

YouTube Celebrity Secrets

Chapter 1: Introduction

YouTube has become a major part of popular culture. You see video clips on popular morning television shows and popular late night shows. In fact there are actually full shows built around funny or weird video clips, most of them from YouTube. The interesting thing about most of these videos is that they're not professionally done. They're done by regular people with a small video camera. There's no lighting or production team. There's just a guy or a girl and a camera.

One funny thing about these videos is that many of them go on to make the creators a lot of money. YouTube has programs in place that make it possible for video creators to benefit from ads that are placed on the videos. It's fairly easy to do (and will be discussed later) which means it's fairly easy money, relatively. On top of the relatively easy money, if your video gets featured on one of the many popular outlets that feature YouTube videos you become a YouTube celebrity.

Yes, that's a real thing.

A YouTube celebrity is an otherwise normal person that becomes "famous" on the merits of one or a series of videos on YouTube.

The reason famous is in quotes is because these people may only be famous to a specific portion of the human population. Typically these people have at least one video that gets over a million visits in a short

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period of time. One such example is Obama girl whose real name is Amber Lee Ettinger. She became famous in 2007 after recording a music video singing of her love of then Senator Barack Obama.



Figure 1-1 Obama Girl

This video showed the appeal of then Senator Obama with the younger demographic and helped to paint him as a “cool” candidate when he eventually ran for and won the presidency. This video also served to launch the career of Ettinger who went on appear on *Saturday Night Live* and was interviewed by Geraldo Rivera, Bill O’Reilly and Sean Hannity. She has also done a few more parody videos for the website [Barely Political](#), which is where she got her start. The video also served to launch the website *Barely Political* which is a YouTube channel that features comedy sketches and song parodies that are related to different elements of pop culture. The

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[“Crush on Obama”](#) video was their first one and since then they have built a reputation on creating spoof videos about sometimes controversial topics. Since it was uploaded in 2007, the “Crush on Obama” has been viewed over 120 million times. If you look at the video, it is definitely an amateur video but it is apparent that it was shot by someone with an idea of what it takes to make a cohesive video. However, you can also tell that it wasn’t shot with a huge production budget.

Another example is a very amateur video that was uploaded in 2009. A father videotaped his son, David, after he had a dental procedure and was still under the effects of the anesthesia.



Figure 1-2 David after Dentist

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This video was taped for his mother who couldn't be there to pick him up and shared on YouTube. It was picked up by several morning show outlets and became very popular. It received millions of visits within a few days of being featured on television. The video spawned many spoofs and parodies and the family created a website that features a blog and an e-commerce store where fans of the video can buy t-shirts.

With their newfound YouTube celebrity, the family linked the website to Operation Smile and encourages visitors to their website make a small donation to support the organization. While life still goes on as normal for this family, they found a positive way to channel their unplanned internet stardom.

As you'll notice, a video doesn't have to be professional or feature a celebrity to become popular but there are some factors that you should keep in mind when you're creating a video that you'd like to go viral or become really popular.

Finding the "Hot" Categories

Before you post your video on YouTube and wait patiently for the millions of views to come pouring in, it's important to consider the categories that typically go viral.

Humor

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One common thing you'll notice about the two video examples in Figure 1-1 and Figure 1-2 is that there is an element of humor in both of them but the humor is played out in different ways. But when you want a video to go viral, one thing you can do to help it along is make sure that it's going to be funny on a broad level. Since humor is subjective, it would help to do some research on other popular funny videos and see what's most likely to develop a following.

Music

We've all heard stories about recording artists finding fame on YouTube. Justin Bieber is one such story. When he was fairly young his parents would record him singing and playing instruments on YouTube. Eventually those videos were noticed by his now manager, Scooter Braun. Braun signed Justin to his management company and arranged for him to meet Usher. The rest is pop music history. There have been a number of, now successful, recording artists discovered on YouTube.

Karmin is one duo that experienced a successful career push from YouTube videos. They would do covers of popular songs and those covers got them noticed by Ellen Degeneres who invited them to perform on her daytime talk show. Their exposure on the show helped to push visits on their YouTube page to over 200 million views. In 2011, they signed a record

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deal with Epic Records and released their debut project, *Hello*, in May, 2011 via digital download. *Hello* was an EP which is an extended play project with just seven songs on it.

