



SPI 259

How to Set Up Your YouTube Channel to Win

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Pat: This is the Smart Passive Income podcast with Pat Flynn, session number 259. Let's rock and roll.

Announcer: Welcome to the Smart Passive Income podcast, where it's all about working hard now, so you can sit back and reap the benefits later. Now your host, he'll always be there to give you a pat on the back, Pat Flynn.

Pat: Hi what's up everybody, Pat Flynn here. Thank you so much for joining me in this session of the Smart Passive Income podcast. I'm excited because we are going to be talking about video today, specifically youtube and how to crash it with YouTube, how to get started, all the little tips and tricks you might need to know in order to succeed as a vlogger, as somebody who is using YouTube for any means of, not only producing content but obviously building a following and getting exposure, getting more traffic to your website, selling products, advertising, generating an income, all those kinds of things. To help us with this topic, I wanted to first thank Matt over at nomadicmatt.com.

He is a travel blogger, somebody who I've known for quite a while. He's actually helped me out quite a bit. He helped me save so much money on a recent trip to the Philippines to visit my friend Chris Ducker for his event Tropical Think Tank. Actually I was able to fly to and back from the Philippines for free because of some of his tips. That's nomadicmatt.com. He introduced me to these two girls who are the show today. He was like, "Pat, you haven't done an episode on YouTube. Things are changing now, you've got to get these two girls on the show to help introduce YouTube to your audience in a way that's going to work today.

I'm very happy to introduce Kristen Sarah from Hopscotch the Globe, which is an awesome name, and also Nadine Sykora from heynadine.com. Two super knowledgeable girls who are going to help us through the ins and outs of YouTube. We are actually going to be essentially building your YouTube channel together here. I ask questions as if we are building it from scratch. It's going to be a lot of fun. Let's not wait any further. Here is Kristen and Nadine here to

help you out. Here we go.

Hi what's up everybody? Pat Flynn here, so happy to have two guests on the show with me today. We have Nadine and Kristen who are two travel experts, who have come together to create an amazing course. We are going to talk all about how they kind of came together but also how they individually have each grown their websites and YouTube channels really as their main platform. Nadine and Kristen, welcome to the Smart Passive Income Podcast. Thanks for being here.

Kristen: Thanks for having us.

Nadine: Thanks Pat .

Pat: This is going to be a lot of fun. Our good friend Matt from nomadicmatt.com connected us and he just couldn't stop talking about how awesome you guys were. Actually I didn't quite answer right away and he kept asking me, "Come on man. You've got to interview these two girls because they are so fantastic." I'm so glad that we are finally connecting today. Let me first start by having you each individually introduce yourselves to the audience and what it is that you do. Nadine, let's start with you. What is your website and how did you get started with it?

Nadine: My name is Nadine Sykora, my website is [heynadine](http://heynadine.com) as in like hi Nadine, but it's hey Nadine. I am a travel videographer, travel vlogger/blogger. I started with YouTube. I started with YouTube videos, just funny skits and then that progressed into travel as I started traveling. That's what I do full time. That's my job, that's my career. It's my life's passion, and that's kind of what I do.

Pat: That's awesome. When did you start kind of getting into the YouTube scene?

Nadine: I started YouTube back in 2007. Way back when YouTube was just this funny little platform. It actually was bought by Google by then. It was a whole other Wild Wild West, a creative outlet for people that

were looking to express themselves in video form. I found a voice there, I found a passion in just creating these videos. As I started traveling in 2010 I started making travel videos and vlogs and sharing my experiences in all the amazing places around the world that I was visiting. That progressed into my business and what I do now.

Pat: That's so cool. Let me ask you a quick question before we move on. That was 2007, we are almost in 10 years after that. Is it still possible for people to become successful on YouTube or using YouTube as their primary platform?

Nadine: 100%. There are people coming up that can hit 1,000,000 subscribers, 100,000 subscribers in less than six months. It's so unpredictable the platform.

Pat: What?

Nadine: It's true. I know friends that have done this. There are certain things that you can do, one part of it is luck, another part of it is skill and kind of knowing the algorithm and knowing what you want to accomplish and creating good content. There is a couple of different things involved with that but 100%, there is tons of room for new people and new niches. They are popping up all the time because new audiences are still finding YouTube. It's a wonderful time to get on the platform, even if it does seem like it's a bit crowded, there is still tons of space to find your voice.

Pat: I started my YouTube channel in 2009 and I don't have 1,000,000 subscribers let alone 100,000 subscribers. I'm going to be asking you both a lot of questions on how we can sort of jumpstart our YouTube channels, because I know there is a lot of people looking to get started. Kristen, let's move over to you. What is your website and how did you get started with what you do?

Kristen: My website is hopscotchtheglobe.com. I started off blogging actually. Just over six years ago. I was about to leave on a 10 month trip around the world, and I started the blog just as a way to stay in contact and share my experiences with my friends and my family.

Then I started getting emails from people who I never met before asking me advice about travel, telling me I had inspired them at the time I quit my job and decided to travel. Other people were emailing me saying, “I just quit my job. I saw that you did it and I’m going to travel too.” I was like, “This is really cool, a way to connect with all these amazing people around the world.”

