

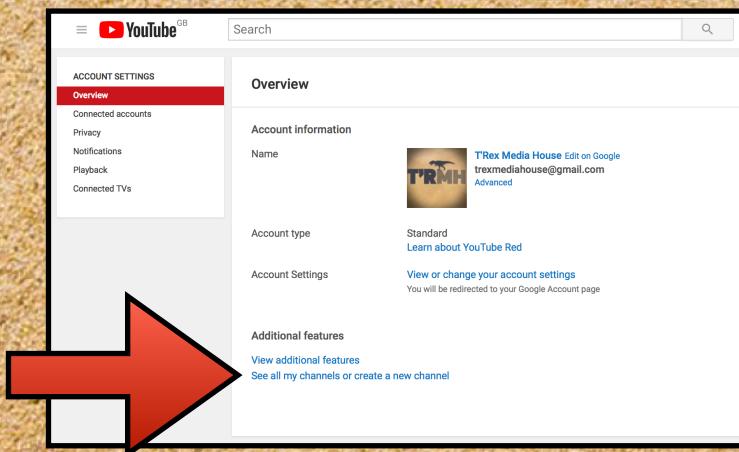


**STEP BY STEP
GUIDE TO STARTING
YOUR YOUTUBE
JOURNEY**

STEP ONE - CREATE YOUR ACCOUNT

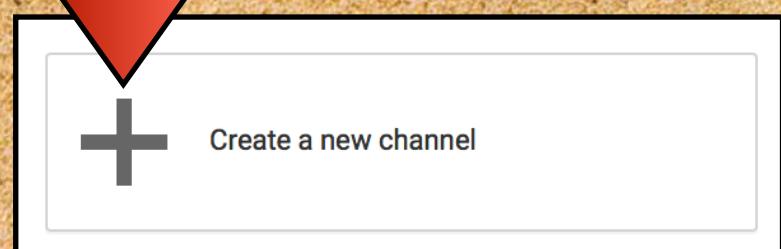
Welcome to starting your YouTube channel.

First of all you need a Google account as YouTube is owned by Google. You can use your personal account and open a Brand account later or you can create a new brand google account. Either way if you don't have one then head over to accounts.google.com to create one. Once this is done then get yourself onto youtube.com and get logged in.



To create a brand account go to your channel (in the top right corner). YouTube Settings (Top right corner) and click (See left)

Click the Create a new Channel button are we are off!



STEP TWO - NAMING YOUR ACCOUNT

Ok big decision time... this bit is really important.

If you are already a business then use your business name.

Naming your channel is key in what you're wanting to achieve. Your name should directly correlate with the content you're going to create. So if you plan on naming your channel, "*Danny the DIY Guy*" then your content has to be about DIY.

For the best flexibility try using your own name then your audience should only be accepting you and you can change your content.

STEP THREE - VERIFY YOUR ACCOUNT

To get the best out of YouTube you need to verify your account. This always YouTube to trust you a little more and give you more options with your channel. Here is a really easy video tutorial on how to verify your channel:

STEP FOUR - BRAND, BRAND, BRAND

Branding matters when it comes to YouTube. You want to keep your audience and branding helps them recognise your channel and can create a trusting bond between audience and YouTuber.

Your channel homepage is your shop window. It has to sell what content your audience can find inside. So having the correct branding is key and it should make your audience want to subscribe to your channel.

So your header of your channel is paramount. This should include:

- Your Logo**
- What your channel is about**
- A photo of you/business and**
- When you post videos**

Check out this video on how to create a channel header:

STEP FIVE - ADD WEBSITE AND SOCIAL MEDIA

Right First, with people coming to visit your channel we need to convert them into possible customers. So we need to direct them to your Landing page, Online Store or wherever you create leads.

Secondly, we need to help build that brand awareness, credibility and showcase your talents on YouTube through your social media. Its a great way for you audience/customers to know whats going on in-between your YouTube uploads.

