

THINKIFIC

THE DEFINITIVE

# Guide to Setting up a YouTube Channel for Your Course Business

YouTube is the number one channel to sell courses online, and for good reasons. Through your YouTube channel, you can build a real name for yourself as well as a following that will become potential leads for your course business. Let's explore the best way to create a YouTube channel that will set you up for success as a course creator.



# Learn why YouTube works and how to build your own YouTube channel, step by step:

## The 4 Key Principles to Know Before Starting

- First: Don't think of yourself as a YouTuber
- Second: Don't hold anything back when creating YouTube content
- Third: Get used to the "talking-head" style of video
- Fourth: Understand how YouTube works to your advantage

## Steps to Getting Started

- Step 1: Knowing what to create
- Step 2: Getting the tools and equipment
- Step 3: Organize your content calendar
- Step 4: Script and shoot your video content
- Creating your first YouTube video: A checklist
- YouTube for course creators: The best time to get started is now



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## First: Don't think of yourself as a YouTuber.

**Out of all the channels to help promote your course, YouTube is probably the most similar one: You're talking to your audience through a camera, and you're aiming to educate them about something.**

**Which means that with a YouTube channel, you can:**

- Practice the essential skills of public speaking and persuasion
- Build a following that will become leads for your courses

And yes, course creators have definitely made money with a YouTube channel, and it doesn't even have to be a big one.

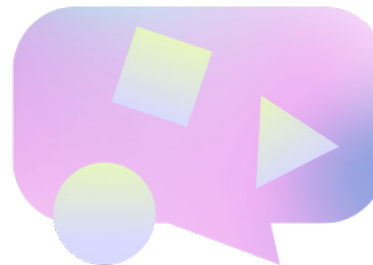
So if you're thinking of building a name for yourself on YouTube to help sell your courses, you're thinking right. But remember this — as you're building your YouTube channel — that **you're not a YouTuber.**

**You're a course creator.**

Which means you don't need to look at metrics like views, subscribers, or ad revenue. At the end of the day, your money needs to come from your courses. So start thinking as a business and ponder these questions as you begin building your YouTube channel:

- What should my video topics be to get sales?
- How would I schedule the content out?
- How would I push people to my course through YouTube?

Once you have your goals ready for your YouTube channel, it's time to explore the type of content you can create.



Creators with 10k or 20k YouTube subscribers can make six figures a month selling courses.

## Second: Don't hold anything back when creating YouTube content.

**Gone are the days when you can just tease out a bit of your courses on YouTube, hoping people will purchase them to get the full scoop.**

Now, people expect to see everything on YouTube. This applies to other social media platforms as well – people take to social media to access educational content and they expect to ready everything there, without having to click away. Amanda Natividad, VP Marketing at SparkToro, calls this [“zero-click content”](#).

So instead of holding back, start sharing everything you know as much as possible on YouTube.

And if you're wondering why people would choose to buy your course if everything was already free on YouTube...

Well, the answer is simple.

People will buy your course to further consolidate or apply the information they gain from YouTube. They're looking for things like:

- The implementation program
- The strategy
- The step-by-step guidance
- The support – which could be through direct contact • with you and/or your team
- The community

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### Third: Get used to the “talking head” style of video.

#### What do we mean by the “talking head” video style?

This is when a YouTube video contains just the YouTuber presenting the content by talking to the camera. They may apply some styling or special effects, but not too many so it’s distracting from them speaking.

You may feel uncomfortable doing this at first, especially if you’re not used to filming yourself. But the more you do it, the easier it’ll be and you will get used to it faster than you think.

Plus, by filming your YouTube content this way, you will:

- Train yourself to speak comfortably in front of a camera/an audience
- Show your most authentic self to your potential leads – thus making a connection with them

If you prefer doing behind-the-scene work and are not comfortable being on camera, maybe YouTube isn’t for you. You can still create and sell courses, but instead of video format, those courses can be tutorial-based and you can promote them through blog posts.

#### Fourth: Understand how YouTube works to your advantage.

Going back to the point of you not being a YouTuber – if you want your YouTube channel to support your course business, going viral isn't that important. Rather, you want to create videos so you have a consistent amount of views coming in.

Once a video is uploaded, it will keep getting views every single hour. So if you have, say 100 videos on your channel, each getting a low estimate of 5 views an hour – that's 500 views an hour, 12,000 views a day, and 360,000 views a month. At this point, you could be driving your potential leads regularly to your course and could be making six figures selling courses by promoting them through YouTube.