Brokenhearted was the first single released from the EP and it debuted at number 84 on the “Billboard Hot 100 Chart”, peaking at 16 in its twelfth week. They’re currently working on their debut full length album.

How-to

YouTube is one of the largest search engines, second to Google. One of the things that many people search the web for is advice or tips how to do things. How to videos are very popular on YouTube and can do really well in terms of visits. These videos are often recorded by subject matter experts and although they’re not always the highest quality, there is a level of expertise necessary to do them.

While these are the more well-known popular type of video on YouTube it is possible to do some research to see what’s currently popular. As YouTube became more known as a search engine, the developers made some changes and upgrades to help facilitate that. When you go to the YouTube homepage, you’ll see a tab in the top left hand corner “Popular on YouTube” which when clicked will take you to some of the most popular YouTube videos in the moment. This is a great place to see the videos with at least a million hits and find out what they’re about.

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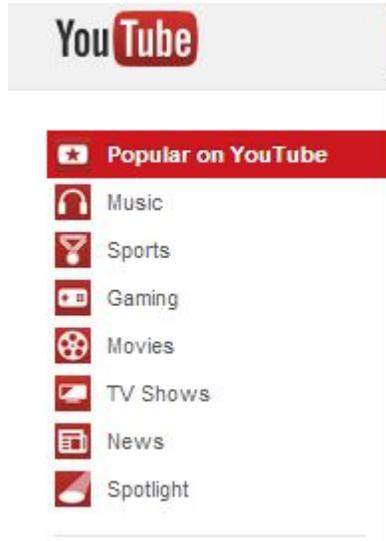
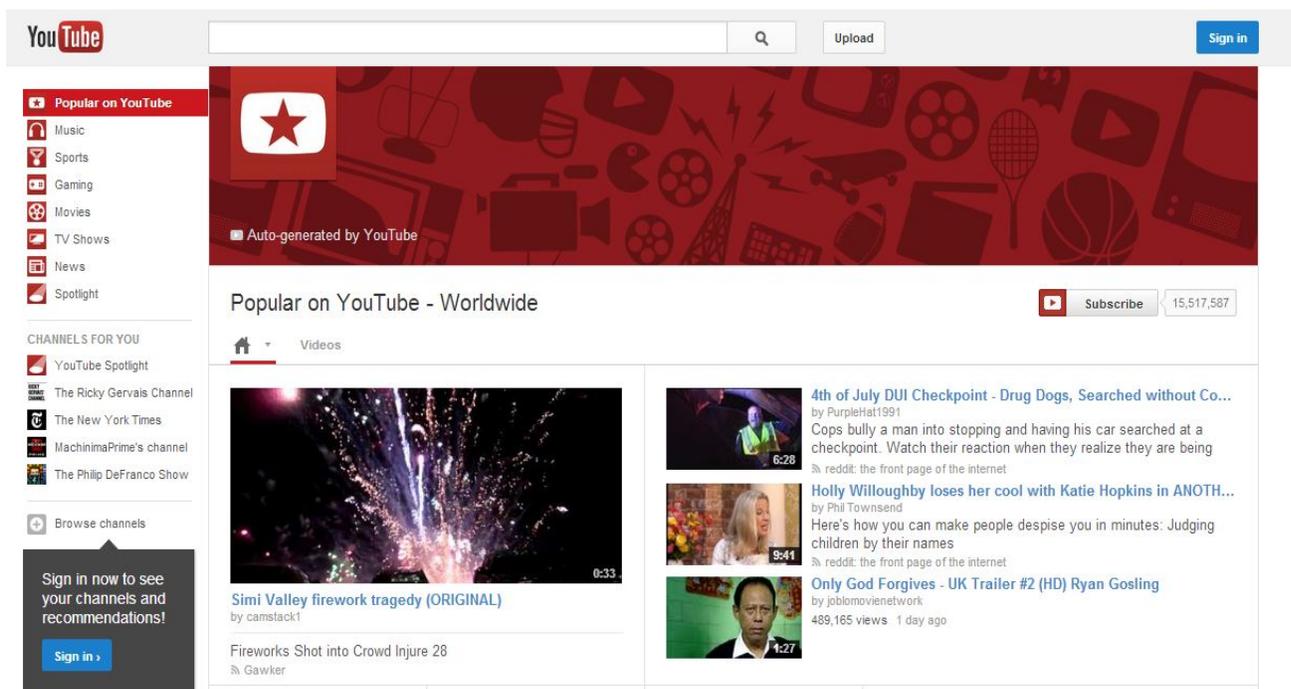


Figure 1-3 Popular Menu

The categories that fall under the heading “Popular on YouTube” can be explored individually or you can visit the popular page and see all of the most popular videos in these different categories.



