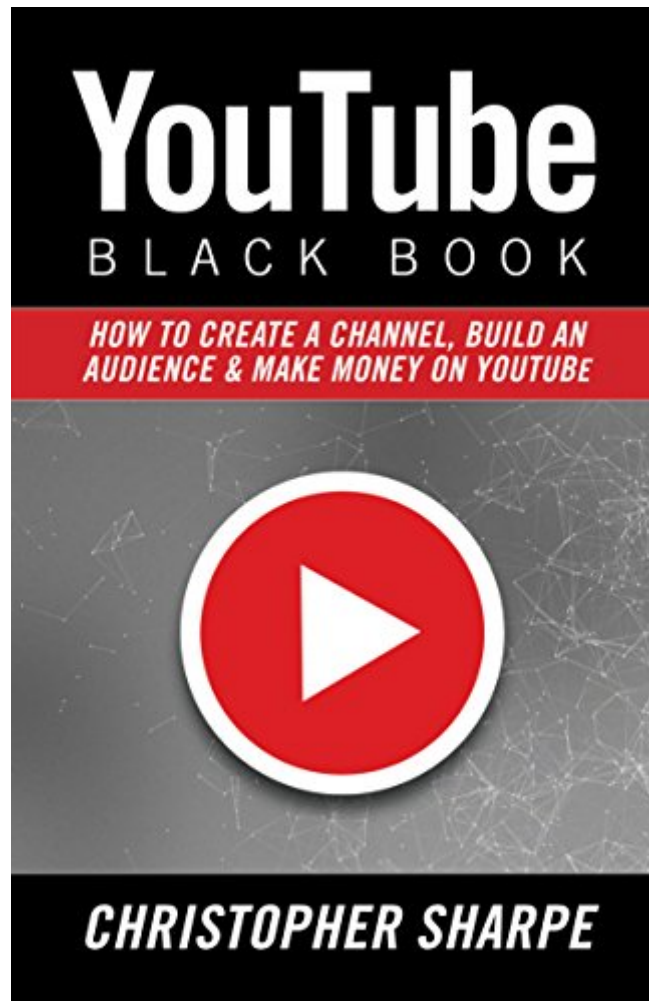


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# YouTube Black Book: How To Create A Channel, Build An Audience And Make Money On YouTube



## 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

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 stabilizer. How sad is that? :)

I discovered Hilah Cooking when I was starting out as a YouTube cooking show creator, hoping to find some community amongst other creators. I was smitten immediately, with both Hilah (the talent and genius behind the recipes and the comedy) and, though I didn't yet know it, Chris, the video maker. I immediately signed up for Chris's newsletter hoping that he could teach me (a total newbie) to do some of what he had done. This book is that promise fulfilled, and the only downside is that I didn't have it in my hands earlier. Filled with hard-earned knowledge, resources, experience, and how-to's---it's not only a guide to getting up and running, but to staying the course when naysayers or "doubt inseminators" tell you it's not possible. A must read for anyone wanting to start a channel in order to make money on YouTube--you'll come away with a realistic view of the landscape, and with concrete steps to take to get started.

Misleading title - there is only 1% of useful info about YouTube the rest is filler content. It's a personal story I paid and spent time to hear (read) out. If you have 10 videos on YouTube you already know all the author mentions. The two additional stars to reflect the fact that they do have two successful channels and possibly he is good guy.

Well written in easy reading style, focus is on basic understanding of YouTube Requirements, but needs more practical steps for entering into the game of managing the YouTube experience. Bob

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 really like the honesty of this book. Chris clearly spells out the hard work, the ups and downs, the failures and the lessons and the successes. It also puts YouTube in the context of streaming as an overall distribution model. I learned that for the series we're launching, YouTube may not be the best choice. It seems you really need to template things and keep costs down so that you can churn out something every week - and have a personality or two to identify with. Our series is more like a NOVA science show with higher production costs and a variety of characters. While PBS is still the most likely distribution model, trying to see what's out there in this world as well. We'll see where we land, but of all the books about YouTube that we've recently read, this really painted the picture the best and didn't assume you had a baseline knowledge of YouTube. There are many like us in traditional television trying to find alternative distribution models.

Many say that learning via the case study method is one of the most effective ways you can learn a new subject. In that regard Sharpe's YouTube Black Book does not disappoint. The author is generous in sharing his personal experiences and results. You learn where he screwed up, how he does his planning, and get straight-shooter advice about investing your money and time. He is also realistic. Anyone approaching YouTube thinking it's a quick way to riches quickly learns that any effort to build long term value takes time and careful nurturing (the same can be said about trying to make fast money on any other Internet platform). Readers should also be aware that Sharp had a lot of prior experience with video production, as well as SEO, two skills which helped him immensely. Still, he did his homework, experimented, and took chances. Like when the yoga show he produces didn't get traction. He was like George Costanza in Seinfeld: he did the opposite, and it worked. Instead of short videos optimized for attainable keywords, he produced a 40-minute video optimized for the most competitive keyword phrase.

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