I kept doing it. I kept at it, I kept creating content and I also went to school for film production. I decided, and I was acting all my life. I decided, why not start YouTube and combine all of my passions? I started YouTube about four years ago. I went full time three years ago which was a big step for me because financially I was not ready to do it but mentally I was like, “If I don’t do this now, there is no better time.” I thank goodness I did because I have never been happier and more successful financially and just personally.

Pat: That’s awesome. Congratulations to you both.

Nadine: Thank you.

Pat: Kristen I want to keep talking about something that you had mentioned. That was that you went to film school. I think this is another thing, another barrier that people have when they get into YouTube. It’s like, “I’m not good on camera. I don’t have the skills to do that.” Could you just break that myth really quick for us? Do you need the sort of film schooling background in order to succeed on YouTube?

Kristen: You do not. I have many friends who have, Nadine too. Nadine didn’t go to film school.

Nadine: Nope.

Kristen: I have other friends too who didn’t, and they are some of the best videographers. Their videos are just visually mind-blowing and they never went to film school, but they had a passion and they did their own studies by themselves online, watching YouTube, taking online courses. They just got good at it because they were passionate

about it. After I graduated from film school I was actually really nervous to be myself in front of the camera. I could act like another character, no problem, but I was so scared to be myself. I had to learn by myself how to be an online . . . Sorry, in-front-of-the-camera personality or even host. That wasn't something that I learned.

Pat: How did you learn to do that?

Kristen: Practice. Just keep doing it and I just practiced, watching other people, other people that I admire, watching TV and other hosts, other YouTubers, just keep at it, practice honestly. That's it.

Nadine: I think it speaks to the platform itself. The beautiful thing about YouTube is that it's very raw, it's very organic. You don't need to be perfected. If you were in a different medium like television or film, everything is so perfected. There is crew, there is a lot of stuff that goes behind the scenes to make things seem natural, but on YouTube you can just set up a camera and talk. Getting used to being in front of the camera is something for everybody. It just takes practice and the first couple of videos that anyone does, especially in front of the camera is going to be really weird. You are going to sound weird. You are going to be like, "My face does that? I didn't even know." True story.

Kristen: You can look back at both of our first videos and it's just like, what we were thinking?

Nadine: It's a practice takes, you watch people that inspire you, like Kristen was saying, there is tons of online resources nowadays that you can kind of learn little bits here and there and bring it into your own skillset and your kind of create a vision of what you want to create.

Pat: I know a lot of people who have started YouTube channels, myself included, and we kind of don't go into it with a real plan. We are kind of just like, "Everybody is doing YouTube, we've got to do it. I'm going to film something." You get kind of really excited about it, and you might do it consistently for a couple of weeks or even a month and then it kind of dies out. It's just kind of random here

and there. That's kind of what my videos have been except over the last year, I've been doing something called SPI TV where I do it every week now.

That's been better and I've been seeing my subscriber numbers grow. For those who are just starting out, what's the approach? We'll start with you Nadine, what's the right approach when it comes to, I'm going to choose YouTube, I'm going to focus on it, it's going to be that sort of one platform I'm going to focus on right now. What's the best approach to really make it work? Also, what are some of the biggest mistakes that people are making as they are getting into it?

Nadine:

One of the biggest things is you need to find a voice. A lot of people when you are just starting into YouTube, you are going to see, you are going to look at the successful people, you are going to look at people that are doing well on the platform. That's like any industry when you are first jumping into it. It's really hard to compare yourself to those people. Obviously those people started at zero. A lot of people forget that those people also started at zero. What's going to propel you, especially in YouTube landscape nowadays is, what are you passionate about? Why are you going onto the platform, what do you want to create and what do you want to put out there in the world?

If you don't know that answer yet, you've got to take some time and figure it out. That might mean experimenting. I experimented a lot when I first started my channel. Statistically with the YouTube algorithm, that's not the best but if through that experimentation you could figure out what your passion is and what it is that you want to create and you are like, "I can create this for the next X amount of years. I know that I'm going to have so many ideas around this and it's going to inspire me." Then it's worth that time to experiment. My biggest thing is . . . and through the experimentation you should be focusing on what a niche that you can kind of tap into. Niches are really big on YouTube because there is so much out there right now.

It's figuring out, for both me and Kristen we are in travel. We are

experts in travel, we know everything about travel. There is certain things, once you've kind of honed in on your niche you can expand beyond that. You need to find something that you are passionate about. A lot of people, especially with females or males, if you are a female going into YouTube, people will tell you, "Do beauty, do fashion." If you are a male they go, "Do gaming." Yes, those do really well on the platform. There are a couple of different reasons why. One, they are popular topics. Two, they have a lot of watch time, and watch time which we can talk about is how you kind of game the algorithm.

In YouTube it's how YouTube determines if your videos are worth viewing, and worth putting out to other people and pushing on their own on the YouTube platform. Finding those kind of, experiment a bit and then find a niche and go from there.

Pat: When you started, did you always know you were going to be doing travel, and then what was your niche within the travel space that you found?

Nadine: When I started I used to do comedy. I did sketch comedy because that's what I did when I was younger. I was like little skits here and there. They are really embarrassing skits, we should never ever look at them.

