



Introspection

Introduction

In this module, we will understand YouTube as a platform and why one should start a journey as a YouTube content creator.

Why Personal Branding?

All of us know **WHAT** we do.

Some of us know **HOW** we do what we do, and
Very few of us know **WHY** we do what we do.

Answer this not for anybody else but yourself.

Answering this question will give you direction on how you want to proceed on your YouTube journey.

Pillars Of Content Creation

Consistency

Consistency is inarguably one of the most important factors for a content creator's success. In content creation, you are essentially dealing with algorithms. To serve this purpose of the algorithm, you need to be consistent with content creation.

Authenticity

The most important thing that ensures consistency is authenticity. Select a niche that resonates with you. Your niche is not so much about what serves the purpose of others. Instead, your niche is what serves your purpose first.

Why YouTube

Half-life is a metric that differentiates YouTube from other social media platforms.



Half-Life metrics can be understood as the time taken by the content to reach 50% of the total expected lifetime reach that the content piece would have.

To simplify, if your post will reach 100 people over five years, then at what time will it reach 50 people?

Twitter's half-life is 15 minutes, and Instagram's half-life is 45 minutes.

On the other hand, YouTube's half-life is around 12 hours, so if your video reaches 100 people over five years, it will reach 50 people in half a day.

This clarifies that YouTube as a platform is not meant for instant consumption. Instead, it's a long-term and long-format platform.

Finding Your Niche

Yes

Do people
need this?

No

-Generate Trust

1. Research
2. Collaborations
3. Test Waters

-this is your niche



guarantees authenticity
#goal is to reach here

you will make this kind of
content once you **BECOME**
BIG
↓
only then people will follow
your ideology

No

Yes

Do I know this?



Ask yourself 2 questions

1. Am I knowledgeable about this niche?
2. Do people need this?

Conclusion

In this module, we looked at creating a personal brand, finding our niche, and creating a process for endless content creation.

Keep YouTubing :)