

Lesson no. 2 – Planning and Strategy

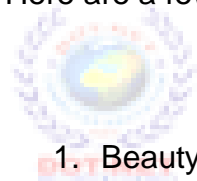
Creating a channel and making it successful would require a lot of hard work and perseverance your part. Making a career out of YouTube is not about coming up with a single viral video and getting shot up to fame, it requires careful content development, distribution and promotion to be sustainable.

Here are a few avenues to work upon to get started with a career in this field.

1. Choose the Category and Motive for your Channel

This is a crucial step as it will help you choose the type of content you'll create and will reflect the message you want to send out to the masses. It can be anything ranging from beauty and fashion to comedy, gaming or technology.

Here are a few of the most common categories of content on YouTube channels:



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| 1. Beauty | 11. Education |
| 2. Fashion | 12. Information/Knowledge |
| 3. Animation | 13. Art and DIYs |
| 4. Kids | 14. Cookery |
| 5. Comedy | 15. Technology |
| 6. Vlog | 16. Gaming |
| 7. Pranks | 17. Sports |
| 8. Music (including covers) | 18. News |
| 9. Travel | 19. Motivation/Inspiration |
| 10. Dance | 20. Health |

2. Determine Your Style and Voice

No two Youtube Channels are the same, even ones belonging to the same genre. The difference lies in not just the content, but also the video's creator(s) and the voice/style of the channel. Your channel's style will often be a reflection of your own personality and unique individuality. It can come from the way you talk, the views you express, any catchphrases/taglines, your dressing style, or even the causes you stand for.

Look back to any of the famous Youtubers you follow and after some comparison, you will realise that each of them has at least one unique quality that sets them apart. A fresh and original voice are an essential element for making your channel stand out from the noise of the hundreds of channels out there.

3. Develop and Polish Your Content

Content is the heart and soul of any YouTube video. Your video cannot get by on presentation alone, and there needs to be strong content backing it up. It's important that you spend proper time conceptualising your ideas, writing content/script, and editing it to polish and perfect it. Make sure it is catchy, relevant, precise and to-the-point.

Start with what you know well and use it to build and test new ideas as you go on. Keep coming up with new and creative ideas to keep on improving your content with each subsequent video.

4. Use the Right Equipment

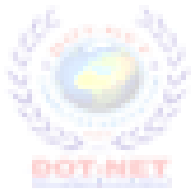
Poor video or audio quality sends a message to the user that very little work has been put in the development of the content. Thus, it is highly suggested you invest in a good camera (DSLR/ point-and-shoot), quality lighting and sound equipment (microphone). However, if you want to test the waters first and don't want to invest in expensive equipment from the outset, you can borrow it from friends or use a good quality smartphone camera with a tripod.

5. Work on Your Filming and Editing Techniques

Good editing and filming can go a long way in increasing the virality of videos. They are the two most crucial elements that determine the final quality of your videos, and thus cannot be ignored.

Make it a point that you use the right lighting settings and filming techniques while filming your videos. Knowledge of the basics of photography and filming (camera angles, lighting, aperture, shutter speed, framing, etc.) will really help, and thus you should spend time learning these. You can even take up some short-term courses in photography and film-making.

Again, filming a video is never enough, and editing it in the right manner will serve to deliver the final product. So make sure you spend enough time at this step. You can use editing software like Final Cut Pro, Adobe Premiere Pro, Avid, etc. To start with, you can also look for many free editing tools available, or the standard Windows Movie Maker or iMovie to edit your videos.



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