



Become a Tube Celebrity – Cheat Sheet

Now you've read the ebook, you should know the theory behind building an audience, growing a channel and becoming a YouTube sensation. What remains is to put that theory into practice! This cheat sheet will help you to do exactly that by providing you with all the advice, tips and guidelines you need to make it happen. Pin this to your noticeboard or keep it to hand and get to work!

Equipment Requirements

(See the resource sheet for more details)

- Camera - Your camera should be at least 1080p. Something useful to look for is a viewing screen that can be rotated 360 degrees.
- Lapel mic – Sound is almost as important as video and if you get this wrong, that will be *all* you hear about in the comments section!
- Soft boxes – Soft boxes are the best choice for creating crisp and clear lighting. Natural lighting works but it's too unreliable.
- Halo light ring – This is an alternative to the softbox solution. Not as good but it is more affordable and takes up less space!
- Tripod
- Tracking head – For getting panning shots and 'b-roll'
- Editing software – Good recommendations include Adobe Premiere, After Effects, Sony Vegas, iMovie and others.

Graphics and Media

There are a lot of graphics and media that you can add to your video to improve the way it looks and performs. For example, you should definitely develop a high quality logo. This will help you to differentiate yourself and will create a solid impression of what your brand is all about so that new viewers can quickly get an idea of who you are and whether they should subscribe. You can include your logo by having it overlaid on top of your video and by using it on social media/your YouTube account.

You'll also need a video opener. This is a short video that normally acts as opening credits. This should help to set the tone and welcome people to what they're about to watch.

Also useful are backing music (which can further help to create a mood), bottom thirds etc.

Collecting B-Roll

B-Roll is footage that you collect of items you're talking about. This can mean panning shots of a phone you're reviewing for example, or it can mean short clips of you working out while you narrate the different exercises.

You might also need stock footage. This means video that you didn't create but which you have permission to use and that might mean fail videos, outtakes, clips from films or games etc. It might also mean photos that illustrate points you're making. You can get footage from sites like [freephotos.com](https://www.freephotos.com), while you can get footage using tools like Hyper for YouTube which lets you save videos you've watched (make sure they're in the public domain).

Tips to Improve Your Videos

The following tips will help you to improve the quality of your videos and thereby to get more views, more likes and more shares!

- Speak more slowly – A lot of people speed up when they're nervous and unless you're very well practiced, you'll likely find you feel anxious as soon as the camera is on you. Speak slower and you'll sound more confident and more intelligent, while making the video easier to understand.
- Keep your videos shorter – This means that the viewers will get more from them in less time and in turn, that will mean they get a better experience and come away not feeling that they wasted their time!
- Gesticulate and 'act' – When you speak on camera, it will sap you of energy and make you appear less enthusiastic than you would have come across in person. This is why it's important to use bigger gestures and to almost 'act' the script that you've made!
- Record lots, cut lots – It's important to record lots of footage. You'll need a lot more b-roll than you likely expect in order to fill even a short video. What's more, is that you should also record a lot more footage of yourself talking than you eventually

plan to use. This will allow you more flexibility and freedom when it comes to editing. But when you *do* edit – be ruthless!

- Maintain the momentum – The reason you need to be ruthless when editing is that you don't want to have any long pauses or awkward transitions. You need to hold the attention of your viewers from start to finish and that means editing things fast so that the shot is always moving, you are always talking and there is always sound and action.
- Think about your backdrop – Creating a good backdrop is actually very important for your video and will help to create a much more professional vibe. If you have no backdrop, then you can risk your video appearing very unprofessional, as though you just filmed it in your Mum's front room! Try to sell the vision and lifestyle of your brand.

How to Grow Your Channel

- Keep your videos shorter – There are more reasons to keep your videos short too. For starters, shorter videos are more likely to be viewed right through to the end.
- Post regularly – It's very important that you be consistent. Try to avoid going long periods without uploading anything and make sure that your videos are always a consistent quality, style and subject matter.
- Use influencer marketing – This means that you're going to appear in videos that other creators make and give them the opportunity to do the same on your channel. That way, you both get exposure to more viewers and hopefully gain more subscribers. This is how a lot of new channels grow on YouTube, so it's crucial to do it!
- YouTube SEO
 - Use the right search terms for your video titles
 - Fill out your YouTube channel page
 - Make sure to write long descriptions for your videos
 - Make sure to add the right keywords

Follow these tips, keep posting and make sure that you love what you do (it will come across). Eventually, you'll start to see your audience grow and your channel thrive!