

How to Make Money from YouTube Channel? | Zero to Million Subscribers | Dr Vivek Bindra

Solopreneurship is Behaving Better than Entrepreneurship

- Ad Tech → Advertisement Technology
- Mark Tech → Marketing Technology
- FinTech → Finance Technology
- Health Tech → Health Technology
- Beauty Tech → Beauty Technology
- Edu Tech → Education Technology

Content Creation to Wealth Creation:

1. Step1: Content Strategy
2. Step2: Generate traffic on Youtube
3. Step3: Monetise traffic on a private Platform

Conventional to Exponential:

- Physical → Digital
- Textual → Conceptual
- Vernacular Secret
- Do It Yourself

0 to 1 Million Subscribers Tips:

1. **Know Your Audience**
 - जो मुझको आता है, जो मुझको भाता है और जो बाजार चाहता है
 - Know - Age, Gender, Income, Topic
 - **NICE Analysis**- Need, Interest, Concern, Expectations
2. **Create Content with Agenda**
 - A successful outcome in Mind
 - Define Purpose
 - Well Researched
 - Three Types of Speech -
 - जो अपने तैयार की
 - जो अपने दी
 - जो आप देना चाहते थे
3. **Unusual Useful Information**
 - Data | Story
 - Build Trust & Relationship

- Add in Amazing Sequence
- 4. Coherent Central Message | Clear Theme
 - Content Create करने से पहले खुद से पूछो आज मैं क्या Central Message दूंगा
- 5. Inspirational Information without Repetition
 - Well Paced
 - Good Timing
 - More Content in Less Time
 - Create Value
 - Pitch | Words Per Minute | Fluency | Pronunciation | Pause | Emphasis | Important Words
 - Rehearsed & Feel
- 6. Don't Extempore (90 Minutes Preparation)
 - 1st 30 Minutes- Comfort
 - 2nd 30 Minutes- Confidence
 - 3rd 30 Minutes - Perfection
- 7. Talk With Conviction & Confidence
- 8. Enthusiasm is Contagious
- 9. Powerful Opening & Closing
 - **Opening-** Surprise Hook, Interesting Question, Golden Statement, Data | Fact | Statistics
 - Closing- Strong Summary, Call to Action, Closing Quotation or Golden Statement
- 10. Verbal | Visual | Vocal
 - **Verbal-** Content, Word, Speech & Language
 - **Vocal-** Volume, Pitch, Tone, Rate of Speech, Voice Quality, Emotion, Voice Modulation
 - **Visual-** Body Language, Posture, Facial Expression, Eye Contact
- 11. Trending Content
- 12. Personality + Technology = Scalability + Profitability
 - Create Entry Barrier
 - Personality → Process
- 13. Add Right Technology
 - <https://graphy.com/>
 - You can get everything free that you need to sell your course.

Golden Statement:

- अगर आप अपनी बात को एक लाइन में नहीं कह सकते तो एक घंटे में भी नहीं कह पाएंगे
- Audience doesn't care if you aren't well
- मुँह से बोला हुआ कान तक जाता है, तर्क से बोला हुआ दिमाग तक जाता है, और दिल से बोला हुआ दिल तक जाता है, पूरी तरह समझ में आता है और याद रह जाता है
- You speak well if your tongue can deliver the message of your Heart
- Always give a speech that you would like to hear
- When They Pay, They will Pay Attention