

Grow Your Captive Audience with

YOUTUBE



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Grow Your Captive Audience With YouTube

YouTube says that the live streaming viewership has gone up by 80 percent since implementing it and continues to rise. People love live streaming. YouTube stars that already have profitable YouTube channels are shoe-ins for using YouTube Live successfully. But, anyone can use YouTube Live Streaming Video to grow their captive audience with YouTube. You just need to know what to do.

- **Open a YouTube.com Account** -- If you have a Gmail account, then you already have a YouTube account. But, you probably want to create a YouTube account that matches your brand rather than your personal Gmail. So, the first thing you might want to do is create a Gmail account for your brand.
- **Pick a Good YouTube Name or Handle** -- When you pick your email address and your YouTube handle, you’ll want to pick something that helps get more views. If your business is known by your name, use your name, then add a keyword with it that represents what your channel is about. For example, Sally FBA Selling. People who are interested will know that FBA means “fulfillment by Amazon” and that’s what they’ll be searching for if they want to learn about that topic.
- **Ensure Your Channel is Verified & Without Restrictions** -- To verify your account, and enable live streaming through the creator studio, you’ll need to provide your phone number that takes voice or SMS so that they can send you a code that you’ll use to verify your account. You cannot stream live if you have any restrictions such as terms of use (TOU) strike, if your live stream is blocked globally, or you violate copyright laws.
- **Run Live Streaming Two Ways** -- You can use the “stream now” function, which is fast and easy. Your content will automatically be sent to stream live and stop when you set it

up to stop or you stop it yourself. You can also use events to see how things look right before you go live, and it gets backed up automatically and you can stop and start when you want to.

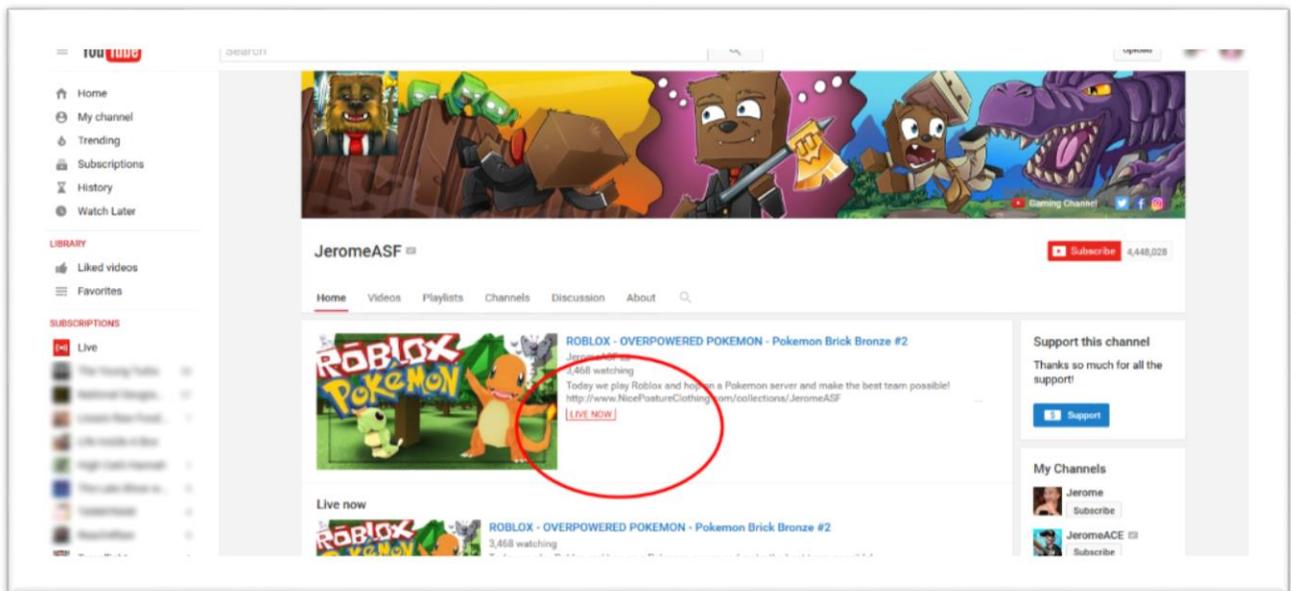
- **Use Software to Help** – You'll need an encoder, and YouTube keeps a list of them to help. You can also use software like [Webinar Jam](#), that will help you run your YouTube Live events with some professional controls that you wouldn't have just used the creator studio on YouTube. You don't need to use outside software if you don't want to, but it can be very helpful.
- **Get the Right Technology** -- The great thing about YouTube Live is that it's simple. You don't need the best equipment to get going with live streaming video to build your captive audience on YouTube. You can use your tablet or smartphone to go live on YouTube and it can and will look great. But, you want to ensure that you do use an external mic as well as good lighting so that you can ensure they'll hear you and see you.
- **Use the Right SEO Techniques** -- In YouTube, you have space to describe your videos and name them. Always use good keywords directed toward your audience. Since you can leave live videos up to replay later, you may want to go in and improve descriptions and mention some of the points inside, and maybe even link to a transcription on your main website.
- **Post the Right Content for Your Audience** -- Just like any other type of content, it's important that you develop a YouTube Live Streaming content strategy. You want the content that you're producing live to be just as well thought out as the content that you produce that isn't live, or even video, because you need to ensure that everything works together and your brand is solid.
- **Post Live Streaming Video Regularly** -- The best way to get more viewers for your live streaming videos on YouTube is to use the schedule function to schedule regular shows that will go live the same time and day. When your viewers get used to you being live on a date and time, they'll start looking forward to it. But, you still need to set up reminders to your email list and share on all social media to let people know.
- **Share Everywhere** -- The great thing about lives streaming video on YouTube is that you can share it while it's live and so can your viewers. Ask people during your live event to tell others about it. Ask people to share your show and let their friends and family know about it.
- **Participate in the YouTube Community** -- The YouTube community is very diverse and large. Within the community will be people who can help you get the word out to others about your live streaming videos and your YouTube channel. Word-of-mouth is your friend on YouTube.

