



ONLINE COURSE
CREATORCASHFLOW.COM

HOW TO MAKE YOUR FIRST MILLION ON YOUTUBE
A COURSE BY JUSTIN TSE

01 MEET JUSTIN

MY YOUTUBE JOURNEY, AND WHY I DROPPED OUT OF COLLEGE TO PURSUE YOUTUBE FULL TIME.

02 KEYS TO A SUCCESSFUL YOUTUBE CHANNEL

WHAT YOU NEED TO SUCCEED AND WHY IT'S IMPORTANT TO PICK A NICHE/INDUSTRY

03 YOUTUBE ALGORITHM

BREAKING DOWN WHAT YOU NEED TO KNOW IN TERMS OF THE ALGORITHM

04 BUSINESS PHILOSOPHY

HOW I APPROACH MY CHANNEL AS AN ONLINE BUSINESS & REVENUE STREAMS

05 LEARNING FROM MY MISTAKES

TOP MISTAKES I MADE WHEN I FIRST STARTED MY CHANNEL

06 THE NEGOTIATION PROCESS

WANT TO GET MORE IN DEPTH KNOWLEDGE ON MAXIMIZING YOUR INCOME ON YOUTUBE?

07 INTRO TO PAID SPONSORSHIPS

HOW TO APPROACH COMPANIES AND LEARN HOW TO MAXIMIZE YOUR MEDIA KIT

08 INVESTING BACK INTO YOUR BUSINESS

LEARN WHY YOU SHOULD REINVEST INTO YOURSELF AND BUSINESS

01 MEET JUSTIN



NICE TO MEET YOU!

I'm a 24 year-old CEO of a media company and online content creator in the tech, lifestyle, and home industry with a total of 1.5 million combined followers and 100 million channel views.

After dedicating every bit of the last decade on YouTube, learning and growing up in the industry has allowed me to build a media company with a growing team, work & travel with some of the biggest brands in the world, and reach over 7 figures of revenue through our in house platforms annually.

My goal with the course is to help you understand and take control of the business side of YouTube through my philosophies and most importantly through case studies of some of the biggest business partnerships we have done.



**“THE OPPORTUNITY COST OF STAYING IN SCHOOL WAS
TAKING AWAY FROM THE GROWTH OF MY BUSINESS.”**

FROM HOBBY TO BUSINESS

Although my story might be a little bit unconventional as I started YouTube at such a young age, I do believe that by sharing how I got to where I'm at today can help you fast track your journey.

When I first started making YouTube videos, I was around the age of 12. I was thinking about reviewing an iPod touch and noticed that there was a niche of video reviews on YouTube.

I eventually started to review more smartphones as the channel grew. As I started to grow more of an audience, brands would notice and send me free products. I would resell them and built a strong eBay rating. But even then, I wasn't making that much money and it wasn't until I hit the age of 16/17 and I started to make maybe a couple of thousand dollars a month, but it wasn't really consistent at all.

By the time I graduated high school, I was making about 50-60 thousand dollars a year, which is sustainable, but then my parents insisted that I went to university.

I've never really been the typical A student, university wasn't really something I was crazy about from the start, my high school grades were never really great, and the objective of it didn't seem to align with my passion for YouTube and content creation.

My parents knew from the start that I wanted to leave, but it took until the start of the 4th year to finally convince them. It came to the point where the opportunity cost of staying in school was taking away from the potential growth of the business,

I understand the long-term sustainability of a degree, but I strongly believed that there was an opportunity in front of me that I had to take as far as I could and was confident that the skills gained from this industry would allow me to remain sustainable in the future whether it was in marketing, content creation, or sales.

MY YOUTUBE JOURNEY



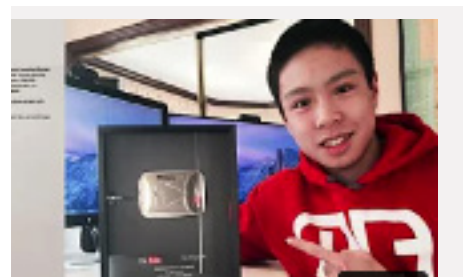
2012
TO
2013



LAUNCHING MY CHANNEL - I was able to grow to 14,000 subscribers and 3 million views in 2012. In 2013, the channel was viewed over 6.5 million times

2014
TO
2015

HITTING 100K - Started to film in 4k and did more equipment upgrades in 2014. Hit 100k in 2014. Finally feeling the growth of my channel.



2016



FALLING OFF THE PATH - I started to feel lost at this point in my channel, I made a lot of mistakes and my content wasn't interesting to me anymore. I needed a reset button.

2017

CHANGED MY APPROACH - This is the year where I started to re-evaluate my channel and priorities. I bought my first apartment and made my first 6 figures.