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Figure 1-4 Popular Page

The YouTube Popular page in Figure 1-4 is an expansion of the smaller menu in Figure 1-3. If you're just starting your research and want to get an idea of the types of videos that are currently popular, this is a good place to start. You have to visit this page without logging in. Once you create a profile, YouTube will begin to pay attention to the types of videos you watch and find similar videos to suggest. This is helpful when you're looking for videos based on your own interests but if you need to find out what's popular overall, do that when you're not logged in.

In Figure 1-4 you can only see the top of the page but you will notice that you can see the videos that are popular worldwide at the very top. As you scroll down the page, the different categories are presented with one of the top videos in that moment being the main one. You can click on the categories to see what those videos are. It's important that you take the time to explore these categories by clicking on them because the initial videos you'll see will most likely be the really well produced ones, especially in the music and entertainment section. You have to dig a little deeper to see the other amateur videos. Don't worry, there will be plenty of those so you shouldn't feel pressured to go out and hire a professional camera crew.

So if you're just starting out and in need of some inspiration, it is possible to look at the videos with the highest views to see what people are watching. Ideally, you should visit the website on a few separate days and see how

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the videos change. But this is a good way to see what's popular according to views, which is measured solely based on the number of people that visit those videos. This doesn't necessarily mean that they like those videos. It means that they are watching it. Sometimes the more popular videos are controversial because of a negative topic or a negative take on a positive or neutral topic.

High Traffic Videos

Once you begin to do some research on the most popular videos on YouTube, you may notice some common factors that they share. While there is no true formula for creating a viral YouTube video, there are some things you should keep in mind and try to include at least one of them in your video.

1. Keep your titles simple and to the point

Don't be overly creative with your title. Use it to explain exactly what's in the video. For example, if you record a video of your grandmother blowing out the candles at her 80th birthday, the title should be "Grandma blows out candles on her birthday". Keep it simple but descriptive. When people do searches on the web they tend to search in very plain English so keep your video titles plain.

2. Use humor

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When possible, inject some humor into your video. People love to laugh and will share videos that make them laugh. Make sure the humor is genuine and not too campy. While some campy videos do gain popularity, it may not always be because the video is considered funny. If you don't mind your video being mocked then campy could be a way to go however, remember that online mocking can quickly turn nasty which doesn't often have a positive effect on the creator or owner of the page.

3. Use descriptive key words

When you upload your videos, there is a box where you can put different key words that describe your video. These key words are also called tags and are terms that will be linked to your video for search purposes.



Figure 1-5 Tags

If you're unsure what tags to use, search for videos like yours and use the tags in the ones with the highest number of views. It's important to ensure that you don't skip this step because this is another way that people will find your videos. You can always come back to it if you need some assistance coming up with some

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applicable tags but make sure you come back. As you do more videos, this will become easier.

4. Create a description for your video

There is a description box which is where you can share what the video is about as well as any applicable websites that relate to the video.

Description



Figure 1-6 Description Box

This is where you can expand on what your video is about. While you can use a lot of characters, try to keep this short and to the point. Don't over explain because the goal is to get people to read it. If you have a website, share it here. You can include hyperlinks in this box so take advantage of it.

5. Make your video public

One of the most important keys to a video going viral is when it's discovered by a third party. You can't make your video private or unlisted and expect it to get a lot of hits. Those videos don't typically get a lot of views unless you have an exceptionally large

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email list or a lot of Facebook friends you can share the link with. Otherwise, keep your video open to the public.



Figure 1-7 Privacy Settings

The different settings are public, which means anyone can search for your video and ultimately view it; private, which means only people you choose can view the video; unlisted, which means anyone with a link can view the video. These are important options to recognize and keep in mind for future use. The private or unlisted settings are helpful when you're working on a video and need to share it with multiple people privately easily.

The most important thing to keep in mind when creating a YouTube video is that sometimes a lot of traffic can come at a moment's notice or it can take some time to build. It is possible to put some factors in place to make your video more likely to be discovered by millions of people and increase the odds that you get a lot of traffic at a moment's notice.

