

# JAMES SCHRAMKO

## 12 Things That Contribute to YouTube Channel Success

### 1. Define your audience

Who will you be making videos for? This will define your approach.

### 2. Make a market map

Create a spreadsheet with three columns, listing:

**Places** - Where does your target audience exist? List the YouTube channels, the podcasts, the online and offline conferences, and the forums where they hang out.

**People** - Who in the space have earned the trust of that audience, and why do people go to them? Find out who's doing what, and where it can and can't compete.

**Products** - What are people buying? This is especially helpful if you have plans to run a related business - see what people are paying for, what they're being offered, and what kind of language is being used.

**3. Connect better with your audience** - Instead of saying, "Hey guys," or "Hey everybody," appeal to the individual. Say "You". It's both different and intimate.

**4. Finding your position in the market** - Set out to know what YouTube wants and how you, with your channel, can help them get it. Helping YouTube will get you more reach and more views, meaning more authority, more clients, more students, and more ad revenue.

**5. Should shorts be separate?** - As of yet, there isn't one answer. On some channels, long and short form videos co-exist quite amicably; on others, shorts can sabotage the growth of other material. Experiment and see what works for you.

**6. How many subscribers do you need?** - There are channels out there attracting tens of millions of subscribers. To qualify for monetization, however, you really need only a thousand.

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## 7. Keeping people watching

The longer people watch your video, the more likely YouTube will send it to more people. There are various ways you can encourage people to watch your stuff till the end:

**Get to the value quickly** - Avoid fluffy intros and dive into your title topic as soon as possible.

**Tell stories** - People are simply interested in stories. Stories give context to a discussion and make things relatable.

**Video editing** - Quick zoom-ins, slow panning, B-roll, text on the screen - these can keep people interested in your video better than, say, a talking head. Though with really good story, a talking head can work, too.

**Title first** - Do you film around an idea, then force a title? Try reversing that - come up with a compelling title and film based on that.

## 8. The numbers you want to look at

Analytics are important, but you need only keep tabs on a couple of stats.

**Clickthrough rate** - Within 30 minutes of publishing, you'll get a ranking of your video against the previous nine videos you've published - if it's one out of 10, cool. If it's eight to 10 out of 10, you might try changing the title and/or thumbnail.

**Watch time** - The retention graph in YouTube lets you see how long people watch and where they drop off, literally a graph timeline of their attention during the video.

You want to keep average view duration and percentage as flat as possible. If 60 to 80 percent of people are still there 30 seconds in, that's really good.

Pay attention to cliffs - what did you say or what happened to make people leave? And look at spikes - what got people interested, and how can you do more of that?

**9. When you get a hit...** - When a video of yours is popular, make more like it - another version of it, or a second, or an update, making it a playlist or

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series. Those videos can feed off each other, bringing in more views, more subscribers and more revenue.

**10. Comments** - Look at comments as well. When people engage with your channel, heart comments or reply, let people know you see them. And notice: what are they saying, what do they like or don't like about the videos?

**11. Put effort into your text** - The text you put in and about your video has a major role.

You can have text on your thumbnail, and when you do, don't make it the same text as your title - that's a waste. Instead, support the title with the thumbnail text.

In the video itself, you can emphasize points with onscreen text. If you have a list of something, you can put it on the screen where it will grow during the video.

The video description is very important, especially the 200 or so characters that are visible before people need to click more to read the rest. What can you say that will make them want to keep watching?

Also, in your description, you can use timecodes for different topics of the video. This will let people jump to the parts that interest them, and it also plays a role in SEO.

**12. Mix up the location** - You can make a video more interesting and engaging just by changing the places you film it. Say you're doing a listicle - you might do tip one at your desk, tip two outside, tip three in your car, tip four at the park with your dog.

This plays to people's shorter attention spans and is a way as well to enhance the story of your video.

Check out Pat Flynn's full training on how to create a successful YouTube channel - [JamesSchramko.com/patvideo](https://JamesSchramko.com/patvideo)