Kristen: They are pretty awesome.

Pat: We'll link to them in the show notes for everybody. That's what we'll do.

Nadine: I did that, and then I started doing gaming a bit because I was like, "I like video games. This is pretty fun." Then I found travel after . . . Then I did musical parody. Then I found travel. Once I found travel I was like, "This is it. This is what I love. This is my passion." Everything else, they were fun to create but I'm like, "This is what I want to do with my life." It's a little bit of a progression there, but I eventually did get to travel.

- Pat: I love that because you had mentioned finding your voice and that was a very obvious path there that took you in many different spots to find that voice. I think the big lesson there is, it's going to take time but you have to put yourself out there, and give it a shot.
- Kristen: For me travel was a passion. I was traveling before I was making YouTube videos. I thought, "Why not do that?" Because I was going to school for film and making videos already. I kind of had my passion already and brought it onto YouTube. Instead of being on YouTube and then finding my passion afterwards.
- Pat: Then Kristen, for somebody who is just starting out, if they are like, "Okay, I'm going to do YouTube. I'm going to create videos. It's going to be on this particular topic. This is something I'm interested in, or I feel I could be very interested in for a long time." What's the plan, is it just kind of a fly by the seat of your pants, make a video when you feel like it kind of thing or what's the right consistency, how far into the future do you plan ahead? Can you speak on that a little bit?
- Kristen: I find that uploading a video once a week, at least once a week is the way to go. If you upload, even twice a month I would say is not enough personally. I would say at least once a week because if not, you kind of go, people will forget. They forget you are there and they forget you are making content. Being regular, being consistent, even having a specific day of the week, although I've had, I've kind of played around with that. I now have been sticking to two days a week. I upload at the same time every day, on those two days. I find that that has really worked with my views and engagement because it's like a TV show.
- If I want to go watch a TV show I know exactly what day of the week it's on. I know what time. I know I can tune in and it will be on. That's how viewers, that's what viewers want, your YouTube viewers. They want to know when that they can come to your channel and expect new content. I think being consistent with it attracts more people. You have more videos going around, so more people can find you. It also lets people know that you are going to continue creating

content and continue creating a community.

Pat: I love it. I think what we are doing here is, as we are talking I feel like we are starting with, the planning and getting over the mindset stuff and putting yourself out there. I want to kind of move people forward into, let's talk about video production and then later in the show we'll get to getting viewers and marketing and maybe some of the algorithmic kind of things you were talking about. Let's keep going here. We have a niche now that we are interested in. We are going to post things on YouTube and we are going to be consistent with those videos, maybe twice a week if possible.

How long, and Kristen we'll start with you on this one again to keep going on that, how long should those videos be?

Kristen: For me personally it's kind of, that's a tough question. I've been playing around with it. I find that when I'm doing vlog style videos which are like more raw, uncut, way more detail, being way more connected on a specific topic and connected with my audience, people love long videos, something that's like 10 to 15 minutes. I actually get a lot of traction. People watch all the way through.

Pat: That's a vlog you said, meaning like it's face to camera and it's just you talking about something. It's not like a highly produced thing?

Kristen: Yeah, and I think it's because it makes the viewers feel like they are your friend and they are hanging out with you and they want to keep hanging out with you. The longer the videos are, they are going to keep watching, something that's more informative, more like a travel guide or travel tips. I find that my videos that are between like five and seven minutes, that that's perfect. Because people are coming on there for information and their intention is after about five to seven minutes, between five to seven minutes it's gone. They want to click on something else.

Nadine: The reason it's such a hard question is because it keeps changing. YouTube keeps changing the algorithm. Before YouTube heavily favored shorter videos. There is a reason why a lot of ad companies

and marketing companies they are like two to three minutes. They were like this is our prime YouTube online space. It has changed. Right now the actual, this has been collaborated by a lot of different sources, a lot of YouTubers, there's been studies on it. Right now the prime time is 10 minutes. You want to be just over ten minutes.

Anything longer than that is great as well, then it just depends on the content in the video but you want to get over 10 minutes because of the way that the YouTube algorithm is worked. There are studies that I can link you to about this and how much it increases your further views. This is because it increases . . . There is two reasons. One is because that's when the second ad break comes in. YouTube can put a second ad on your video which means . . .

Kristen: YouTube likes that.

Nadine: YouTube likes that because it makes YouTube more money, which makes you more money as well. They want to promote a video that can serve two ads versus a video that can serve one ad. Also it increases your watch time. 70 minute videos. You wouldn't think that a 60 minute video, 70 minute video, 40 minute video would get a lot of views but they do if one, they have to be an engaging video at the beginning, don't just post 70 video of painting a wall. Unless it's a really cool painting, that could actually work.

It needs to have some sort of engagement in it. If you can keep the viewers eye on your video for the long, just that one video, if you can get them watching YouTube for a long period of time and then moving maybe even onto their videos. YouTube is going to highly reward that video. It's going to push it out because they see that people are watching this, I could serve more ads. This is generating a lot of things. That's why YouTube really heavily favors watch time which is a mixture of your views, your view duration, your session. When someone clicks into YouTube, depending on what video they click into YouTube; one, you want to make it your video. That's the ideal situation is someone clicks onto YouTube through your video. That's the start of their session.