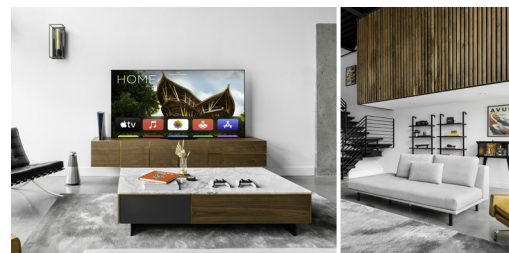
2018
TO
2019



YEARS OF TRAVEL & DROPPING OUT - These were both crazy years of travel. I started to get more and more brand deals. I also dropped out of college in 2018 and hit 300k.

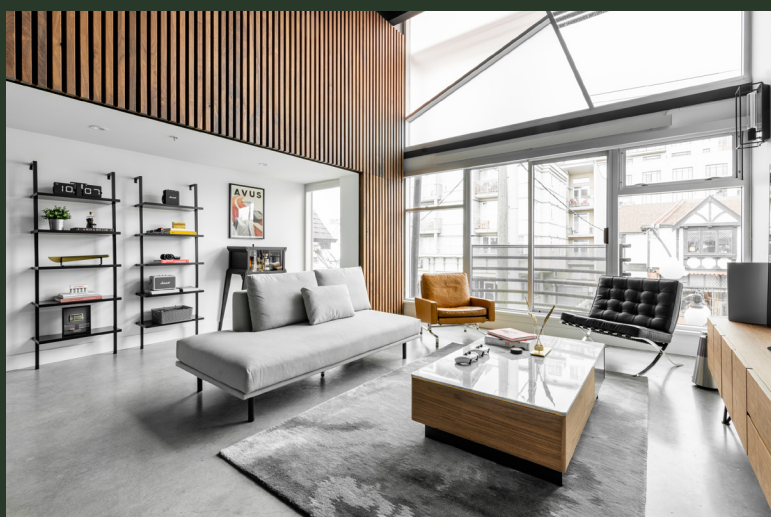
2020

PURCHASED AN OFFICE SPACE & 3RD PROPERTY - After two intense years of travel, I spent the entire year growing the channel, The office loft was complete and I bought my third property.



TODAY

I have been fortunate enough to now have re-invested my money into 3 different properties, a team of 6 employees, co-owned a clothing company, and have grown the following to over 1.4 million. This wasn't an easy journey and I still have so much that I want to accomplish with the business.



02 KEYS TO A SUCCESSFUL CHANNEL

Having a successful YouTube channel takes a lot of hard work, time and commitment. The first thing to do is to ask why do you want to be successful on YouTube? What is it that we're looking to achieve?

Why do we need to ask these things? Success means different things for many different people. If your goal is to create engaging content that gets seen by a lot of people, your measurements of success will be completely different to someone whose main objective is to generate enough income from their YouTube channel to live off of.

Once you've realized what it entails to actually achieve your success, you will, of course, be more motivated & driven to put the plan into action.

The following 5 key aspects will be the ultimate decision that determines whether or not you will be a success on YouTube.

QUALITY: Making sure the quality of your videos are consistent with your content.

MESSAGE: Making sure your message stays within your niche & it's consistent throughout your content.

PERSONALITY: Viewers will find your content, but your personality & content is ultimately what will turn them from casual viewers to interested subscribers.

PERSISTENCY: It's hard to create videos when it seems like no one is watching them & you're not making the traction you had hoped for. This is when persistency kicks in.

ANALYTICS: Analytics can provide a wealth of information that can be useful in judging how successful a video may be & what content your audience interacts with more.

PICKING AN INDUSTRY/NICHE



The niche you'll be targeting is the foundation of a YouTube business. In order to feed the right video content to your audience, you must first know who is your audience. Every video has to have a purpose and an intent. You want to be known for something. As you become more of an expert in a niche, you can start branching out into sub-niches.

POPULAR NICHES	Tech, Gaming, Product Reviews, Beauty, Vlogs, Food, Fashion, Travel, Tutorials
PASSION	Do you really enjoy this topic? You will have to create content about this topic on a regular basis for a long time.
DEMAND	Research the market and see if the niches you thought about are being searched for. Google Adwords Planner and Google Trends is a great place to start.
COMPETITION	Look at other Youtubers in that space. Why do people watch them? How can you bring more value to the viewers?

03 YOUTUBE ALGORITHM

YouTube's algorithm serves the most relevant, personalized videos to their users on 6 different sections of their platform:

- Search
- Home
- Suggested Videos
- Trending
- Subscriptions
- Notifications

By helping users find the videos they're most likely to watch and enjoy, YouTube can keep viewers on the platform for as long as possible and get them to visit their site regularly.

To figure out which videos and channels users are most likely to enjoy watching, YouTube "follows" their audience, which means they track their users' engagement with each video they watch.

