

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

**NEILPATEL**

# 7 Lessons Workbook

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

## 7 YouTube Lessons Workbook

### Find Your Focus Then Stay in Your Lane

Focus on a topic/niche or category that you are most familiar with. For the algorithm you have to do just do one thing well. Most viewers watch just for the content that you are currently known for. So sticking with that is usually best. If you plan on broadening your reach, you'll have to plan it out carefully as most people might not watch other types of content as much as your original targeted content.

Below fill in what your current niche is and how you could broaden it while sticking to your target audience. Surprising your audience with new content is fine, but it has to still be familiar to them for it to be a success.

### You are a media company first, [your business type] second

In current society it's more than just having a great product, everything around it also had to be great.

When making video's about your brand you'll have to explain what your company does, what your mission is, why people can get their pain problems solved by your products etc.

The content marketing around your product has to be great, and that can start by making great videos.

Write down below what your story will be, and how you can make content out of this for your YouTube marketing.

## Diversify Your Income from Video

YouTube itself doesn't generate too much money through AdSense. But what you should do is diversify your income.

Think of a product that you can sell from the beginning. For example sell eBooks and give your subscribers access to your email list to advertise it.

Write down below what product[s] you want to sell along with your YouTube channel.

## Understand Your Audience Purchase Power

Another factor to think about is the purchasing power. If you aren't passionate about your products or videos then your audience won't be either, and that shows in their purchasing power.

You can track activity on activity on affiliate links and establish purchasing power and authority. List down products that you are passionate about and products you aren't. You should promote the ones that you are most excited about yourself since the message you can give about these products will reach far greater results.

## Play the Long Game

While viral channels or videos do happen, it's best not to count on it. The best bet is to be in it for the long run, life is a marathon not a sprint. Consistency will be your best friend here. But besides consistency you will also need content that nobody's ever seen before. You have access to something nobody has (your products/style of videos) so you have to use that to the maximum capacity. Write down the days you are going to publish video's, and where do you see your channel in 10 years from now? Write down your goals.

## Become an Important Part of Your Online Community

While consistency is good, you'll also need to throw yourself out there. You have to engage with your community and reply to comments on all channels and ask what do people want. You can attend video marketing events and build relationships with other marketers. Write down how you are going to engage with your community.

## Be patient

And as last, you'll have to patient and always remember to prioritize quality over quantity. If something works, don't be afraid to redo it. Repeat business is works. Write down your most successful video's / content marketing and think about how you can deliver that experience again. For example, can you make a video out of a popular blogpost you made?