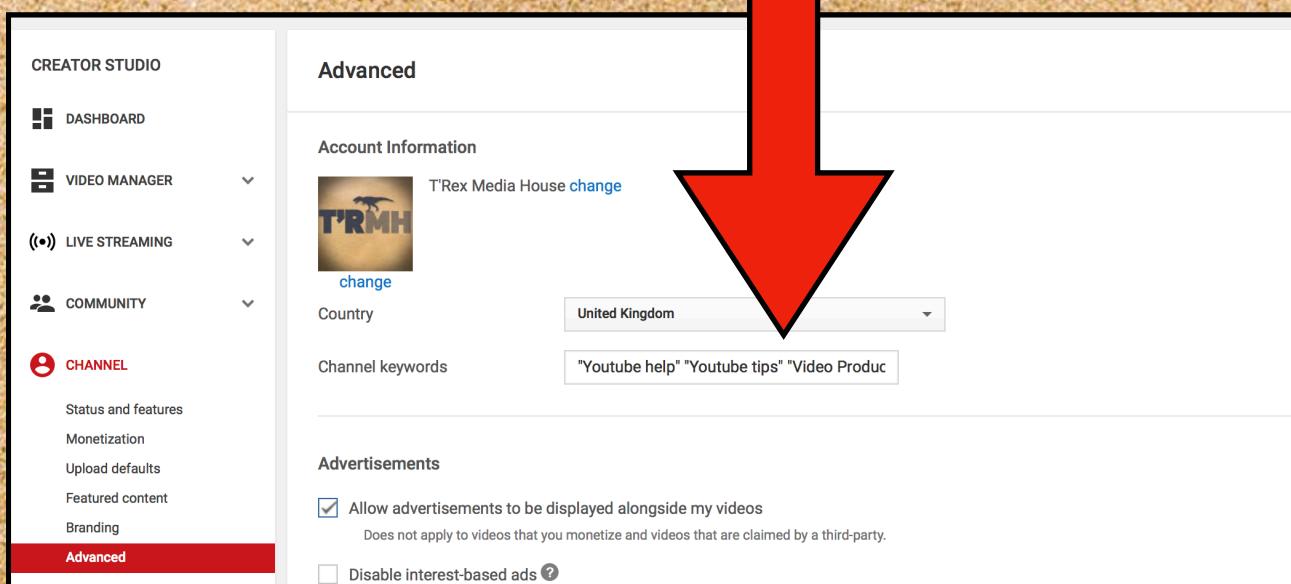
NOTE: You need to be a YouTube Partner to add social links.

Click here to apply. It's easy:

<https://support.google.com/youtube/answer/72857#apply>

STEP SIX - KEYWORDS

We need people to be able to find your channel. Using Keywords is a fantastic tool. You need to use Keywords for your channel as well as every video you upload. These keywords need to exactly what your audience might be searching for.



STEP SEVEN - ABOUT SECTION

The about section allows you to go into more detail about that your channel is, who you are and what you want to achieve from YouTube and gives your audience another reason to hit that subscribe button.

STEP EIGHT - CHANNEL TRAILER

A channel trailer is a video that is there for non-subscribers to see when they land on your channel. This should be short and concise. It should be all about you, your channel and what to expect. And remember to ask them to subscribe. When it comes to naming your trailer make sure you name it your name or your business name so people can find it straight away on Google and YouTube. For other services a channel trailer is perfect to showcase some of your work.



STEP NINE - UPLOAD

Ok, this is a little obvious... BUT it still needs to be done. What you need to do is press the little arrow pointing upwards in the right corner. This will bring up the upload screen where you will need to find the file you're wanting to upload to YouTube. For more information on what to do when you're uploading content check out our uploading to YouTube tutorial here:

STEP TEN - TEST AND MEASURE

There is one certain way to becoming successful on YouTube. Start by uploading content and the YouTube analytics are the perfect tool to seeing who your demographic is, how long they are watching for and which videos are doing better. Your audience will even tell you by their likes and comments if your content is working or not.

AND THATS YOUR LOT!

This should help you with your YouTube journey and well done for realising that YouTube is a key and free place to start or grow any business.

If you need help with any of the following:

- Starting a YouTube Channel**
- Growing a YouTube Channel**
- Creating Content**
- Video Production Help**

Then get in touch with me TODAY and let me help you achieve success on YouTube.

Visit our Website:
www.trexmediahouse.co.uk

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**PREVENT EXTINCTION
CREATE DISTINCTION**