Since their algorithm rewards engagement instead of vanity metrics like views and clicks, YouTube incentivizes creators to produce videos that their audience actually enjoys watching, discouraging them from trying to game the system.



HOW TO OPTIMIZE YOUR YOUTUBE CHANNEL

RELEVANT KEY WORDS

The first thing to consider is optimizing your videos and channel for popular search queries. Place relevant keywords in your videos' titles, tags, descriptions, transcriptions, video files, and thumbnail files. You should also check out the most popular queries guiding viewers to your videos, which you can find in YouTube's Search Report.

ENGAGEMENT METRICS

The next thing to consider when ranking on YouTube is optimizing your videos and channel for engagement. The key metric here is watch time, or the aggregate amount of time users spend watching your videos.

To get people to watch in the first place, you need to attract users' attention. And one of the best ways to instantly grab users' attention is by creating vibrant thumbnails for each of your videos.

You can also engage them by creating a bingeable series or show. You can also create playlists about a certain topic that start off with the videos that have the highest audience retention rate.

04 BUSINESS PHILOSOPHY

One of the most important things is to look at your channel as one big asset. With any company, there is the overall value which hopefully grows over time as the business grows, and a YouTube channel is similar in the fact that as your following and engagement grows, the overall value of the channel itself from an advertisement perspective increases as well. Each time you do a sponsorship, video integration, or dedicated video, you are essentially cashing in on your own shares at a given point. Doing unpaid videos that end up growing the channel is like spending time growing the overall equity and asset value of your YouTube channel. As your channel grows and the value grows, the ads you are putting in will be at a higher rate, so you will want to sell more slots in your videos. This is the guiding principle to how I look at my YouTube channel. Certain months we will be doing a ton of sponsorships and these build resources that allow us to hire more staff, build an office, and purchase real estate. There are also months where we don't do as many sponsorships and create videos that we are truly passionate and can reach wider audiences to increase the channel size and our rates.



THE REVENUE STREAMS



From these revenue streams, it's important to find which is most applicable to your industry and the way to do that is to look at other creators and see what streams they are using because chances are if multiple people in your area are doing, it's probably one that makes a lot of sense and is a good use of time. There is also something that I find that is important and it's finding a flagship revenue stream.



SPONSORSHIPS If you see a product being promoted in a video or a dedicated sponsored video, where the company either pays to be in the episode or have an episode created, that is considered a general brand sponsorship.

AD SENSE Pretty much every creator on the platform is going to make money at some point just through the views they get on their videos. You may have seen as a viewer that ads that pop up at the start, middle, or end of the video, and that is how creators are getting paid.

MERCH There are a lot of creators that earn most of their money through merch sales on a drop basis.

DIGITAL GOODS & COURSES The best part about both of these is that they are very passive. Once you've created, for example, a photo preset and sell it to your audience or a course, it is essentially a passive income stream.

AFFILIATES Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

PATREON This is a great spot if your viewers want to have access to your content early or get access to exclusive content.

EVENTS event appearances, speaking gigs, trade shows.

LICENSING Companies remarket your video into an ad or on their platform.

PRODUCT SALES Reselling items that you received for free.

05 HOW PASSIVE & ACTIVE INCOMES COMPLIMENT EACH OTHER

If your Ad Sense numbers are up, it probably means that your videos are getting good views and good watch time. As a result, your sponsorships and brand deals are going to be at a higher price because the content that you're putting out is going to reach more eyeballs. A lot of time sponsors are going to look for views and conversions, so if you're also able to prove that you are converting very well in that industry on the affiliate side of things, then you're also going to have more leverage and charge companies more for flat rate sponsorships in your videos. For example, in the worst year of my channel, I wasn't getting many views and my growth wasn't exactly fast. For that entire year my rate was locked at \$500 a video. It wasn't until I didn't do any ads for 6 months and that I was able to grow significantly. My rates had increased up to \$5000 each video, because our views were 10x higher than some previous videos. Once you build a strong foundation, everything goes together significantly.



TOP MISTAKES I MADE



ONE

SIGNING CONTRACTS WITHOUT ANY GUIDANCE

When I first started partnering with brand deals, I had no idea how to actually review a contract, I would often sign away percentage cuts and exclusivity rights, without looking at the fine print.

TWO

BUYING EXPENSIVE EQUIPMENT

I thought that having the most expensive equipment would make me a better YouTuber. I learnt that it's important to see if the equipment upgrade will actually make your workflow more efficient or will it just slow you down. Equipment should be seen as a tool rather than a fun toy.

THREE

NOT SEEING LONG TERM PERSPECTIVE WITH BRAND DEALS

In 2016, I almost lost sense of my channel - I'd often take on several dedicated channel deals without realizing that it would cost my channel in the long run. The audience wasn't interested in seeing dedicated brand deal videos over and over. I had to pivot my business and understand the long term effects of brand deals.

