that you can combine to your advantage?

10. Enjoy the process more than the end goal.

If you enjoy creating, enjoy making videos, enjoy sharing content through your channel, that is actually a huge contribution to your YouTube success. If you enjoy the process, do the reps, and stick for the long haul, the rest will take care of itself.

11. Just start.

The first milestone of success is always the hardest. Everything is foreign, you're not used to doing things. But there's a compounding effect of publishing videos on a regular basis, and you make all of your money at the tail end, not at the start. Your first efforts may not be great, but they're crucial to the journey.

12. Create edutainment, publish at least once a week, and do this for a year or two.

If you were to take away just three things, it would be, one, to create videos that deliver transformation. People have to feel that they got something out of your content. Two, publish at least once a week, more often if you can. There is a direct correlation between the number of videos you publish and the growth of your channel. Three, do that for a year or two. It's a marathon, not a sprint. If you do it sustainably, enjoy the process, and do the reps, your channel will succeed.

Need help with your video marketing? Look up Kan and his team at <https://socialwave.com.au>