So at the end of the day, it's really about getting enough content on your YouTube library up to a point where you're getting consistent traffic. You also want to create evergreen content to get stable course sales.

If you master the algorithms, you master monetization.

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## ○ Step 1: Knowing what to create

Now that you've got a good understanding of the four key principles on using YouTube to support your course business – it's time to start building your channel.

### **YouTube content ideas and YouTube SEO**

Essentially, you want to create video content based on the niche of your own choosing. But this doesn't mean you can create just any videos – you also want your YouTube channel to be discoverable, which means you need to look at your YouTube SEO strategy.

If you're not familiar, here's a five-second explanation of SEO: a YouTube SEO (search engine optimization) strategy aims to make your videos come up in people's feeds when they search for keywords or key phrases relevant to your video content.

Building an audience on YouTube with an SEO strategy is a bit different from building a following through SEO blogging. This is because people often discover new videos through the "Recommended" tab. According to a [Pew survey](#), 81% of YouTube users prefer streaming content suggested by YouTube's algorithm.

So, note this down: People will discover you through keyword optimization (SEO), but you will mainly build your following through recommended views.

YouTube is all about spotting trends and riding waves on your niche – which means that if you want to set your channel up for success from the start, you need to come up with relevant content ideas. This can be done through conducting competitive research. Let's take a closer look.

## ○ Step 1: Knowing what to create (cont.)

### Competitive research for YouTube content

One simple way to do this is to look up content in your niche and start making notes on the top 10 most popular and relevant channels.

You want to look into:

- The type of content they've been creating
- Their most popular uploads
- Content they've been uploading over the past 2-3 months

And make notes on:

- What do you think about the quality of these videos?
- Is the presenter likable on camera?
- Do they have good thumbnails or titles?
- What do you think are missing from these videos?

Can you do better?

Mainly, you want to look that these 3 pillars to find inspiration from:

- Titles
- Thumbnails
- Video content

Once you've done some channel analysis and spotted trends and topics through titles, thumbnails and video content, time to come up with some content ideas for your own channel.

You also want to look into the exact keywords or key phrases you can use to optimize your content for search. Let's explore the tools you can use to help you do that.

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## ○ Step 2: Getting the tools and equipment

Besides the tools you need for your YouTube content, you'll also need something to help record your videos. We'll be looking into both these kinds of equipment and/or programs in the next two sections.

### Tools you need to prepare your video content

VI IQ is a good tool to look for keyword opportunities: it gives you all kinds of keywords you can target for your videos, competitor research, etc. Plus it comes with data and metric measurement as well.

Adam Enfroy's course walks you through how you can conduct keyword research on VI IQ, step-by-step.

[WATCH IT HERE](#)

Besides VI IQ, you also want to use/familiarize yourself with:

- Google Sheets – to organize and structure your content calendar
- Google Docs – to script your videos
- YouTube studio – YouTube's tool to upload content, view analytics and so on
- Google Slides, PowerPoint or Pitch – to create slide presentation
- Frame.io – to collaborate with your video editor in real time
- ScreenFlow – to both record sounds from microphone and from screen share
- Adobe Creative Cloud – to edit videos (Adobe Premier Pro) or edit thumbnails (Photoshop)
- Canva – to edit images like video thumbnails (for those with minimal design skills)

Of course, you can always shop around to see what works best for you. Essentially, you want to at least have tools for:

- Organizing video content calendar
- Writing video scripts
- Creating slides
- Editing videos
- Editing images (like thumbnails)

## ○ Step 2: Getting the tools and equipment (cont.)

### Tools you need to record your YouTube videos

Once you've got the script done (check out page 12 for script-writing tips!), it's time to record the first draft. If you plan to create a "talking head" kind of video, you'll need:

- A camera: you can get a good one from \$500 to \$1000 dollars.
- A lens: depending on the brand, this can also cost \$500 to \$1000 dollars. You want something like a 35-millimeter lens that focuses on the presenter and blurs out the background. You don't want long form photography lenses.
- Lighting: if you get natural light where you record your video, that can definitely work. If not, you can set up a lighting system so you show up best on screen. Adam Enfroy uses a three-point lighting system – [he describes it here in more detail](#).
- Sound: you can invest in a microphone to ensure the quality of the sound. You can also soundproof your room/studio with foam.

Remember: you don't have to get everything perfect the first time you do this. If you can't invest in a new camera, a new lens, or a new set of lighting system right now – it's totally fine. When it comes to selling courses, it's more about the content that you're teaching than having the perfectly edited video.

