

**YouTube**  
 **UNLOCKED**  
**0 to 100,000 Subscribers**

**NEILPATEL**

# Research & Setup Guide

How To Go **From Zero To 100,000 Subscribers** On YouTube

## Research and YouTube Setup Guide

### Basics - Channel art:

- The first introduction to anyone that lands on your channel
- **What to Include in your art**
  - How many videos you post per week “I post new videos every Tuesday”
  - A description of why they should subscribe (your UVP) - what’s in it for them
  - Your logo
  - A consistent Avatar - the same photo of yourself in every platform you’re in
  - Your links -
    - You conversion site
    - All your social media platforms

### Step 1 - Research

- Every video concept needs to be valuable to your ideal customer
- **The goal - You want to rank on page #1 on Youtube** - free, targeted organic traffic every day
- **Step by step:**
  - **Brainstorm:** write down 10 things you enjoy doing in your business, or things about your business that really interest you
    - **Examples of topics:** things you like to educate people on, trends on your market, tips that can save time, shortcuts, industry secrets, insider information
  - **Content ideas:**
    - **FAQs:** things that your customers always ask. Write down 5 of them
      - **Look on competitors’ social media:** what their followers and fans ask on a regular basis
      - **Competitors’ websites:** FAQ pages, comments to their blog posts with questions
      - **Competitors’ YT videos:** any channels targeting the exact same audience or a similar audience
        - You should be looking at:
          - **Players who are ranking well** when you search for the keywords related to your business
          - **Videos appearing in the Related Videos sidebar** - you want to leverage content ideas of videos appearing in the sidebar for relevant videos in your niche. You will want to be on that sidebar too by creating related content.
          - Check their most popular videos as a source of content ideas
    - **Criteria:**
      - The ratio between how old the video is VS views
      - The ratio between the number of subscribers VS views - if they have a small number of subscribers but LOTS of views on his videos, it means they’re being found on search consistently

- **Trends**
  - You will want to be FIRST on any powerful topic you can
    - This gives you a better chance of ranking for keywords
    - You can use <http://trends.google.com/>
    - You can use Twitter trending topics
  - **Google & YouTube search bar suggestions**
    - The top 10 first items on the suggestions list are the most searched keywords related to that initial keyword you type in
- **The main value of your channel**
  - **Education:** When you start, this should be the first kind of content you produce. You will want to get people to see you as someone knowledgeable, authoritative and trustworthy. Give answers and solutions to problems people have.
  - **Entertainment:** This is the second kind of content you should make, after having established some good educational content.
  - **Inspiration:** This is when you already have established your audience
- **Keywords**
  - Use Ubersuggest - the easiest, simplest way to find keywords
  - You will want to go for lower search volume keywords at first - 100 to 1,000 searches per month
    - You start with a big topic/kw - example “Marketing”
    - You can then expand on that keyword by adding more specificity
      - Skills related to that keyword
      - Techniques that can be used as it relates to that topic
      - Details about that keyword
      - Tips
      - Any sub-niches and categories related to it
    - You also want to make sure the competition is low
  - You can start going after bigger keywords as your channel builds authority
- **More brainstorming**
  - Write down at least 5 keyword ideas that Google gives you, all related to your video idea
  - You will use these keywords as secondary keywords further down the road
  - Ideally, they should have hundreds to thousands of searches, NOT millions

## Step 2 - Creating your videos

- Scripting structure - two separate things
  - Audio
    - Things you say
    - Voice overs
    - Sound effects
    - Music
  - Visual
    - On-camera presentation
    - B-roll
    - Transitions
    - Graphics and titles
- Length - 2 to 15 minutes max. (ideally under 5 minutes)
- Be concise, and only use the time that you need -
- **Script foundations - HOW TO VIDEOS**
  - Introducing yourself
    - Why you're an expert?
    - People don't know, you need to tell them why they should listen to you
  - What are they expected to take away from your video - what is the outcome or benefit they will get from watching the WHOLE video
    - If they don't know the value, they'll leave
  - Tease any extras, cheat sheets, ebooks, checklists you have for them at the end
  - Start the how to
    - What are the steps you will walk them through?
    - Add some extra value points - tips, tricks, shortcuts, tools they wouldn't even expect
  - Call to action (20-30 secs)
    - Recap, problem, solution
    - Here's where you warm them up to become leads for your business
    - Recap what they've learned
    - Agitate the problem again and say "Download below my solution!"
    - The call to action IS the solution
      - Blog post
      - Free course
      - Challenge
      - Blog series
      - PDF
      - eBook
      - Video series
    - Engagement Call to Action (10-20 secs)
      - Like, comment, subscribe
      - "If you like this video, hit the like button below. Share it with your friends and make sure to subscribe. Thank you for watching, I'll see you in the next video"
  - **The whole purpose of this structure is to make sure people keep watching your video from start to finish. This is the most important metric for YouTube to rank your video, so you will want them to keep engaged. Giving them what they want and quickly is really important.**

- **Editing your videos as fast as possible**
  - **1. Input all your video footage into your video editing software and line up the clips sequentially**
  - **2. Get rid of anything that isn't going to be used**
    - **Pro tip:** Clap your hands when you make a mistake. This will give you a visual clue in your audio timeline of when you need to make cuts.
  - **3. Add Cover-up's**
    - **Screen sharing**
    - **3rd-party footage**
    - **Anything that goes on top of your voice**
  - **4. Add Graphics**
  - **5. Add transitions**
  - **6. Add sound effects where relevant**
  - **7. Export your video**
    - **Decrease a bit the quality of your video** (720p, medium quality, faster compression)
  - **8. Create a shareable video for social media**
    - **Make it short - 15 seconds**
    - **Use the intro part of your video**
    - **Create an "Outro" calling them to watch the full video on YouTube**