These tips can help you get started with YouTube Live Streaming. But there is a lot more to do to ensure that you truly grow your captive audience with YouTube. Let's explore some successful YouTube Live personalities.

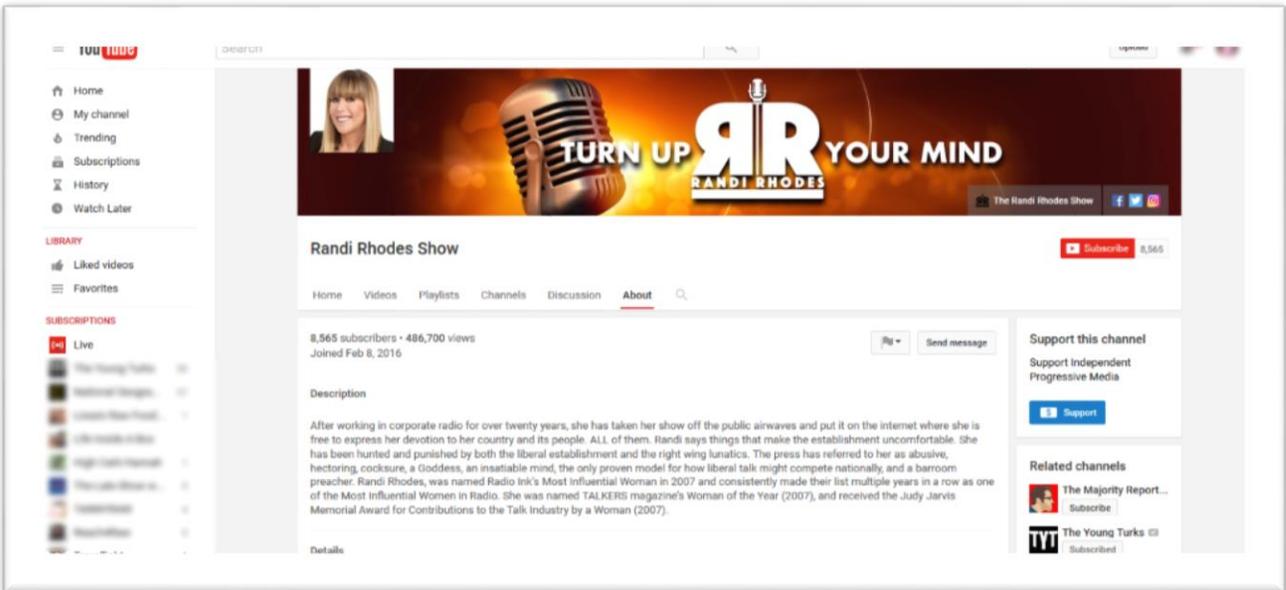
Examples of Successful YouTube Live Streams

It goes without saying that if you are popular outside of YouTube and you start a YouTube channel with live streaming and invite your audience to come along, you will be successful. So, these examples will not include well-known shows such as CNN, WWE SmackDown, or anything like that because it's a no-brainer that this would get results.

[JeromeASF](#) – This channel is a video gaming channel that essentially records what they do with video games. Now that there are live possibilities, they regularly do their show live instead of recording first. With over 4,448,000 subscribers, thousands at a time usually watch the live event. Jerome is good at interacting with and answering questions with the live viewers.



[Randi Rhodes Show](#) – This is a politically oriented show that couldn't find a space with normal media but found a great place with YouTube Live to talk about their topic. They have about 486,000 subscribers and only joined in 2016.



[Paul's Hardware](#) -- Paul runs a YouTube channel and runs a live show weekly on Tuesday evenings. He does tech reviews, tutorials, and DIY information. He has over 384,000 subscribers and over 34,000,000 (yes million) views.

Each of these channels are very successful for different reasons, but the one thing that connects them is that they use YouTube and live streaming video to get their captive audience more excited so that they can get them to follow their calls to action. Whether it is to vote a certain way, buy a game, or buy a T-shirt doesn't matter. They are all consistent, care about their audience, and it shows.

