

How to Monetize a YouTube Video

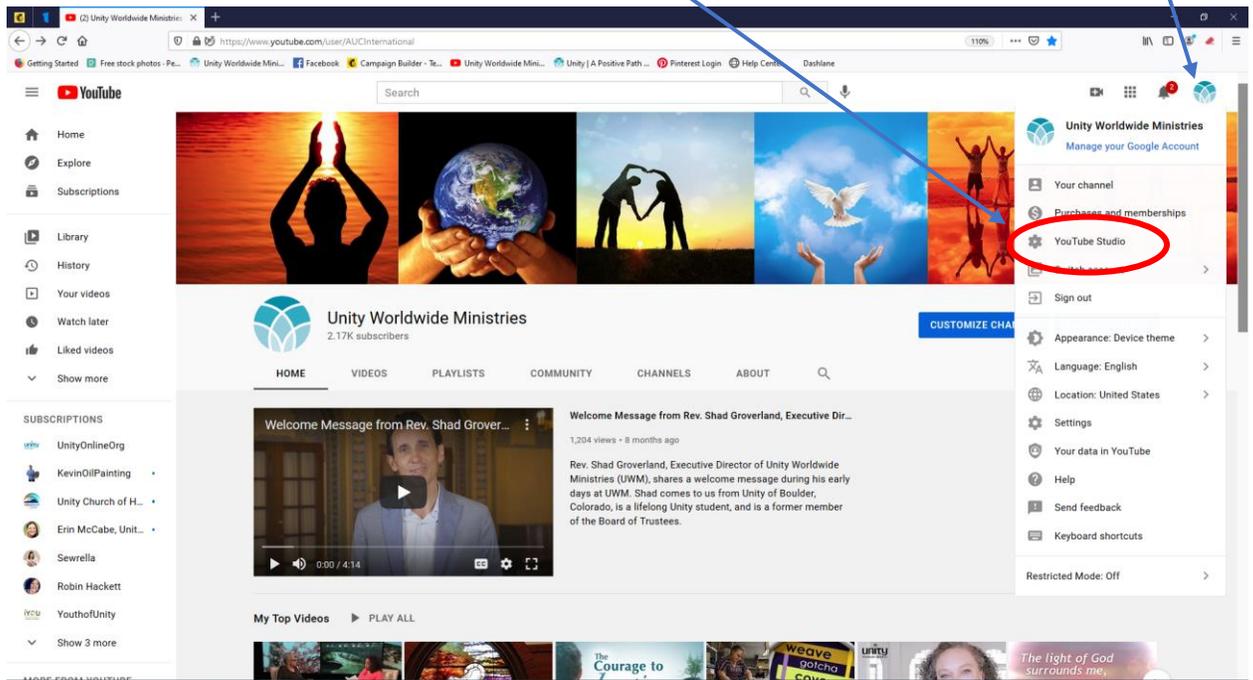
By Christina Highsmith

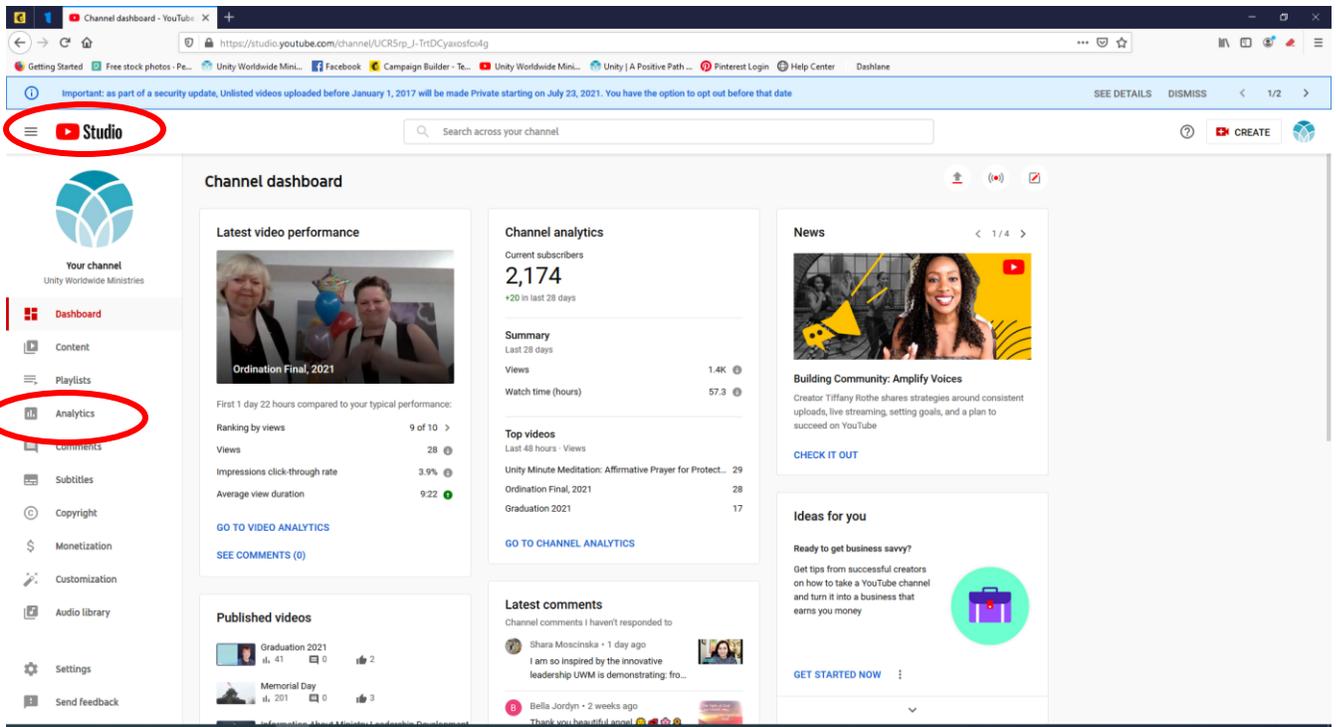
You Need:

- 1) 1,000 subscribers.
- 2) At least 4,000 watch hours within the last 12 months.

How to Get 1,000 Subscribers and More Watch Time

- 1) Make interesting videos people want to watch.
 - a. Example: Add some editing, or graphic, or have a really interesting person or topic.
- 2) Pay attention to popular YouTube Search Engine Optimizations and put them in your titles/descriptions.
 - a. Example: This is where the term “clickbait” titles come from. You don’t want to trick your audience. That makes them angry, but you can use buzzwords to help people click on your video. If a popular word is typed into the search bar, try to incorporate it into your title or description. If people are typing “Ice Cream,” you don’t want to label your video “Broccoli.”
- 3) Check your YouTube analytics to see what you can improve: Click on your account icon in the upper right and select YouTube Studio. Once in YouTube Studio (next graphic), look to the left and click the tab that says Analytics.





- a. In this Analytics tab, you can see who is viewing your video, how long people watch your video, etc. Play around with the different sections and tabs to see how people are engaging in your videos.
- b. Example: You see that people click off your video about 1 min in. Why? Go take a look and see what happened. Were they bored? Was it a loud noise or editing mistake?

Other Ways to Make Money on YouTube

- 1) You post free videos but mention in the video (via graphic or sound) that there is a link below in the description.
- 2) People click on the link, and it takes them to a service.
 - a. Example: You mention below there are more videos available on this subject, but you have to pay \$5 a month to access all the other videos.
 - b. Keep in mind this only really works if you have a following.

Platforms Behind a Paywall

Patreon: <https://www.patreon.com/>

Indiegogo: <https://www.indiegogo.com/>

(Different platforms are used for different content. One that is good for a small business selling t-shirts might not work for someone selling video content.)

Author: Christina Highsmith is Member Services Assistant at UWM. Contact her at CHighsmith@unity.org.