

THE YOUTUBE FORMULA

How Anyone Can Unlock the Algorithm to Drive Views, Build an Audience, and Grow Revenue

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DERRAL EVES is a video marketing strategist and YouTube expert. He has helped 25 different YouTube channels develop and execute their content strategy to go from zero to more than a million subscribers each, including ThePianoGuys and Harmon Brothers. To date, Derral Eves's video marketing and strategy company Creatus has generated 54 billion (and counting) views on YouTube for channels it has consulted with. He is also the founder, CEO, and executive producer of *The Chosen*, the highest grossing crowdfunded movie/TV-series project of all time. Derral Eves hosts VidSummit each year, the world's #1 YouTube data conference, and is a graduate of Southern Utah University and Dixie State University.

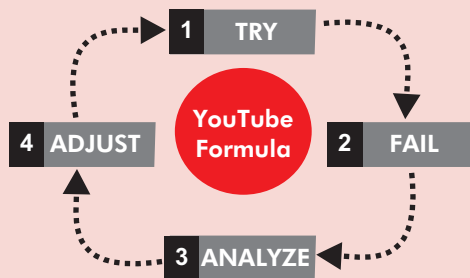
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MAIN IDEA

The great thing about YouTube is it's an opportunity to unite people around something they're passionate about, and to reach millions for a fraction of the normal marketing costs. You do that by creating content which inspires, educates, and entertains.

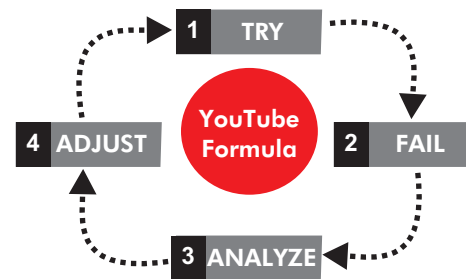
So what is the YouTube Formula for success? Quite simply you have to learn by doing, specifically:



Without exception, every successful YouTube channel has started with 0 subscribers. You have to create content, put it out there, analyze how people are reacting, and then keep making adjustments to grow your audience. Try>Fail>Analyze>Adjust your way to success.

"YouTube offers a place for every one of us to reach the whole world, no matter where we live or what our circumstances are. If you skin your YouTube knees, just get up, brush off, analyze what happened and why, then continue making great content you're passionate about, whether it's vlogging or quilting or building your business. Find your audience and speak to them. Create for them, listen to them, and never sacrifice your message for anyone or anything. When something isn't working, look at your data and make smart adjustments to give your content the best chance to be discovered and watched. This is the YouTube Formula. Use it, and watch the magic happen."

– Derral Eves



1. Understand the YouTube Platform Page 2

Study YouTube's origin story and you'll find the website has used the Try>Fail>Analyze>Adjust formula extensively itself. One of the main reasons why this formula works on YouTube is it's actually part of YouTube's ethos, culture, and algorithm. Everyone goes through the same learning process.

2. Discover YouTube Possibilities and Opportunities. Page 3

YouTube provides a place for people to share their passion with the world, and to get rewarded financially for doing so. If you learn from the things that aren't working, and are willing to become a student of data, YouTube can help you use your influence to reach a global audience, and to generate big money. Know your why and use YouTube as a tool.

3. Applying the YouTube Formula Pages 4 - 8

At its heart, the YouTube Formula is data-driven and human-centered. To succeed, you have to make data-driven decisions, but always optimize for humans. Like it or not, you're going to need to become a YouTube analytics pro who maintains the human element. To create videos that humans love:

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|---|---|----|--|
| 1 | IDENTIFY your target audience | 6 | Engage your VIEWER'S ATTENTION |
| 2 | Do your RECONNAISSANCE & RESEARCH | 7 | Develop your CONTENT STRATEGY |
| 3 | Understand that CONTENT IS KING | 8 | Build a COMMUNITY around your content |
| 4 | Also understand that FEEDBACK IS QUEEN | 9 | OPTIMIZE, LAUNCH, and PROMOTE |
| 5 | Organize your TITLES and THUMBNAI LS | 10 | Never stop TWEAKING your CONTENT |

