

Lesson no. 4 – Set Goal to Achieve Monetization

Though building your channel is one major goal, you'll likely have additional goals. Here are some other reasons for creating your YouTube channel and the content it contains:

1. Build a brand

There's no better way to show who you are, either as an independent creator or as an organization, than by way of a video or series of videos on your channel. The content might include different types of videos — something you've created, straight news, information about you, or a combination. Your motivation for brand building could be to obtain a new job, attract attention from industry luminaries, or make people feel good about your products.

2. Educate your target audience

Most people love to learn, and much of the successful content on YouTube revolves around education and tutorials. Educational content includes home repair, product configuration, justification for social causes, and many more topics. Educational content also helps drive brand awareness.

3. Entertain the crowd

People love to laugh, enjoy music, and get engrossed in a good story. These genres are all forms of entertainment, and all work especially well on YouTube.

4. Sell something

It doesn't matter whether you have a product to sell, a subscription to offer, or a candidate to elect, your YouTube channel is a great way to demonstrate to your audience that they want what you're offering. People are turning to YouTube to make buying decisions about future purchases. Make sure you understand that YouTube is now a primary source of information used to influence a sale. In the past seven years, YouTube searches for video reviews have more than doubled.

5. Earn a living

We've explained that your videos can make money by driving and influencing sales. You can also earn a living from people watching your YouTube videos by monetizing your channel.