

## Lesson no. 1 – Why YouTube Career?

The YouTube platform started in 2005, allowing anyone to post their own videos and content. The platform has exploded since then with about 30 million daily visitors watching approximately 5 billion videos every day!



Considering there are over 50 million users putting content on YouTube, there are plenty of monetization opportunities that come with it. So it's no surprise that a growing number of users are deciding to make a full-time or part-time career from it.

YouTube is certainly seductive as a career. Access to a global audience and the alternative of pursuing your interests with creativity. Isn't that something worth working for! But not every channel has a billion views and there are some cons to YouTube too. But first, let's take a look at some of the pros of having a YouTube career:

## 1. Your Passion

Unless you are working for the National Geographic or Discovery, desk jobs are really mundane. Not every graduate or educated professional ends up working for fun lifestyle channels. Not every show producers get the chance of producing interesting shows like Buffy the vampire slayer or Pushing daisies. Some projects never even find success, some scripts go straight to the dustbin.



Whether you are a writer, producer, entertainer or director, Youtube gives you the choice of following your own passion, unleashing your creativity. Got an idea? Just write a script, self-produced and broadcast.

Youtube career is not just about a steady paycheck. It's about finding your audience, getting them to resonate with you while you follow your passion. It lets you connect with strangers with shared passions and drives from all over the world.

## 2. No degrees and no age limit needed

Want to make videos for Youtube? Just get your phone out and start shooting. Want them to look a bit more professional? Get a DSLR and some other YouTube Equipment. You don't need a lifetime of debt and a snobbish college degree to get a Youtube career. Talent alone is enough. If you know what resonates with your audience, you can start creating video content for your Youtube channel, strategize your posts and start connecting with your audience.



The idea is that if you are starting a Youtube Channel, you are your own boss.

People online are searching for relevant, entertaining, educating and inspiring information. As long as you can create content that your audience finds powerful and motivating, you can enjoy a youtube career without needing a college degree.


You don't need to be a specific age to start your own channel either. You may want to pursue discretion regarding your channel content depending on your age and your audience's age.

But other than this, anyone, young or adult can start a youtube channel. Youtube has helped a lot of musicians and artists find an audience online and close deals with mega recording companies.

### 3. No need for a physical office

Got a brilliant idea? Want to set up your Youtube channel? Don't worry. You can start it anywhere, anytime without any specific capital or partners. You can start it from your bedroom or your kitchen with just some decent video shooting stuff and interesting scripts.



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You don't have to invite your crew to an office every Monday-Friday and work from your home or even when you are on vacation. You may expand later and set up a physical office but if you want to take a slow, no need to go for the big decision. Just work from home!

## 4. No Pressure

Youtube is sure competitive and it's hard to make your mark but all you need is conviction and understanding. You need to understand your audience, learn what they search and what topics are most revered. And, there is no pressure. You don't have to worry about medical leaves or too much paperwork. You don't need to write case studies on weekends or study top business blogs every Monday morning. Just get started with your scripts and work them whenever you like. As long as you have powerful content that moves your audience, you won't face any pressure.



There are plenty more advantages like Youtube serves as a great portfolio option for videographers and directors who want to keep practicing before making a big career move. So, professionals can post weekly or monthly videos to upload fresh, original content even when working other jobs. Depending on the analytics and success of the videos, channel owners can make the big move to pursuing the channel full time.