

TOP 5 STEPS TO PROFIT FROM YOUTUBE VIDEOS



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INTRO

*Welcome to the new world of digital media and internet business.
In this world anything is possible, and everything is earned.
It's a world full of creativity, passion, and value.
A world where you can make a living doing what you want to do.
Thank you for being a part of Channel Empire.*



Allow myself to introduce...myself. My name is Andy Slye, and I've been creating online videos since 2008. In 2014 I decided to actually *commit* to creating a successful YouTube channel and profitable online business.

After gaining thousands of subscribers, millions of views, and an automated online business that earns me 5-figures each month I want to share what I've learned.

You're here to find out how to make money doing what you love by using online videos as your main platform.

In this guide I'll reveal my 5-step strategy that you *need to know* in order to build a successful YouTube channel and profitable lifestyle business.



STEP 1

ACTION

ACTION

“Ready? Lights. Camera...” Wait, that's it? No action? What do you think a movie or television show would be if the director didn't say “Action”? It would cease to exist. (OMG NO BREAKING BAD?!)

Thankfully, **smart people take action**. You're smart because you're reading this. You decided to take some action by joining Channel Empire, and you're taking some more action by learning from this guide. Don't let it stop here. Don't be the person who makes excuses and never takes action.



If there's one thing you learn from this guide, let it be this: **TAKE ACTION.**



Do something that counts as progress to creating your own videos and finding your voice. Brainstorm video ideas and start recording.

You'll never succeed if you never start. No equipment? Check out the helpful resources at <http://ChannelEmpire.com/resources> to find affordable gear.

If you're afraid of starting, I have a saying that will come in handy.

ACTION

Are you scared of being on camera? Screw it, do it. Are you afraid you'll get 0 views on your videos? Screw it, do it. Are you afraid you'll waste your time? Don't know how to edit videos? Not sure what videos to make?

Screw it, do it. You will learn along the way, especially with Channel Empire on your side.

Not taking action is the biggest obstacle standing in your way of building an audience and making money online. You can sit down and make a mile-long list of excuses for not getting started with YouTube, or you could use the time it would take you to come up with excuses and start creating awesome videos. The choice is yours.

Once you start taking action, it's just as important to **stay consistent**. Create videos consistently (1 video per week at least) if you really want to be successful. Plus, if you stick around with me and the rest of the Channel Empire tribe you'll learn how simple and fun the process of video creation can be. Soon, those excuses for not taking action will be with the wind: Gone.



STEP 2

AUDIENCE

AUDIENCE

Do you know those classic late-night infomercials that say “Buy this now and you'll receive never-before-seen footage”? At Channel Empire, we despise that. No, it's not the cheesy infomercials we hate. We hate never-before-seen footage. We want *all your footage to be seen* by as many people possible because that's how you succeed!

Once you're taking action you'll want to focus on building an audience because **for the most part, bigger audience = bigger results**. You can make videos every single day until the cows come home, but if nobody watches them it will be a total waste of time, energy, and money. Sadly, this happens to many people because they're uninformed of how to get people to watch their videos and actually stick around.

In order to start making money with YouTube, you need to get in front of as many eyes as possible and grow your audience at all times. To build your audience effectively, you need to do this one simple task: **give value consistently**. This means you'll be making videos that people *want* to see. By doing this you will get more views which leads to a potential bigger audience.

AUDIENCE

But it doesn't stop there. You want people to not only find your video, not only watch your video, not only like your video, but to *subscribe for more*. You always want to turn a viewer into a subscriber. **Always ask your viewer to subscribe or follow you in some way.** It could be in the form of following you on Twitter, liking your page on Facebook or Google+, joining your email list, or (most likely) subscribing to your YouTube channel.

YouTube is an excellent way to build an audience because **with video it's easy for people to know, like, and trust you** because they see your face and/or hear your voice regularly. So how does one exactly find out what people want to see, get views, and build a big audience quickly? Don't be like a guitar and fret, my friend. Channel Empire will show you the ins-and-outs of all that so you can grow your audience like a weed and start earning the money you deserve.



STEP 3

ADVERTISEMENTS

ADVERTISEMENTS

People always ask me, “Hey you. Yeah, you, the guy with the big feet. How do you make money with YouTube?” and I proceed to tell them that it's often difficult for me to find good-fitting shoes and that there are multiple different ways to make money with YouTube. However, **the first and easiest way to start making money online with YouTube is by enabling monetization on your videos.** This is done by verifying your YouTube account in your YouTube settings and gaining partnership status.

Once your account is verified and in good standing, you'll be allowed to enable your videos for monetization. This means YouTube will start displaying small advertisements on your videos that you choose to monetize. These ads can include a short video ad that is shown right before your video starts to play, a small picture ad that is displayed next to your video, and overlay ads that pop up on the bottom of your video while it's playing.

So how does it work?

ADVERTISEMENTS

When viewers see the video ads or click on the picture ads, you get paid a small commission from Google (they own YouTube). This ad system is called Google AdSense. Ads are a great way to *begin* your journey of making money with YouTube. So now you're taking action by creating valuable videos and building an audience of subscribers and fans. With ads on your videos you'll start seeing cash flow in. The amount of money you make from ads will depend on different factors such as CPC (cost-per-click), CPM (cost-per-mile), and CTR (click-through-rate), but *usually* the general rule of thumb for ads is: more views = more money.