How long do they stay on YouTube? Say if they continue watching more of your videos, that's great, that's even more perfect. It'll promote all your videos. Even if they go and watch other people's videos when they are on YouTube, your video brought them to the platform. Your video allowed them to watch more time. YouTube is going to heavily reward that video because if they know that video is bringing more people onto YouTube. They are going to watch more stuff, we can serve them more ads, we can make more money.

Pat: Got it. I do want to talk more about the business stuff and the money that's involved and what's possible down the road. I think Nadine, let's keep talking about content and keeping people engaged while watching. I think a good lesson that I know from email is that the subject line, the purpose of the subject line is so that they open the email. The purpose of the first sentence is so they read the second sentence and so on and so forth. In a video, what are some techniques and tricks and tactics we can use to keep people watching, to really get them to not only just start watching the video but keep watching that video?

Nadine: First thing is title thumbnail. You should spending just much time on title thumbnail as you are on your video. Maybe not quite as much if it's a really long video, you'll probably spend a bit much.

Pat: Let's say it's a 70 minute video.

Nadine: People will really highly overlook the title thumbnail. That is your marketing, that is it, that is like all you got to market your video on the platform, because you usually, you don't see the description when it's in a search page. You only really see the description if they are on your channel itself or if it's on a playlist. You can kind of see the description of a video. Description is important too, the reason being is because of keywords. That kind of helps YouTube figure out where your video, who would be searching for your video. Title thumbnail, very important to keep people watching. The next thing is . . .

Pat: Before you move on I want to dig a little bit deeper on that. For the

thumbnail, what are maybe a couple of important elements to have on that?

Nadine: It needs to be bright. It needs to be, I like to call it intriguing. You know those weird faces that people do? You don't have to put a face on it. People attract. There is just something about somebody else, I don't know what it is ...

Kristen: With YouTube it's personal too, right? They want to see a personality.

Nadine: Mm-hmm (affirmative). People generally do really well. Having a person in a thumbnail. Having some sort of element of intrigue, of like why is that person doing that? They are making a funny faces. That's where you see a lot of like funny faced thumbnails because they are like, it's just trying to entice you to click. All the thumbnail on the tile is trying to entice you to click. If your picture is just kind of, it could be pretty, it can be a beautiful picture. With travel it's a little bit different because you have landscapes and you do have amazing things that you can showcase. If you just have like a pretty ... If you have kind of a simple photo, what's bringing me in as a viewer? Why am I going to want to click on that?

I see a pretty photo and go, okay, but if I see somethings a little bit like weird or there is a bit of movement or a little bit of like facial, mid-sentence, I'm like, "What's this?" All you need is that like little huh, and you get someone to click.

Pat: Is it good to have text on a thumbnail?

Kristen: I use text on a lot of my thumbnails. I especially think it's good if it's like for my travel tips and such. If it's an actual vlog I like just, like Nadine was saying something bright, beautiful, captivating. You want someone to like, if they are scrolling through YouTube on their subscriptions, your photo is going to pop. The way that it can do that is it's going to be a beautiful photo. It's going to be bright. Again if it's your face, that's great too because when it comes to YouTube it's about you . . . It's about personality. Someone will scroll

down and see your face and be like, “Kristen and Nadine uploaded a new video.” When it comes to I think that’s really important but also including text for like, for some . . . I don’t know, Nadine does it work for you for text? Have you experimented with that?

Nadine: Yeah, I have. It really depends on the video to be honest. If you are doing a more informative video, text really works. If it’s something that it’s, because it’s like double marketing for your title. They could see it just by looking to the video. If it’s something that takes a little bit longer than a few words to say. You are not going to be putting a paragraph on your thumbnail. It all depends. There is no yes or no with regards text, it really depends on how, what type of videos you are producing and whether you want to use that as a marketing tool to have on your thumbnail.

Pat: Got it.

Kristen: I also wanted to just mention too, if you are going to use text in your thumbnail, what I tend to do, I don’t use the same, I don’t put the exact title in my thumbnail. I’ll take the keywords from that title and put that in my thumbnail because that’s what’s going to grab my audience. There is a really awesome resource that actually Nadine shared with me called Vid IQ which tells you the most popular tags. You can see their ratings. You can see what tags other people, other YouTubers have been using who have viral videos. You can take those tags and what that means is like the words that people are typing in YouTube that are the most popular, what people are searching for the most and use those in your titles and in your thumbnails.

Pat: Love it. So many little tactics and tricks here. I’m sure you guys have just kind of picked these up over time. Plus, I love that you are learning from other people, you even mentioned that you’ve gotten a lot of these resources from each other and other people too. Then there is of course the annual, I think it’s annual conference in Anaheim Vid Con. Do you guys attend that?

Nadine: Yeah.

Kristen: Yeah, we both speak on at the Con. It's a great conference.

Pat: There is like 20,000 people there?

Nadine: Yeah.

Kristen: Mm-hmm (affirmative).

