



75 - How To Grow Your YouTube Channel - Lessons From Building A YouTube Channel To 750k Subscribers with Justin Brown

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Brief Background About Justin Brown

- Justin Brown is one of the guys behind [PrimalVideo.com](https://www.primalvideo.com), their goal is to help people grow their business online with video. And he's doing it together with his brother.
- He also produces everything from now-Netflix-featured documentaries, to music videos and extreme sports projects traveling the world with big wave surfer Mark Visser, filming his documentary TV series, 9 Lives.



Why YouTube is A Great Platform to Grow Your Business

- The first one is the length of time that your content sticks around. So we have videos that are over five years old, that are still bringing in over 1000 views a day with no extra work, no extra input, or anything from us.
- But the second one is that this is kind of a bit of a mindset shift in the approach with YouTube. It's actually a search engine. And a lot of people think it's just a place to throw your content up there and hope that it gets found.
- But if you take the approach that YouTube itself is a search engine, and it's owned by the biggest search engine, Google, then you actually have the ability to rank your content or get your content showing up for search results on both YouTube and in Google.

Researching Before Recording A Video Content

- It really does come down to researching first, really looking to see that there is a demand for the content that you're going to create.
- You can start to do a bit of research around that and really hidden on which words they're using, what exactly are they typing into Google or to YouTube to find a solution to their pain or problem
- This is the biggest mistake we see a lot of people making, we made the same as we were creating content speaking to the solution.

Assessing Volume of Competition in Keywords Everywhere

- So what I would do then is actually run that search and see what comes up, because you would then see what videos are shown what your competition or potential competition might be for that.
- So you've just run a YouTube search for that best video editing software. And you see which ones come up, you could then actually do a Ctrl F or Command F to search that page, those search results.
- And you can actually see who has optimized their content for that based on the title of their video, have they included those exact words in that order? In the title in the description, not that they'll obviously highlight in yellow if you've done a search on Chrome or on Firefox, or Safari.
- But I wouldn't be trying to optimize every one of your videos for super competitive search term search terms, I would say go a mix.

The Importance of Tags and Description

- The first sentence of your description is the most important.
- So we will try to use in a human-readable sentence, we're not just loading in keywords into these things that used to be SEO back in the day, you'll want to again use those phrases that people would be searching for, you'll have a primary one that has the most amount of search volumes.
- So it's not about just spamming these things in. What would you do if you search for something? What would your video be a fit for that's kind of the approach you need to take with your tags.



Why Retention of Viewers Matters

- It's really your video that should be as long as they need to be and no longer but the metric that you're looking for is watch time on that. How do we keep people engaged and watching to the end?
- It really needs to be if someone clicks on my video, I want to give them everything that they need to know to go and take action or to solve their pain or their problem. That should be anyone's focus.

Thoughts in Call-To-Action in Videos

- I think the easiest way to get subscribers is to ask people to subscribe. So as silly as that might sound, it's like a reminder for people but I will say these days the benefit in having subscriber numbers and having subscriber numbers and those sorts of things on your channels is removing quite a lot, YouTube's moving away from the subscriber number.
- What we're now doing is asking for a thumbs up, we're saying, if you're seeing the value in this video, give it a thumbs up, it's a much lower commitment for the viewer because they don't think I'm not going to be notified every time. it's less commitment for them because they're not actually opting in for anything or committing to anything.
- But it also helps with the algorithm. And again, saying, hey, they've interacted with this video and they gave it a thumbs up, they're more likely to push that content through to the next time. They're on the platform.

Get Noticed With Your Thumbnails

- The biggest point is, you want to make it attention-grabbing.
- How do you make yours brighter? How do you make it ideally, so that your viewers don't even need to read the title or look at the description that they can quickly and easily figure out what your video is about, just by glancing at the thumbnail image?
- You got to think as well a lot of people are consuming that content on their smartphones. And these thumbnail images are really small. So if you've got too much text on there, then it's going to be in the too hard basket for a lot of people because it's really good to kind of squint to read it, they'll just pick the next one down that it's much clearer that that's you know that video is for them.
- So you want to make it attention-grabbing you want to add in consistent branding elements. So branding elements like to build that familiarity. So if someone has watched one of your videos, if they see one of your thumbnails appear on the platform again, they're more likely to click it because they've already watched one of your videos.

Frequency of Posting Videos

- Ideally, I would say if you're able to strive for one video per week, one optimized video per week, well, you've done that research upfront, you're creating an engaging thumbnail, and you've actually, you know, structured your video in a way to deliver value, give your viewers what they need. And to keep them watching.



Lessons That You Can Apply To Your Channel

- I think this really does come down to those three things, optimizing your content, really doing that research upfront.
- Always be trying and testing different things with your thumbnails, have a look at the videos that are getting the most clicks, and try to pull apart. Why do you think that they clicked that thumbnail over all the others?
- So a great way that you can keep people engaged in your content is to and you don't need to do this in every video, but is to create videos around lists. So the top five things in this video, I'm gonna share with you the top five things that you need to do to make more money online or whatever it might be.
- People are inherently going to stick around for number five, even if 123 and four they'd heard before weren't the game-changer for them. They're going to stick around for five in which case you've hooked them to stick around longer in your content.
- But one of the more advanced strategies that we've been playing around with lately is testing or split testing our thumbnail images, because getting that click is so important.



Lessons That You Can Apply To Your Channel

- The biggest thing that probably held us back for a long time as a business is not outsourcing video editing, I felt that I needed to be the one doing all the work.
- And it's an interesting thing, I still see a lot of people push back thinking, you know, a lot of the top people on YouTube are still filming themselves and are still editing themselves.
- If you're using this (YouTube) as a business tool as a lead gen tool, you know, showing up in front of your ideal target audience, you don't need to be doing it all.
- You can find and you can hire amazing video editors in places like the Philippines for as little as 3 to \$7 an hour.

Tools To Start Your Channel Up

- So there's also really massive channels when people are just using their phones. For most people listening to this, I'd be very surprised if you don't have a webcam or a phone that you could use right now to start creating videos.
- Start with what you have right now, yes, there's always cheap little add ons you can get, I would say, if anyone is going to invest in any gear, use your phone, use your webcam, but grab a microphone, you can get amazing, cheap microphones that are going to be better than whatever is in your phone or whatever's with your webcam, that's going to instantly level up your videos.