It's against the terms for a partner to disclose their exact earnings, but I'll tell you this. When I first enabled monetization on my videos I was making less than 50 cents per day, but after just 4 months I was making **nearly \$20 per day**. And that's just from uploading 1 to 2 new videos per week in my spare time. That kind of money alone can cover your monthly rent (or 10 bags of hot fries a day, whichever you prefer). Now you're starting to see how to make money with online videos, but that's just the beginning. Keep reading to see how you can really transform your YouTube channel into a money-making empire.



STEP 4

AFFILIATIONS

AFFILIATIONS

To “affiliate” means to “officially attach or connect to an organization.”

This concept plays a huge part in making massive money online with YouTube. On the internet when you become an affiliate for a product or service, it means you get paid a certain commission if you refer someone to buy that product or service. It's very simple, and it has a huge potential for making fat stacks, yo (read in Jesse Pinkman's voice). Here's an example of how affiliate sales work.

Let's say Jesse is a YouTuber who has a channel about chemistry. He loves chemistry and creates videos surrounding the art of chemistry. Jesse has a favorite brand of gloves that he uses in his chemistry lab, and he records a video about how well the gloves work and why he recommends them to his fellow chemists watching his videos. Jesse can apply to be an *affiliate* for an online store that sells those gloves (like Amazon). In the video about the gloves Jesse can provide viewers with his special affiliate link, and if anyone goes through his special link to Amazon and orders those gloves, Jesse will get paid a commission from Amazon. Amazon makes a sale, Jesse gets paid, and the audience gets an awesome product. **Everyone wins.**

AFFILIATIONS

What's super cool is the fact that **some affiliate programs pay up to 75% or more!** This means that if you're an affiliate for a company that gives 75% commissions, when you generate a sale through your special affiliate link for a product that costs \$20, you'll earn \$15. See how this can add up to some explosive money making? However, in order for this to work the best, you need to make sure to only become an affiliate for products/services that you use (or have used), and those products/services need to provide value to your particular audience.

Don't promote or endorse products and services that you've never used or promote crappy stuff that would provide no use to your audience. Your main goal is to provide value, and the products that you promote should do the same. Within 6 months of using advertisements and affiliations I started earning 4-figures per month from my YouTube channel. You can do the same (if not better). But like the smartest kid in the class turning in their test last, there's still one 'A' left. Let's see what the final step is for maximizing your YouTube channel earnings and even turning it into your own online business.



STEP 5

AWESOMENESS

AWESOMENESS

If you want to know something about me, here's a quick fact: I use the word “awesome” entirely too much. That's why I named this last section Awesomeness because that's exactly what it is. What I mean by Awesomeness is **making your own awesome product to sell to your audience**. This is the final phase in the 5-step strategy for cashing in on your passion with YouTube. This is where you're no longer just running your own channel empire, but now you're also running your own online business. This is where you create something awesomely valuable for your audience and sell it to them.

Your awesome product could be a digital product, physical product, service, or experience. **As long as it's awesomely valuable to your particular audience, you can sell anything online**. For example, remember Jesse from the previous step? His YouTube channel was built around the topic of chemistry. He is already making money from advertisements and affiliate sales, but now he's ready to create his own awesome product to sell.

AWESOMENESS

Since Jesse's passion (and his audience's passion) is chemistry, Jesse creates his own digital eBook for people who want to master the basics of chemistry. This eBook includes easy step-by-step lessons and useful tips for up-and-coming chemists. Jesse prices it at \$39 and sells it on his website as a digital download. **His YouTube videos are now a tool to promote his new product.** Let's say he has 1,000 YouTube subscribers, and 10% of those subscribers decide to buy his “Yeah, Science!” eBook. That's nearly \$4,000 of earnings!

Now Jesse has his own automated online business and is making good money as a direct result of his YouTube channel. He's taking action and creating awesome videos for his audience. As a result he's earning income 24/7 from advertisements, affiliate sales, and his awesome product. This is just a sample scenario, but **this is the exact strategy that successful people are using on YouTube today.** Just like them, I make money by living my passion and channeling it through valuable online videos. I want to teach this entire strategy to you. That's why I created Channel Empire. If I can do it, you can do it.



FINAL WORDS

CONCLUSION

CONCLUSION

Congrats! You now understand the foundational 5-step strategy that **thousands of people are using to make money with online videos.**

Don't worry. This isn't the final conclusion. It's only the finish to this particular guide. At Channel Empire, we are just getting started.

You've already started to take action, and that's something to be proud of. Don't lose focus though. **There are plenty of things you'll want to learn to maximize your success in the fastest way possible.** I'm here to help you with your journey.

You're now a part of the Channel Empire tribe, and you'll be receiving emails from me (Andy Slye) from here on out. Be sure to pay attention to these emails, as **I will be sharing exclusive content with you to help you build your own successful YouTube channel & profitable online business.**

Thank you for joining me. Let's conquer the world with awesome online videos. - *Andy Slye* <http://ChannelEmpire.com>