Pat: That's amazing. That's crazy. I'm in San Diego, so I got to head up there and maybe I can see you guys next year.

Kristen: Absolutely, you should come. You'll definitely see the power of YouTube and how it really affects people too because there are so many people that come to these events. That's just one of them. There are several.

Pat: That's cool. We'll make that happen for sure. Let's see, Nadine, let's keep talking about the engagement. During your video or as you are recording, what are some things you can do to just make sure people keep watching?

Nadine: After we've gotten someone to click we need to get them to stay. It's all great having a good thumbnail in the title but if they click onto the video and they get something completely different . . . One, that's just misleading and you don't want to do that because they are going to click away. That's going to negatively impact you. Two, we need to get them to stay. They've clicked, so far so good, we need to get them to stay. We want something that's engaging, really quickly at the beginning. Within the first 30 seconds, that's kind of your make or break of when people are . . . Some people less, really you could say that in the first 15, 10 seconds. People are going to either stick around or they are going to leave that video.

I like to say in the first 30 seconds, that is your time to kind of sell the video, show them what this video is going to bring to them, why they should keep watching. You can do that by having some sort of funny bit at the beginning. Some sort of really beautiful, gorgeous montage at the beginning. Some sort of informative of like, "Hey,

today I'm going to talk about this. We are going to learn all about this in this video. Can't wait to get started," sort of thing. You need to tell them what they are going to expect. Give them a little teaser or an intrigue of what they are going to expect for the rest of the video. Then we can kind of, we want to start high and then if you have like a, more of . . . If you are creating a longer video, intrigue, you've got to have like a really good bit at the beginning. Keep them there.

Then you can more of the slower bits in the middle and then you want to end on a really good bit because you want them to be like, "Wow. That was so awesome. I want to watch another video from Nadine. I want to watch another video from Kristen." It's kind of like a little bit of a W. Or like a U, not W. I think W is well though.

Pat: Kristen, can you talk a little bit more about that in terms of the call to actions like getting people to continue that conversation with you on another video or subscribe? All those kinds of things, those are obviously very important. How do you best deliver call to actions and get people to take action from the video that they watched?

Kristen: I have been experimenting a little bit more with that because typically I put a call to action or I do a call to action at the end of my video in two different ways. I'll tell people subscribe, leave a comment below. People like to be told, even though like . . . Even if they've been watching your videos for a while, it's like, it's still good to remind them to, "Hey, I'd love for you to comment below." Even asking them a question like leaving people with a question that they can answer makes them feel like they are involved with the video and more involved with the community of your channel. Saying, telling them to subscribe, telling them to leave a comment below and asking them a question to kind of kick start that conversation.

Then also end cards. YouTube just implemented a new end card system. Before, I would actually, I added an end card in my editing process. I would add videos for people to click on in that final cut which is what I use. Now YouTube has made it easier, especially because everyone is watching videos on their phones or their

tablets. You can actually add an end card and add videos like past videos and also like a link for people to subscribe to you or even to your website on the end card so that people can click whether they are on their computer, on their phones and it will continue having them watch like another video or another playlist of videos which is also very important, making playlists of your videos.

You can put let's say 10 videos in one playlist and the videos will play back to back to back, and that gets continuing to watch your content. Lately I've also been adding a call to action at the beginning, telling people, "Thanks for watching, if you haven't subscribed yet be sure to do so. Let's get going with this video," kind of thing.

Nadine:

That's verbal call to actions. There is also nonverbal call to action. Kristen was mentioning playlists, putting your videos in playlists. Related videos in playlists are really important. You can do a verbal call to action or you can end it abruptly. I've been experimenting with ending abruptly which is boom, video ends. The reason is that because YouTube will populate the next screen, one; if your video is in a playlist it'll play the next video in that playlist. That's a chance for you to manually curate it and it just pops up automatically, like there is an auto-play function. Just boom, you are right into the next video without even knowing.

If you have that good grab at the beginning, remember those first three seconds, people are going to, "Hey, I'm going to watch this video as well." The other thing is, if you tag your videos right, and include yourself in their tags, then your videos will pop up in the related things. You'll get a whole screen of related videos. If those are also your videos, then people will click on those and they can kind of continue on watching. That's another way.

Pat:

Love it. We've got our videos recorded. We've got great content, we have call to actions in there and we've set it up so that people continually watch all the way through. We are getting people to engage in the comments, which I always love doing that because when people kind of respond and get involved, they are more likely to feel like a part of the community which is amazing. Our video is

out there, we upload it and then we have zero views because we just uploaded it. How, if we don't have any subscribers? Kristen we'll start with you on this one, if we are just getting started, nobody knows about our videos. How do we even get viewers I guess?

Kristen: Let me go back to five years ago when I started. I would make the videos and just share them with my family and friends who would then share them with their family and friends. You want to get on all the social media platforms. I know there is a lot and there is always a new one coming out but it's good to at least sign up and have your name for each form that comes out and find the ones that work best for you by experimenting. Then promote your video on there in any way that you can.

Pat: Which ones work best for you?

Kristen: Instagram works great for me now. The video option as well on Instagram has been awesome and the traction has been great. Snapchat is really great in getting people to head on over to watch your video. Also having my blog has been really great too and just embedding the video in a blog post to get . . .