### ○ Step 3: Organize your content calendar

Essentially, your video posting schedule is determined by your niche and your life.

Let's talk about your niche. If you're in the business or finance sphere, you might do 2-3 videos a week. Maybe one a month if you're producing high-quality, documentary-style videos.

On the other hand, if you're a general course creator, try to aim for about two videos per week. It's okay if sometimes life gets in the way and you can only do one – the important thing is to be consistent.

Of course, this also depends on your lifestyle. If you're working full time, it's best to start with blogging first because it won't take up too much of your time.

Another thing you need to pay attention to is your productivity and energy level. Think about the best time of the day to record a video for you. For some people it's early in the morning so they can catch some natural light. For others it's in the evening because they just get off work. So find the time of the day that works best for you being on camera.

Plus, take competitive research into account at this point. If you're doing this full time, you want to beat the other channels in your niche – so research their posting frequency and aim to surpass them in terms of monthly view counts if you can.

So once you've determined your posting schedule, time to start recording and preparing videos. Ideally, you want to get as far ahead of your published date as possible – we recommend getting around 8-10 videos done and batched so you won't have to constantly be up on some deadline.

You can also consider outsourcing part of your video content creation process – like scripting, blogging, or editing – so it won't take too much time for you to batch-create videos ahead of time.

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## ○ Step 4: Script and shoot your video content

When it comes to scripting “talking-head” videos, there are two different types:

- Fully scripted – you write the script for the entire video in a Google Doc and read it off a teleprompter.
- Partially scripted – you script the intro and/or the outro only.

Depending on how you want to present your content and how knowledgeable you are, you can choose either of these methods.

If you know a lot about what you’re teaching, maybe it’s easier to just script the intro and/or outro and let yourself naturally talk about the topic. You can of course create an outline or note down some bullet points on what you’re planning to talk about – but you won’t have to script the entire video.

Now, let’s look at how to write your video intro.

Ideally, you want to hook the audience in the first one to two seconds and keep them watching. You can do this by inserting an interesting sound on screen, sharing an interesting image or cool info so people are hooked and continue watching.

And then, you want to tease it out a little while giving people exactly what they want to get. Just tell them what you plan to do in the video and what they can get if they watch all the way until the end.

You also want to add a Call-to-Actions (CTA) after the intro to direct people to your program. Something like this:

**“In this video we’re going to cover how to create a script for your YouTube video. And if you stay by the end of this, you’ll get my 5-step framework for create the best possible YouTube script that consistently generates millions of views for my channel.**

**Before we get started, if you don’t already know how to start an amazing YouTube channel – feel free to just click the link in the description for a free masterclass on this. Thousands of students have gone through it already.**

**Now, let’s get into the topic for today.”**

You can do the same thing as a CTA for your outro.



## Creating your first YouTube video checklist

Here's a handy checklist you can print out to keep yourself on track for creating a YouTube channel to sell your courses:

### 1. Conduct competitor research

### 2. Get your equipment and software ready

- Tools to organize your YouTube content
  - Tool to organize video content calendar
  - Tool to write video scripts
  - Tool to create slide presentations
  - Tool to edit videos
  - Tool to edit images (like thumbnails)
- Tools to record your YouTube videos
  - A camera
  - A lens
  - Lighting
  - Sound

### 3. Set up your studio

### 4. Set up content calendar

- Batch create at least 8-10 videos

### 5. Script and outline your video

- Fully scripted, or
- Partially scripted

### 6. Shoot your videos

### 7. Publish them consistently

If you need a walk-through on how to publish a video on YouTube (plus tips on writing video titles, editing thumbnails and writing descriptions), [check out Adam Enfroy's course.](#)

# YouTube for course creators: The best time to get started is now.

You may feel uncomfortable filming yourself, and that's okay.

Practice, practice, practice.

Just record yourself speaking in front of a camera, make notes of every time you look away from the mirror, or stumble over your words, or struggle to express your thoughts and think about how you can improve next time.

But you don't need to wait until you're perfect at this to get started. **Perfection is the enemy of progress.** The most important thing is to put yourself out there, and publish your videos on a consistent basis.

So with YouTube – it's all about click-through rate and retention rate. It's about choosing a good title and thumbnail so you get people to click. It's about creating a good hook for high-quality video content throughout so you get people to stay.

If you want to learn more about tips on using YouTube (or any other social media channels) to promote your course business, check out Adam Enfroy's course on Building Your Content Empire. In this course, he's going to show you how he built a machine for making \$300,000/month in only 3 years.

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