



YouTube Black Book: How To Create a Channel, Build an Audience and Make Money on YouTube

Christopher Sharpe

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Are you ready to launch your own YouTube Channel, develop a devoted fan base and make money while you're at it? Christopher Sharpe is the producer of multiple YouTube Channels that attract passionate audiences and add thousands of new subscribers per day.

In YouTube Black Book, Christopher shares how he launched these channels and shows you how to turn a passion for creating YouTube videos into a profitable business. YouTube Black Book offers you a glimpse behind the scenes. Christopher shares his journey with complete transparency so you can emulate his success and avoid his failures.

This book focuses on the big pictures strategy of what it really means to create a successful YouTube channel. From setting goals and developing your initial idea to strategies to get more views, YouTube Black Book covers all the bases.

Christopher Sharpe is the producer and director of the popular YouTube Channels Hilah Cooking and Yoga With Adriene. He is YouTube Certified in Audience Development and blogs about internet video at christophersharpe.com.

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Desirai says

Quick, honest, and informative

I enjoyed this and got through it pretty quickly. While I felt like I knew about 70% of what was mentioned, I did learn some new things and appreciated the story telling.

This is a great book for those just starting out and still thinking about starting a channel.

Unfortunately, there were quite a few typos which I know some people get really upset about. I noticed it but the rest was so good it was easily overlooked.

Scott says

Stuff I haven't read elsewhere

There is a lot of solid I've-done-these-things advice here. Not a whiff of BS from the content. Some good advice, like about playlists, that I haven't seen in other books. Seriously worth the read.

Terry Harris says

Great

Told me a lot of useful advice and was a great guide to setting up my youtube channel. Keep in mind that Youtube.com it's self is not the best source of revenue, the main objective is to build a fan base and lead them to your website.

Íris says

Não está nos meus planos de um futuro próximo criar um canal no YouTube, mas li este livro mais por curiosidade do que com o intuito de o fazer.

Christopher Sharpe era um produtor de filmes sem salário constante, contando o dinheiro que entrava a conta-gotas, sobrevivendo um dia de cada vez na época em que o YouTube era apenas uma criança. Numa das suas visitas à casa de uma amiga que era uma ótima cozinheira perguntaram-se se não seria boa ideia criar pequenos episódios de aulas de culinária, ensinando os internautas a fazer coisas simples cuja falta de perícia tinham vergonha de admitir. E assim surgiu um dos canais do Youtube mais famosos, *Hilah*

Cooking.

Depois disso juntou forças com Adriene, uma instrutora de yoga sua amiga, criando mais um canal que muitos conhecem, *Yoga with Adriene*. Aproveitando o nicho disponível e pouco explorado da época, eles sabiam que o Yoga iria levar um boom de enormes proporções, e o timing não podia ser mais apropriado.

Hoje em dia ele vive inteiramente para os canais e vive também deles. Através de um livro de fácil leitura e bastante bem estruturado, todas as informações que o leitor precisa para criar a sua marca estão lá: seja desde a um vlog a produção cinematográfica, venda de produtos, humor, etc. Todos os temas funcionam para o modelo de livro que criou.

Foi um bom investimento e aconselho a toda a gente que queira aventurar-se no mundo do YouTube.

Sagar Mehta says

Great Book For Beginners

This e-book is the perfect read for those who want to start a YT channel and start earning the side income. If you are looking for a quick rich recipe this is not for you. I myself is looking to start my own food channel and this book gave me good insights about the YT business.

Ray Beliveau says

It was good for a short book.

Most of the book was written really well and showed the struggles that he went through from a first-person perspective. It offered a lot of really good advice and the only downside was really just the repetition a few times. I will say, I was expecting a bit longer of a book.

Matthew says

Older book packed with timeless info

While this book is a few years older than others, it's a great and well written guide to YouTube from all sides. One thing I really enjoyed is how the author framed the conversation around their own journey and didn't leave out any of the failures. I also learned quite a bit about the launch process.

Kirk G. Meyer says

Nice introduction

The book is well written and describes their journey in two YouTube channels. It does go into what it takes

to have a successful channel and some ways to achieve that. It could have gone into some more specifics on what to use, to do and not to do. But overall a good book worth the time to read.