Nadine: I second that. Instagram definitely works.

Kristen: Because I have a different audience over there. I think that first of all, and then once you get to learn, as we've been talking about tags and everything. Tags are so important in finding the keywords and also like in the description of your video too it's good to add, it's good to include those keywords in the first sentence of that description that talks about what your video is going to be about. Also closed captioning. If you can do closed captioning and do a transcript for your video, that also helps rank you in Google and on YouTube. Any way that you can add, if you can do all of these things, you are going to, your video is going to be easier to find. Eventually people will find you.

Pat: That's also related to the fact that YouTube has a search engine and people are looking for that information, they are typing in keywords. If you have those keywords in your video, in your closed caption, in

your description. Obvious, it's going to be more likely that it's going to show up because YouTube wants to show people videos that relate to their search queries, right?

Kristen: Exactly.

Pat: Closed captioning is a great idea and I think a lot of people know they should do it but just don't do it because they don't know. I'd love for you to share how you do that or if you have a VA or something. I have a tool that I use called Rev, rev.com, which can actually integrate with your YouTube channel so that automatically every time you come out with a video, a human being at Rev will get a link to that video and then will create a transcript for it and then just deliver it to you. I don't know if you guys . . .

Kristen: I've got to write that one down.

Pat: Yeah, rev.com. It's pretty cool because I've been doing that with my videos because we had our transcriptionist who is a VA, who then left and we were having trouble finding one. Caleb my videographer was like, "Dude, you've got to hook it up to rev. It'll be done automatically for you and it's cool because it just happens as you upload videos." I don't know if there is a penalty because I'm not uploading the video with the closed caption, I'm adding the close captioning after. I don't know if that's a problem or not.

Kristen: As far as I know YouTube doesn't penalize adding a closed caption later. Actually YouTube has increased their closed caption abilities. There is a couple of things that they've done.

Nadine: First off . . . my VA is my mom.

Pat: That's cool.

Nadine: She loves it. It's like a chance for her to watch my videos and she totally doesn't mind at all.

Pat: That's so cool.

- Nadine: YouTube has a system now. There is a couple of different things that they do is, they allow you to, which they didn't do before. They allow you to translate the title and the description in another language too. It pops up into, your video itself will pop with the translated title inscription in the other countries. This is more for native different languages. If you are doing Germany you could translate your title and description into German and then that video will circulate on the German YouTube sites, the native German YouTube sites more because it's been translated.
- That's a good way to get an international audience. Of course if you are going to do that, it's good to have German subtitles. YouTube added in an offering for, they have a subtitle program itself. I don't personally use it. Another thing that I have done before and I know other creators do is, there is an option when you upload your video to select, allow community subtitles.
- Kristen: I love that.
- Nadine: And contributions. If you have community members, some creators will verbally ask in videos, "Hi guys, looking for subtitle people." You can select that button and people can just automatically submit their captions, their subtitles. Either it be part of a video, a whole video, et cetera.
- Pat: No way.
- Nadine: Then you can upload it . . .
- Kristen: People do it. They love it. Especially, I've heard tons of people in my community just upload, transcribe in all these different languages and I'm always so impressed that they take the time to do it and they really enjoy it. They love being able to do that for myself and for other people. It's pretty nice.
- Pat: That's cool. It seems like a win for everybody.
- Nadine: They get credit for it too. They are like, they can see their name, "I've contributed."

Pat: That's awesome. That's cool. As we are closing in on this sort of path or journey that we've been on together, ladies, I want to thank you again for your time here. I want to talk about the business side of YouTube and of course people don't want do, a lot of people do want to do this just because "I love doing it" and probably wouldn't care if there was any money on the other end or not. I know a lot of people also who don't want do it unless they know there is some sort of reward on the other end. I want you to each kind of talk about how your business in particular runs in conjunction with YouTube, is it just simply ad dollars, are you selling products on top of that? Is there anything else that I should be touching on? Nadine, why don't we start with you in terms of the business side of the YouTube. What does that look like? Then also what could one expect if they are starting today, what is realistic?

Nadine: The business side of YouTube has exploded in the last, I would say solid three years, since 2013 is really when I think a lot of ad industries, a lot of big players came in and were like, "We accept, we commit, we are putting a lot of money, time, and effort into this. This is where the future is." Before they were kind of tinkering and being like, "I don't know this YouTube thing. This online video thing." What I mean by that is that in 2013 that's when a lot of the big money came in. Speaking for myself I would say at least 89% of my income comes from sponsored content or branded content.

Kristen: I agree.

Nadine: That's dealing with brands and companies.

Pat: How do you work with them, what do those deals look like?

Nadine: Each of them vary. It could be going to a company directly. It could be going through a peer person. There are a couple of different ways that you do it. It's a term of, we'll use the term sponsored content because that's what they call it. It's, I'm going to create a piece of content for my channel and I'm going to feature either this product or this brand in some sort of way or another in this video. It could be as simple as a call to . . . As a product placement. If I'm doing an ad for a coffee or like a soda or something, it could be like,

“Hey, I’m drinking this soda or I’m using this soda.” That’s may be not a great example but that’s one way. Another way is creating a content around it. Both Kristen and I are travel vloggers.