Ways to Improve Your YouTube Channel

Remember that your channel is not about you. Even if you daily talk about yourself it's still about your audience. You want to talk about the things your audience wants you to talk about if you plan to grow your audience. Once you have some videos posted, live or not, your audience will start commenting. Read or have someone read the comments so that you can find out straight from the audience.

- **Use a Good Thumbnail** – Even with Live streaming videos on YouTube you can still upload a special Thumbnail so that your audience will see it and can click it or not. Consider your topic for your live event when creating the thumbnail for it. Custom thumbnails bring more attention to your channel.
- **Consider Your Titles** – Titles are a good place to use keywords to great advantage. Even when an event is live, and maybe even especially, using a compelling title will get results. The title should say what you're going to talk about. Don't include your name or "live" or anything that is already going to show up in the title, there is no reason for redundancy.
- **Create a Compelling Description** – The description area is very important. Create a file so that you can automatically add your URL and other links you want them to visit in the

description box. Then also describe what is going on in the video. After it's over, you can have someone go in and put times for different topics for long videos.

- **Feature Your Best** – On YouTube you can feature one video that is the first video a newbie might look at. Feature one of your live shows or feature a video you'll make introducing your channel and telling them when the live shows will be. That way anyone who is new will have a good understanding of what your channel is about.
- **Don't Forget Channel Tags** – You can help your audience find you by putting smart channel tags using keywords that your audience might use to find you. Do keyword research to find as many keywords as you can for your niche. This will help you create the right content, too.
- **Mind Your Comments** – Once you've had your live streaming video up for a few days, make it habit to look through and respond to comments. You may also have to delete spam. You can easily find a virtual assistant to take care of this for you once your channel becomes popular and you're spending more than a few minutes. Your VA can point out comments that you should personally answer.
- **Create Playlists** – On YouTube, you can create playlists, even with your live videos so that people can re-watch them later. You can even download, edit, and reupload previous live videos broken down into shorter videos if you prefer.
- **Show Your Events** – A great way to grow your captive audience is to stream your live events. For example, if you have a Yoga channel and you also teach a Yoga class live, why not stream the class live? You'll need to get releases from students, but most will love it.
- **Promote Your Live Streams in Other Vlogs** – Make sure to tell everyone about your live streams in your recorded vlogs. You want them to know the schedule, the topics, and more. You want to let them know about them far enough in advance that they can prepare to watch your live streaming shows.
- **Put Your Live Stream Schedule Public** – You can put your schedule on your About area, in your Featured video and on your regular website and blog, too. You can even set up a public online calendar so that whenever a new event is scheduled it'll show. Plus, email everyone on your email list, which you should also promote on your channel and in the description area.
- **Get Some Buzz** – Ask your audience to tell others about you. Blog about your show, ask other bloggers to tell people. Ask other YouTubers to blog about you. Do response videos to popular YouTube stars who market to your audience. Run paid ads. Get buzz in as many ways as you can.
- **Interact with Your Live Audience** – You have such a great opportunity to use the fact that your show is live to engage with your audience. Say hi to them, call out some names, and be real with them. They're going to be more interested if you're not reading a script and if you're simply interacting with them.

Using these ways to improve your YouTube channel along with your consistency will help you grow your audience while making your channel topnotch.

Software & Tools to Help with YouTube Live

Even though you can simply use your webcam, and whatever you already have, you can make your channel better, thus growing your audience bigger, with some simple tools and software.

- [Cameleon](#) – This app helps you stream live video from many cameras, from your windows computer, mac computer, or with your iPad or iPhone. There isn't anything holding you back if you use Cameleon to help you make live streaming easier. You can use it to stream live to your YouTube and your Facebook, as well.
- [OBS](#) – Open broadcaster software works with YouTube to record games, your desktop, or your camera to create YouTube live videos. This is free software, but make sure you read all the instructions so you can be sure everything is set up correctly.
- [Telestream Wirecast](#) – With Wirecast, you can stream to many different streaming services including YouTube. It's an entire editing studio, too, for live production. It's not inexpensive, but you can get a free trial to try it out before buying. They have a Windows and Mac version with options for premium support.
- **Lighting** – Many people are getting so-called “Diva Rings” and other lights to help their videos look better. You can buy inexpensive lighting via Amazon.com and Overstock.com. Just look up “YouTube Video Lighting” and kits will show up that work fabulously.
- **Cameras** – There are amazing cameras that you can use for your YouTube live videos. You can use the camera on your iPhone or iPad as well as your Android Phone with the right additional software to go live on YouTube. But, you can also purchase more professional cameras, too. Do a search on Amazon for YouTube Live Cameras to find out different choices.
- **Sound** – Most cameras will need some form of external mic to get the best sound. You can buy external mics for your smartphone as well as for any camera that you have that record sound to ensure that you get the best sound.

These options along with the options that YouTube lists and has verified work with their system will help you make great live videos that your audience loves. It's important to know that you don't have to spend a lot of money to stream perfectly good live videos on YouTube. The barriers to entry are very low with a high amount of return if you are consistent and put your audience's needs first.