Now that more people have access to video cameras by way of smart phones and less expensive, but high quality digital cameras it's much easier to record a video and share it on YouTube. Anyone can create an account on YouTube and start posting videos. While there is money to be

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made when creating YouTube videos, it may not happen if you just post one or two videos. You will need to become the television producer of your own life and keep an eye out for good video opportunities. You will also need to post multiple videos to increase your odds of one or more of them going viral. Plus, when one of your videos does get over hundreds of thousands of hits, people will click around other videos on your YouTube page to see what else you've cooked up. If you only have one video up and no plan for creating new ones, you'll miss out on repeat traffic.

This book will help you become the television producer of your life and begin to make videos that can be shared with the world. Don't worry. It's not hard.

Chapter 2: Potential Monetization

It is indeed possible to monetize a video on YouTube whether it's professionally shot or not. In Figure 1-2, you have a good example of an amateur video that became very popular and began making income for the family that created it. Since the people that make money on YouTube aren't required to share how much they make, it's tough to say what that income will look like. Many of the people that make money on YouTube don't share what the exact dollar amount is, but there are some who are able to make a living and pay daily life expenses with this income.

It's definitely possible to monetize a YouTube video but before you do it, it's important to recognize the steps needed to make this possible. Your video isn't automatically monetized when you upload it. There are tons of videos on YouTube that aren't monetized even though they may receive thousands of views daily. But first, let me define what it means to monetize a YouTube video.

Monetization

This is when your video is set up to run ads as it plays. The ads are either pre-roll video ads or text-based links that pop up throughout the video.

Pre-roll Video Ads

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These ads are actual commercials that run before your video starts. They're of the same quality as commercials you see on television and are often created by those same companies.



Figure 2-1



Figure 2-2

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The images in Figure 2-1 and 2-2 are examples of pre-roll ads that would play before a video begins to run. If you notice in the bottom left hand corner of both images (where you see the red arrow) that it says “Advertisement” to clearly show that this is an ad and not a part of the video. If you click on this ad, you will be taken to a page for AT&T’s U-verse service.

Text-based or Pop up Ads

Some videos don’t have ads that run before the video starts rather they have ads that pop up during the video as you watch. These are considered pop up ads. There was once a time when these ads were strictly text based but as YouTube has gotten more advanced, so have these ads. Now they have color and images included in them but the concept is still the same. They pop up and you can click on them while the video runs. It will take you to another page that will provide more information about whatever is being advertised.

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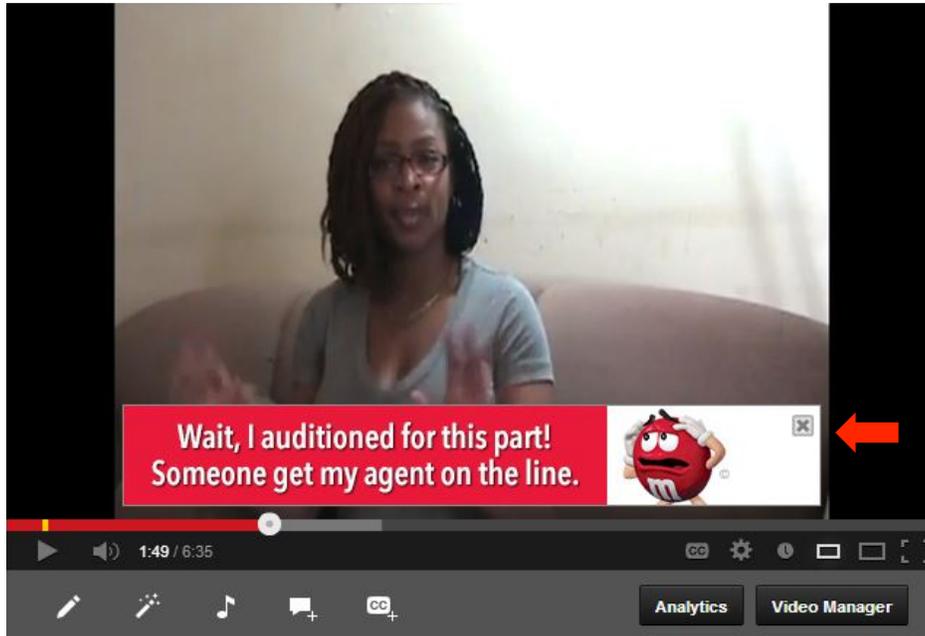


Figure 2-3

As you can see in Figure 2-3, this is an example of a pop up ad for M&M's. If you click on this ad, you'll be redirected to a page for M&M's. If you notice the red arrow, it's pointing to the x in the ad box. It is possible to click that x and have the box disappear so you don't have to worry about the ad interrupting how people see your video. Plus, this box will disappear after a few seconds so it's not overly intrusive or up for the entire video.