We work with hotels, airlines, or destinations. Travel boards. If I’m going to, I was just recently in Nova Scotia up in Canada and I created a bunch of videos around Nova Scotia, showcasing all the things there is to do and the beauty of it. That is a type of sponsored content because Nova Scotia sponsored those videos. The same with airlines except for I’ll be like, “I’m taking this airline and I’m showing you my experience on this airline as I go to this destination.” Those are more integrated, more creative types of content and those all vary in the different things. Those are paid content that’s been created because they are using my network, they are using my resources and they are using my creativity to come up with this piece of content that’s a type of advertising but it’s not an advertisement. It’s me showing you what the service or experience is like and then you see it through me.

Pat: On those videos do you enable the sort of AdSense, sort of overlay ads as well, so you are kind of getting double or are you just focusing on the company that you are sort of highlighting on that video?

Nadine: I focus on the company. This is a contested little issue that you’ve brought up. I always turn off ads whenever I do a sponsored content because I never want to see . . . Because the way that the YouTube algorithm works is if I’m like, “I’m working with an airline,” if there is another airline company that’s bought ads based on YouTube, then their ad is going to appear on my video and that’s not really good because that’s a conflict, that doesn’t look good from a branding perspective.

Pat: That makes sense.

Nadine: Or even just me as a creator. It’s just a mixed messaging perspective. I always turn off ads. I know other creators don’t. I know in certain contracts that you sign with the companies or if you are working, if you are doing sponsored or branded content, they’ll specifically list out must turn off all ads. I always turn off

ads because I don't like that. I never want to see it. If someone is sponsoring, paying me to create a piece of content on my channel, I don't need to run ads on it as well.

Pat: That makes sense. Kristen you said that these sponsor sort of relationships are a primary way that you generate an income as well. Is that true?

Kristen: Yeah, that's true. I'd say about 80% as well. Nadine and I basically make our money the exact ways, that's sponsored deals, tourism boards. I do the same thing with my videos. If I'm uploading a video that's sponsored I turn off the monetization. I also incorporate not just videos but I have a multimedia package that I offer to brands and tourism boards. I do blog posts and then social media as well.

Nadine: Same thing here.

Kristen: It's like a whole package. It's a whole multimedia package. That's where the income comes from.

Pat: Then, the question for you Kristen now is if I'm just getting started with my YouTube channel, can I go to a company or a board of some sort for example like you guys have and say, "Hey, I have the YouTube channel. Let's work together." Or is it something where you have to grow so big that you kind of then wait for them to come to you? At what point could one start actually doing that?

Kristen: I have a couple different answers to this because first of all I wouldn't just go with one video on your YouTube channel even . . . No matter how amazing it is. I won't just have that and go to a company and say, "Hi, I want you pay me to travel." Because it's going to be, most likely they are going to say no because why would they say yes? You have to create a portfolio, you have to build a portfolio. That doesn't mean you have to have 100,000 subscribers in order to work with a company or get paid to travel. You have to have content and you have to have something that brand is going to be like, "Yes, they have that to offer me. That is why I want to work with them."

That could be an audience. That can be like a lot of engagement. That could be, “This person makes absolutely stunning videos and this is what we want right now for our campaign.” You don’t have to have thousands of subscribers but you do have to have the work. You have to have that portfolio.

Nadine: Yeah, because there is two different things. There is you as a network as a distribution network where you are utilizing your audience as a terms of, you are going to . . . If you do a sponsored content or branded deal with me, you are going to this many eyeballs. The other end is, if you do a brand or sponsored content product with me you are going to get a good produced video. You don’t need to have both. You definitely don’t need to have 1,000,000 subscribers, you can do with only a couple hundred subscribers. If you have a great product, you can sell that product because they still need that product. You can sell that to that company, that brand, and be like, “Hey, I’m just going to be a production company and I’m going to work with you. This is what I’m going to produce with you.”

Kristen: The good thing is, if you have both, you have the audience and you great content, which will happen if you do have great content, you will get the audience. You can then offer more. You can get paid more and you can also create a better reputation for yourself.

Pat: I’m sure as you grow you have a little bit more leverage and you get a little bit more sane in terms of what goes in the contract and stuff like that. I think the big lesson is, it just takes time. Maybe in the beginning it’s truly focusing about building that audience, creating great content and just being consistent.

Kristen: Absolutely. You should be doing it because you are passionate and you love it, not because you want to make money. If you go into it thinking, “I want to make millions of dollars. It’s the wrong attitude and you are not going to be successful. You have to do it because you want to, because you love it, because you would do it even if you weren’t getting paid, that’s how I believe and the money will come.

Pat: I love it. Kristen from hopscotchtheglobe.com and then Nadine from

heynadine.com H-E-Y-N-A-D-I-N-E. You guys are now, those are two separate websites and you guys kind of, at what point did you connect in the life of your brands? I'm curious to know how you guys gotten so close to a point now where you actually created a product together. How did that relationship start between both of you?