06 INTRO TO PAID SPONSORSHIPS

How to figure out if companies are interested in influencer marketing and are willing to spend money on content?

Through magazines and websites of products, you can find the general contact email or media/press email

Also can DM brands on Instagram/ Twitter and social media for best person to contact for media inquiries.

Watching other creators and the common products they review can help you figure out which brands are aware of the industry and are willing to work with creators.

You can also use LinkedIn and search up companies to see who is in charge of marketing/PR/ media relations and connect with them there.

What is Media kit?

The media kit is essentially an information deck that explains your entire business, answers questions, and demonstrates work you have done in the past.

The beginning of the media kit introduces who I am, my experience in the industry, and my mission with my content creation, Builds a personal and authentic factor that appeals to corporations

Include important metrics such as the total following, total views, subscribers, watch time, past brands/ collaborations. Show that you know what you are doing

Your media kit should answer many questions any companies may have when wondering if you are the right fit

Include information about your demographic such as age, location, devices, etc.

If you have an Instagram following, should also include your reach, story views, impressions.

Include services that you offer such as in video integrations, dedicated videos, sponsorship packages, social media promotion, ambassadorships

The Media kit should be one page at the most since companies get hundreds of emails, so you want to be a summary that is visually appealing and professional.

07 THE NEGOTIATION PROCESS

Many different steps in the whole process and can be difficult but will become easier once you have a few negotiations under your belt and build up your confidence.

Negotiation is a collaboration of two parties trying to come up with a deal that makes the most sense for them where both parties are benefitting. Creator gets to check out a product, travel, monetary compensation. A brand gets more sales, exposure, content, and visuals. It is important to identify what each party is looking for as that is the main intention of every deal and to understand the market and know the space you are working in and the brand you are working with. The company obviously doesn't want to work with someone who has no knowledge about the industry they are working in.

Also, you should identify what you want out of the deal, the outcome you want, what you're willing to accept or settle for, and this information should be made very clear to the other party.

Next, identify why they should be interested in working with you. You can use mirroring and emphasizing what they would like to show the value you are providing to them. Constantly catering to what the other party is looking for often helps convince the other party and allow you to charge higher rates.

Also it is important to identify the situation that you're in, whether the company is specifically interested in working with you or whether they are just sending out mass emails to multiple creators.

Know your numbers and know them well. Know the analytics, numbers, and demographics of your channel and be prepared to answer any questions that the company may have. You need to demonstrate that you are knowledgeable about your own business. Once you go through the negotiation process multiple times, it will become second nature to you. However, it is important to identify what you need to work on at the start and be prepared. Although knowing the theory is important, actually going out and doing it and experiencing the process is the best way to learn and figure it out by yourself.

INVESTING BACK INTO YOUR BUSINESS



When you are passionate and spending all your time on YouTube. You might feel like spending all your money back into the business to grow bigger, and that the next thing you buy is going to benefit you and the company, but that is not always the case. It can make sense to reinvest a lot if you are young and don't have many overhead costs/living expenses and can take more risks.

It is important to save up and have goals of what you want to buy next, but also make the most of your current resources for as long as possible as this is a good learning experience for running a business effectively.

The best way to figure out how much you want to re invest back into the business is to have measurable goals for yourself whether that be making a certain number of videos, subscriber goals, AdSense revenue, and use those as a benchmark for what you're going to buy/improve if you reach that goal.

If you're older, if your living costs are covered, a good rule of thumb would be to have half of your profits reinvested.

The best way to justify what you should spend money on is thinking about what is going to earn you more money immediately, what has resell value, what is able to save you time and make your workflow more efficient so you can focus on the things that really matter

For example, if you buy a new camera and don't know how to operate them, it's actually taking time away from sending emails, negotiating deals, filming, etc.

When you begin YouTube, you do everything yourself and it is essentially a one-man crew, but as you grow, you will be able to hire employees and work as a team to get more done and share ideas

When the company gets larger and you have additional cash/resources, you invest into assets such as real estate.

I have also been able to leverage my assets. For example, creating home content around the real estate assets.

TAKE CONTROL OF THE BUSINESS SIDE OF YOUR YOUTUBE CHANNEL TODAY!

Interested in learning more? Visit creatorcashflow.com to get access to the course. You'll learn the basics of content strategy on YouTube, the structures and approach of brand partnerships, and the frameworks of operating a successful business and media company with real life case studies. We also provide FAQ's and PDF decks recapping every chapter, so that you can follow along, as well as quizzes to keep yourself accountable.





HOW TO MAKE YOUR FIRST MILLION ON YOUTUBE
A COURSE BY JUSTIN TSE
ALL RIGHTS RESERVED.