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YouTube Black Book: How To Create A Channel, Build An Audience And Make Money On YouTube



Synopsis

Are you ready to launch your own YouTube Channel, develop a devoted fan base and make money while you're at it? Christopher Sharpe is the producer of multiple YouTube Channels that attract passionate audiences and add thousands of new subscribers per day. In YouTube Black Book, Christopher shares how he launched these channels and shows you how to turn a passion for creating YouTube videos into a profitable business. YouTube Black Book offers you a glimpse behind the scenes. Christopher shares his journey with complete transparency so you can emulate his success and avoid his failures. This book focuses on the big picture strategy of what it really means to create a successful YouTube channel. From setting goals and developing your initial idea to strategies to get more views, YouTube Black Book covers all the bases. Christopher Sharpe is the producer and director of the popular YouTube Channels Hilah Cooking and Yoga With Adriene. He is YouTube Certified in Audience Development and blogs about internet video at christophersharpe.com.

Book Information

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Customer Reviews

I read the YouTube Black Book in one sitting. It was a short, succinct and above-all HONEST description and assessment of what it takes to build a YouTube channel and what the results are. I have waded through quite a bit of material on what it takes to build a Channel and what results you could expect, but the hard data on subscribers and ad income are left out. They leave you dreaming about the six- or seven-figure income that you will make from your Channel. Christopher Sharpe is clearly NOT out to make a mint on selling his book, since it is the least expensive book I could find on the topic. I also appreciated that he did cite what he is really making in ad revenue for the channels that he has created. I can only say this was the best value for a book about the realities of being a YouTube creator that you can find!!

YouTube Black Book: How To Create a Channel, Build an Audience and Make Money on YouTube delivers what it says in the title. I really like the conversational tone of this book. The author gives step by step instructions for building a YouTube audience and monetizing your channel in non-obvious ways. I liked the step-by step playlist section, as well as the section describing the day he launched products. This is a quick read without a lot of fluff. I finished it in 2 days during my commute, so maybe it would take you 3 hours max to finish it. For once, I couldn't wait to get on the subway so I could read my book!!! This is a must for any current YouTube creator who isn't getting the results they want, and will be especially helpful if you have a "how to" type channel. If I could ask for anything more, it would be hard numbers. \$\$\$ The author is pretty vague about money made on products etc. His idea of a decent income may not be my idea of a decent income and vice versa. So instead of saying you made more than your salary, say you made \$80,000 or give a range like mid 5 figures or high 5 figures. I also would like to know how he pays "the talent", but maybe I'm just being nosy. I'm still giving the book 5 stars because I can. I really liked the book for its actionable tips. I've already scripted out two videos after a long hiatus from YouTube and this book re-inspired me. I literally had to dust the cobwebs off of my istabalizer. How sad is that? :)

Very helpful and candid.....I really appreciated the truth about it take a little while to get going strong enough to leave the "day job". Also, sharing some of the challenges was a nice touch. I know I feel like I must be the only dunce or unlucky person sometimes so it's nice to know there are others out there that are confronted with similar situations.

This is a very helpful and informative book. The author is very thorough and down to earth, he gives

very detailed instructions and tips on how to create quality YouTube videos. It's laid out in a very understandable format, so if your looking to start your own YouTube channel, read this book!

I enjoyed this and got through it pretty quickly. While I felt like I knew about 70% of what was mentioned, I did learn some new things and appreciated the story telling. This is a great book for those just starting out and still thinking about starting a channel. Unfortunately, there were quite a few typos which I know some people get really upset about. I noticed it but the rest was so good it was easily overlooked.

Nothing that you can't figure out by yourself.

This book is a real boost for starting a channel - has some great tips and really leaves you feeling energised to get to work - worth the money I paid for the kindle version

You need a place to start? Here you go. Stop complaining and get your behind to work. Jah Rasrafarai! Selecta!

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