Nadine: It was actually an email from Kristen. It was an email from Kristen being like, "Hi, I'm Kristen, I have a blog as well. If you ever want to collaborate or do something." Collaboration, we didn't really touch on that but it's a huge way to gain other viewers to your channel is working with other content creators that are in your space or in other spaces. Because you can share audiences, you are introducing, it's like a friends' recommendation. You are introducing someone else to the people that watch you, and you are like, "Hey, this person is a cool person. We create videos together."

We reached out through email and were like, I'm like, "I love your stuff Kristen. This is awesome." We kind of just kept back and forth and then we met in Toronto, at an actual travel conference. We decided to go on a trip together and now we decided to create a product together. That's the evolution of our friendship.

Kristen: I was just going to say our product. It's a course, it's an online course called The Art of Travel Vlogging. Basically, this whole podcast is like a little taste of what it's like to be a travel vlogger and how to be successful at travel vlogging. Our course goes into much more detail at how to be successful in this business and based on mine and Nadine's personal experience over the last six, seven years all of our ups and downs and like . . . We basically share everything that's worked for us to kickstart someone who really wants to do travel vlogging, to kickstart their career.

Pat: Where can people go get that course? I'm not an affiliate for this listing by the way and I haven't checked it out yet. Where can people check it out?

Kristen: Superstarblogging.com.

Pat: Easy enough superstarblogging.com. If I can squeeze one more tip

from you if that's cool. Nadine, you had mentioned collaborations and I'm curious, what are a few ways that you both have been able to collaborate and grow your audiences together? We'll get maybe one answer from both of you. We'll start with Nadine.

Nadine: The best way of collaborating is actually having a person with you and doing a duo-collaboration. It's where you are going to create a piece of content on your channel, and a piece of content on their channel. You are going to have call to actions to cross-promote and you are going to create awesome pieces of content for your channel and be like, "Hey, if you want to see more, we created another video." You are telling your audience, "Hey, it's over on that channel. Go check it out. I'm going to be there. You know you are going to see a familiar face. It's not going to be totally random." It's also really good pieces of content. If they like your stuff they may go over and check out your collaborator's stuff and they'll do the same for you. That's a great way to share audiences, it's the number one way to grow without going viral or gaming systems.

Pat: I love that idea and I know it happens in the YouTube space. For some reason it doesn't happen as much in the podcasting world or the blogging world. You don't see sort of collaborations like that. I think even if you are listening to this and you are like, "I'm not ready for YouTube." You could do the same thing with whatever platforms you are on now. Keep that in mind. To finish up. Kristen, something on collaboration to help the audience out.

Kristen: Collaboration is I think the number one way to grow on YouTube. Don't be scared, I should say this actually. If you are someone who has let's say 10,000 subscribers and you want to approach someone who has 100,000, you do travel, they do travel. It wouldn't be like random like I'm doing gaming and they are doing travel, but they have a lot more subscribers. They could be a little bit intimidating. Don't feel like you can't reach out to them. If you have a great idea that's going to intrigue them, tell them what you want to do. I want to collaborate with you, this is what I think of you. This is why I want to collaborate and this is what I want to do. Propose a really unique interesting idea that's going to make them want to say yes, doesn't matter how many subscribers you have.

- Nadine: Show them that you are going to do the work too, because you have to make it, why would they want to subscribe? You are a bigger channel and a smaller channel is coming to you. You have to look, why am I going to want to subscribe? Why do I want to collaborate? What am I getting out of it? Because to make a collaboration successful, both parties have to have mutual beneficial results. As the bigger channel you go, “What am I going to get out of it?” That smaller channel might have resources that you don’t have. They might have connections you don’t have. They could provide an additional service such as like, “You know what? I’m going to edit the videos for you. It’ll be so simple.”
- As a smaller channel, if you can provide that to a larger channel, they are going to be more in, it’s more likely that they might say yes to you and that could be really helpful if you do get a larger channel because that’s a great way to boost your numbers if you are smaller and you are just growing.
- Kristen: We just did that actually in Germany, I put together what we called a collab-cation. Where had a bunch of different video creators with different numbers and different skills to bring to the table. We all just kind of collaborated together in Germany creating videos or talking about different things like marketing, or Instagram. Whatever someone was good at and they could offer you, and then you offer something in return. It was really great.
- Pat: That’s so cool. Ladies, thank you so much for your time today. I know I kept you kind of over the time I said I was going to have you from the beginning. You guys were just dropping so many amazing value bombs here. I want to thank you so much for your time. We’ll link to all your stuff and everything we mentioned in the show notes. I’m sure people are going to start following you and loving what you do. Again, Kristen and Nadine. Thank you so much for your time today. I appreciate you so much.
- Nadine: Thank you so much for having us.
- Kristen: Of course, thanks for having us Pat.

Pat: All right. I hope you guys enjoyed that episode with Kristen Sarah again from hopscotchtheglobe.com and also Nadine Sykora from heynadine.com. All the links and stuff, all the resources we mentioned. There is quite a few. You can find them at smartpassiveincome.com/session259. As always, I'd also like to thank GoDaddy for sponsoring today's episode. They have a mission to give the tools and the insights and the people required to help people like us to who are building independent ventures to transform our ideas and personal initiatives into success.

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