Now that you know what it means to monetize your YouTube video, you need to know how to set it up for monetization. As I said at the beginning of this chapter, it's not an automatic thing for your video to run ads. There was a time when you had to apply for monetization and could be approved or denied based on the number of videos you'd shared and the views. In the past couple of years YouTube decided that it wanted to encourage more

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people to use it as a money making platform so they opened it up for anyone to monetize. However, it's a process that requires several steps. It's not tough it just requires patience and diligence.

1. Read up on the requirements

Before you start monetizing your video, make sure you know what YouTube will and won't monetize. There is a page full of Terms and Conditions but here's a quick snapshot.

Video monetization criteria

You must meet these minimum requirements in order to monetize your videos:

- Your content is advertiser-friendly.
- You created the content or have permission to use it commercially.
- You are able to provide documentation proving you own commercial rights to all audio and video content.
- Your content complies with YouTube's [Terms of Service](#) and [Community Guidelines](#). YouTube reserves the right to disable monetization for accounts that do not follow our guidelines.

Examples of content that may be eligible for monetization

- You filmed your cat and there is no background music.
- Your video contains royalty-free music, and you can prove commercial use rights using a direct link to its terms.
- Your friend created content for your video and states in writing that you may use and make money from it.
- You created original music yourself and are not signed to a label.

Examples of content that would NOT be eligible for monetization

- Your video has music you purchased on iTunes or content you taped off of television.
- You sing a cover of your favorite song without express permission from the artist.
- You edit together a compilation of content created by others. Content with violence and/or nudity meant to shock and disgust.

Figure 2-4

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This is a brief explanation of things to keep in mind when you're creating videos that you want to monetize. Depending on your reason for creating the video, you may not want to monetize it. For example if you're a recording artist that enjoys creating videos of you performing cover songs of other artists, your purpose for creating the videos may be to get exposure or a record deal. Monetization may not be the ultimate purpose and isn't necessary. However, if you want to monetize your video, take the time to read up on the do's and don'ts.

2. Become a YouTube Partner

As I said before, there was a time when you had to apply to be a YouTube Partner and wait for your application to be approved. Now you don't have to do that anymore. You can simply enable your account to be a YouTube Partner and as long as it hasn't been disabled for monetization, you'll be approved. If your account has been disabled for monetization, you will see it in this process as well.

- a. When you upload a video, click the tab that says "Monetization".

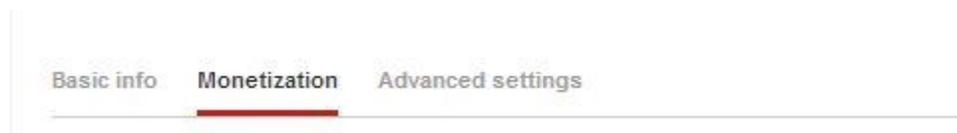


Figure 2-5

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- b. When you click this tab, you will see a message that will either allow you to “Enable My Account” or it will say “not enabled for monetization”. If you have the option to enable your account, click the button and it will walk you through this process:

