

How Scott Built His YouTube Channel To Over 350,000 Subscribers

By: Ilana Wechsler

❖ How Scott Started

- Scott started as a professional musician and on his mid to late mid 20s, called focal dystonia which is a neurological movement disease which attacked basically his hands and he needed to take a six months off.
- He just don't want to take that six month period doing nothing. So he decided to do something. Luckily he realized that he is capable of playing bass in 10 minutes and his wife introduced him to the online world.
- He then created a website and created a short video and upload it to Youtube so it can gather traffic. At the end of the video, it say "if you want to do with me one on one Skype lessons, go to the website and contact me via there.

❖ Continuing His Journey in Online Marketing

- Scott was on somebody's channel like a bass player who he was checking out his base play and he had like it on people's channels you can see what videos of he'd like this video and he said how to build an Internet business or something along those lines.
- He then clicked the video to play and it tells how you can make money online with music products and then got an idea to do so through MailChimp. It came up with a lead magnet and then started building a mailing list and at this point he was posting probably a YouTube video once every month.
- So he got 50 subscribers a day, email subscribers and build in that list. He then created five products at once and sell them.
- And then when he launched that program, he made over a thousand dollars and the first day after.

❖ Scott Experience in Using YouTube Before and After

- Just when I started off I was doing on a crappy camera that was like 50 dollars or something. And no audio you know well audio obviously but you were just off the camera and it was like super grainy but there was two of us on YouTube doing it.
- Now guys have got like their first video looks like it's been professionally shot and it probably has been professionally shot they've maybe you know invested a lot of money in cameras and equipment and studio engineers to capture the audio. And I find that it's unfortunate that they're really finding it hard to get traction like I have.

❖ Kinds of Videos that Work Better than Others

- 2016 was a real melting pot of ideas and we tested it for the most part they were all super pro shot DSL like I've got a full studio I've got like you know loads of cameras are really nice and expensive and you know the full thing right audio and so all of our videos in 2016 were pretty much like super pro and looking clock is undefined right. And we're also a real mix so we were doing like podcast clips on. We had snippets from some of our courses within the membership and then we had all the lessons and then we had some gear stuff. It was a real melting

pot. And what I found is that the audience kind of stagnated with it and I didn't really know why at the time but I think that just all of just using going down like you've heard a million times before, repurpose, repurpose, repurpose.

- And when 2017 hit it I just started doing consistent content of the same variety and that really helped our traffic and people tune in and just kind of like getting people back into the channel that were already subscribers. So really just consistent.

❖ YouTube: 2016 or 2017

- 2016: Like I think that kind of like off the cuff keeping it super real like so they can see you as who you are is the best way of you know the best content that works on YouTube because I think the YouTube content. I think we kind of live in a world where reality TV is so so heavily into our culture that people really respond well to it. So if you look at like Guy TV right it's reality TV. It's like it's the Kardashians repackaged for entrepreneurs. It's that thing. And I think that he's really soaked into the culture and therefore people really resonate with that style of content. So I do think that style of content works well it's hard to make I should say that it's late 2016. Our video content was a little making it and producing that video content was a lot easier than what we did in 2017.
- 2017: Everything is crazy like you know 2017 I sit in front of a camera stick the lights on hit record delivery less than press stop and to an editor job done right. So 2017 I have to wander around and do this this blog style content and the whole thing is a lot of it's not I'm quite I'm really into efficiency and batch record and all of those things. It really doesn't lend itself to that change. It's like you know you have basically I've done stuff like that. I've experimented with stuff like that before I have sort of like change t shirts and that kind of thing but it still it's still like a lot of work. Is it worth it for us it was work it in revenues gone up and you know just to give you listeners a bit of an idea of the upturn and we saw through just you know changing the content style. We went from when we uploaded the video on average in 2016 within the first week of uploading the video we get around 20000 views on average and in 2017 within a month I'd raise that to around 60 to 80000 per video within the first week credible. And it was instant. It wasn't like it didn't take me six months to sort of do it. It was like instant. Anyone who believed him then yeah I'd lost momentum and for me it was different because I was kind of like reigniting all subscribers being turned off so I knew.

❖ What Scott do with his subscribers

- Like essentially, I mentioned it in the video if you want to go further with as you know go check out the website. I've also said if you go if you want sort of like free goodies whatever that sort of like thing is go to the website, you can download it for free and then put a link in the description. And that's happened throughout the video or just at the end I've experimented with this and like normally I've always done it the end on the older videos when I start it I used to mention I used to give some preamble at the beginning of each one.

❖ Does YouTube Give Performance Stats?

- Yes, they give you all the data that you want.

- ❖ Best Advice for Somebody Who's Looking to Grow their YouTube Channel
 - So the consistency is the key because you're out you know you play in YouTube's backyard and you know that there are rules and then to give you bonus points if you're consistent with your posting content.
 - Also experiment, we use different content style, see what people are resonating with the most. And you know what really I think helped me the most in the first part of the growth on YouTube is I go out but I haven't told people about it.