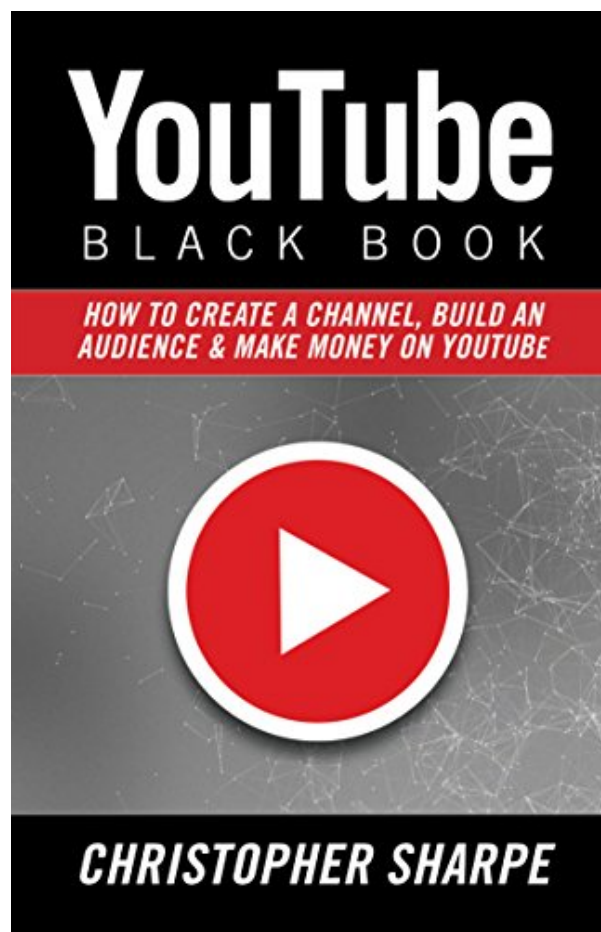


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Are you ready to launch your own YouTube Channel, develop a devoted fan base and make money while you're at it? Christopher Sharpe is the producer of multiple YouTube Channels that attract passionate audiences and add thousands of new subscribers per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

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16 of 17 people found the following review helpful.

A quick read without a lot of fluff.

By kb123

YouTube Black Book: How To Create a Channel, Build an Audience and Make Money on YouTube delivers what it says in the title.

I really like the conversational tone of this book. The author gives step by step instructions for building a YouTube audience and monetizing your channel in non-obvious ways.

I liked the step-by step playlist section, as well as the section describing the day he launched products.

This is a quick read without a lot of fluff. I finished it in 2 days during my commute, so maybe it would take you 3 hours max to finish it. For once, I couldn't wait to get on the subway so I could read my book!!!

This is a must for any current YouTube creator who isn't getting the results they want, and will be especially helpful if you have a "how to" type channel.

If I could ask for anything more, it would be hard numbers. \$\$\$ The author is pretty vague about money made on products etc. His idea of a decent income may not be my idea of a decent income and vice versa. So instead of saying you made more than your salary, say you made \$80,000 or give a range like mid 5 figures or high 5 figures. I also would like to know how he pays "the talent", but maybe I'm just being nosy.

I'm still giving the book 5 stars because I can. I really liked the book for its actionable tips. I've already scripted out two videos after a long hiatus from YouTube and this book re-inspired me. I literally had to dust the cobwebs off of my istabalizer. How sad is that? :)

9 of 10 people found the following review helpful.

A true expert shares his hard earned (and well tested) experience to help the rest of us achieve great things

By ariyele resslar

I discovered Hilah Cooking when I was starting out as a YouTube cooking show creator, hoping to find some community amongst other creators.

I was smitten immediately, with both Hilah (the talent and genius behind the recipes and the comedy) and, though I didn't yet know it, Chis, the video maker.

I immediately signed up for Chris's newsletter hoping that he could teach me (a total newbie) to do some of what he had done. This book is that promise fulfilled, and the only downside is that I didn't have it in my hands earlier.

Filled with hard-earned knowledge, resources, experience, and how-to's---it's not only a guide to getting up and running, but to staying the course when naysayers or "doubt inseminators" tell you it's not possible.

A must read for anyone wanting to start a channel in order to make money on YouTube--you'll come away with a realistic view of the landscape, and with concrete steps to take to get started.

4 of 4 people found the following review helpful.

What to do next?

By Robert S. Cutler

Well written in easy reading style, focus is on basic understanding of YouTube

Requirements, but needs more practical steps for entering into the game of managing the YouTube experience.

Bob

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