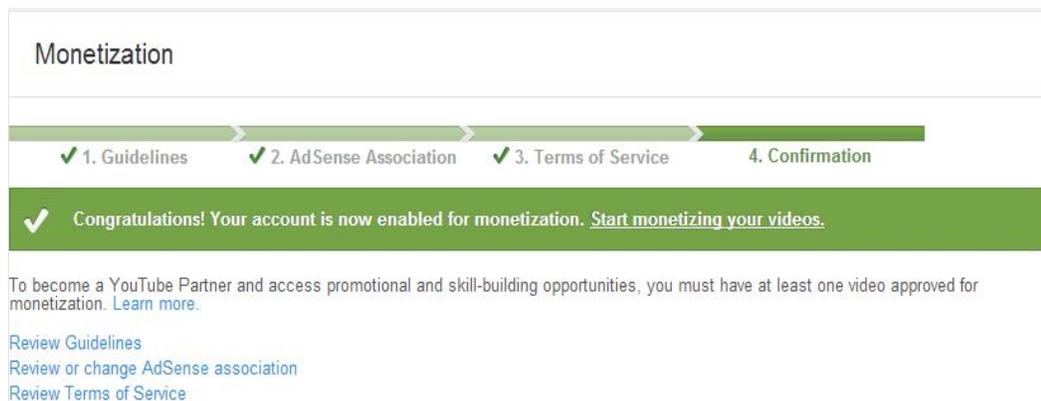


Figure 2-6

If your account isn't enabled for monetization, visit the YouTube help center or check your email. It's likely that you received notification that your account wasn't enabled for monetization along with some tips on how to repair any issues you might be having.

3. Monetize your videos

Once you're a YouTube Partner, you will have the option to monetize all of the videos you upload. Follow the steps outlined in the below image to monetize your videos.

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The image shows a screenshot of the YouTube Monetization settings page. The page has three tabs: 'Basic info', 'Monetization', and 'Advanced settings'. The 'Monetization' tab is selected. The settings are as follows:

- Monetize my video:** A checkbox that is checked.
- Monetize with Ads:** A radio button that is selected.
- Ad Formats:** A box containing three options:
 - Overlay in-video ads
 - TrueView in-stream ads
 - This video contains a paid product placement
- Display ads are shown by default:** A checkbox that is checked.
- Syndication:** Two radio buttons:
 - Everywhere (make this video available on all platforms)
 - Monetized platforms (make this video available only on monetized platforms)

Five red arrows point from text boxes to specific elements on the page:

- Step 1:** Click the Monetization tab (points to the 'Monetization' tab).
- Step 2:** Click the box next to "Monetize my video".
- Step 3:** Click the circle next to "Monetize with Ads".
- Step 4:** Choose the types of ads that you'd like to play in your video. Also choose whether there is any type of paid product placement in the video. (points to the 'Ad Formats' box).
- Step 5:** Choose where you'd like the video shared. You can feature it across all of YouTube platforms or just the ones that run ads. (points to the 'Syndication' section).

Figure 2-7

Keep in mind that you don't have to monetize a video if you don't want to. If any of your videos don't fit the requirements for monetization, you can opt out of that part and still feature it. If you try to monetize a video that doesn't fit the requirements, you will receive a message from YouTube to fix the issue or the video may simply be disabled for monetization. If this happens on a consistent basis, your account may be disabled for monetization so be careful and make sure you follow the rules.

Outside Advertising

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I'm sure you've heard stories about people getting huge endorsement deals from their YouTube videos. Yes this does happen but only after your videos are getting millions of hits on a regular basis. When this happens, you can work out a deal with YouTube to create partnerships with different companies through the YouTube advertising program. These situations are the exception and not the rule, largely because it's against YouTube's advertising policy to create and run your own paid ads in videos. Because YouTube has a program that allows advertisers to feature both video pre-roll and text based pop up ads so it's not a good idea for you to feature ads within the context of your video. Your ads could present a conflict of interest with an ad that YouTube wants to run in conjunction with that video. So if your video does feature paid product placement or an advertisement of any kind, you should let YouTube know by clicking the circle next to "This video contains a paid product placement" (as seen in figure 2-8) in the monetization tab and be prepared for the video to not be monetized.

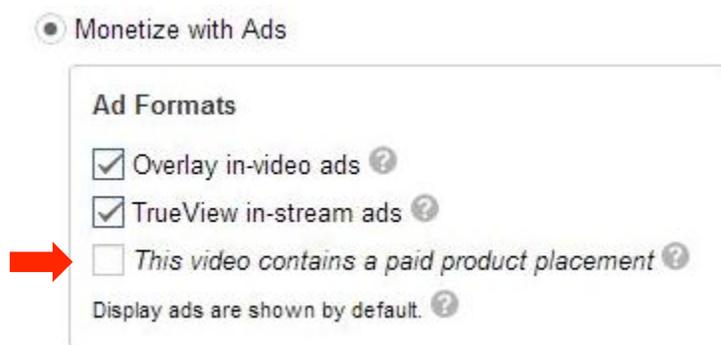


Figure 2-8

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To avoid any confusion about how this works, here is YouTube's policy on paid product placement in videos in Figure 2-9. It's spelled out in pretty plain English and it's important that you read through it and understand it fully before you start monetizing your videos. YouTube doesn't like it when you try to double dip and make money two different ways off of their videos.

The easiest thing would be to not put any types of ads in the videos themselves initially. You can always contact YouTube through their help center and ask what you'd need to be able to feature commercials in your videos. They will give you the requirements and it's up to you to make sure your video respects them. By sharing your video on YouTube, you have the opportunity to be exposed to millions of people on a daily basis. Don't take that opportunity away because you want to work around the requirements. Unless you have millions of views coming to your personal website and can broker your own advertising deals outside of YouTube and not use the service, it's not something you should do.

However, if you want to take advantage of the YouTube audience and tools, follow the directions and ask questions when you're unsure about something. Always err on the side of caution. This isn't a situation where you can act first and ask for forgiveness afterwards. If YouTube deems your infraction serious enough, it can completely disable your account from monetization overall and you'll spend a lot of time trying to correct things. It's better to ask permission.

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Paid product placements

You may include paid product placements in you video content. All product placements will need to conform to our [ad policies](#).

What is the definition of a paid product placement?

Paid product placements are defined as pieces of content that are created specifically for a sponsor and where that sponsor's brand, message, or product is integrated directly into the content. A typical example of a paid product placement is one in which a marketer pays a partner to specifically mention their product or brand in what would normally be the editorial part of the content.

Do I need to notify YouTube if a video has a paid product placement?

Yes, you can notify us by checking the appropriate box when you're choosing your monetization settings for a video.

Will YouTube still run ads against these videos?

In some cases a paid product placement can create a conflict with ads that YouTube otherwise sells and serves to partner videos. For example, if you upload a video with brand mentions and product placements for Car Company A, then it would present a conflict to sell ad space around that video to Car Company B. To protect the value we offer advertisers, in these situations YouTube may disable monetization and promotion on videos with such product placements.

Does this mean I can burn pre-rolls into my videos?

No. The policy does not allow partners to burn advertiser-created and supplied pre-rolls into their content or other commercial breaks where YouTube offers a comparable ad format. This policy is intended specifically for content creators who create ads on behalf of sponsors. If you have an advertiser interested in serving ads specifically against your content, please work with your partner manager to facilitate the transaction.

Is this open to all users?

No. This is only open to partners. Anyone who loses partnership status will no longer be allowed to post videos with paid product placements.

Figure 2-9

If you decide to use YouTube as a platform for your videos and want to monetize them, it's best to do it within the confines of its policies and regulations.

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Types of Videos

It is possible to monetize any type of video as long as it fits within the YouTube guidelines but there are some that may make more money than others because they're more apt to get more views. As I mentioned in Chapter 1, how-to videos are some of the most popular because they are there for educational purposes. Many people surf the web seeking information or knowledge of some kind. However, if you don't want to do a how-to video or feel you have some knowledge to share in that format, there are other types of videos that can have high popularity and ultimately make money.

1. Humor

As I said in Chapter 1, humorous videos are definitely the more popular ones on YouTube. People love to laugh and will share videos that make them laugh with family, friends and their social networks.

2. Niche/Specialty

If you have an unorthodox hobby or even just a regular hobby, you can create videos where you discuss it. In this vein, you could do how-to videos or you could just discuss your experiences or findings. The more specialized your niche, the more likely you can make money from the videos, largely because niche audiences tend to

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actively seek out information and other people interested in their niche. One such niche would be video games. If you are very interested in video games, you could make videos about those games. Gamers are always seeking information about their favorite games and would be searching the online space for this information.

3. Education

Aside from how-to videos, ones that broaden people's knowledge will also be popular. If you're able to simplify a complicated topic, students in tough classes like physics, calculus, statistics and logic would really appreciate you. Those videos could easily go viral among the school-aged population.

The interesting thing about these topics is that they're helpful but not overly specific. Like I said in the beginning, there is no specific formula for what makes a video go viral or become really popular. Research is important but so is consistency and focusing on topics that you are knowledgeable about. Getting hundreds of thousands, even millions, of views isn't impossible but it may not happen overnight. Some of the videos that have gone viral did so after the video was up for some time. Focus on sharing good quality content and the views will come in time.