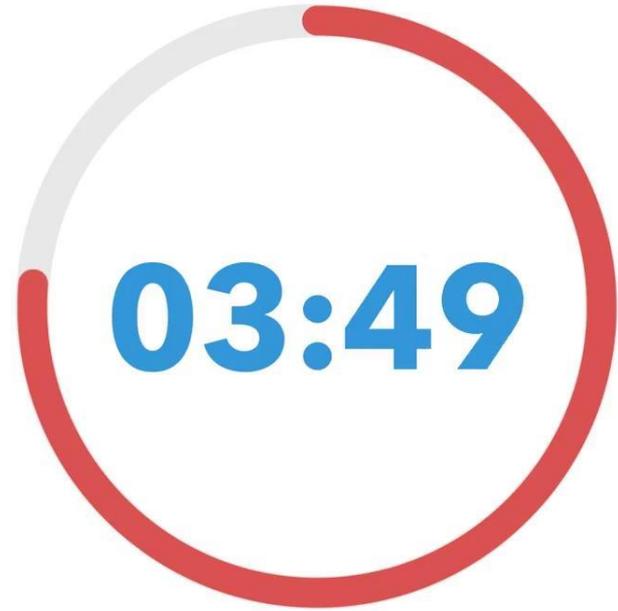




**PART-TIME
YOUTUBER
ACADEMY**

**What are you most excited for
in the course?**

Please post in the chat 🎉





**PART-TIME
YOUTUBER
ACADEMY**



WEEK 1 - FOUNDATIONS



**PART-TIME
YOUTUBER
ACADEMY**



ORIENTATION





MEET THE TEAM



Ali
Course Director



Angus
Course Manager



Cristian
Designer + Editor



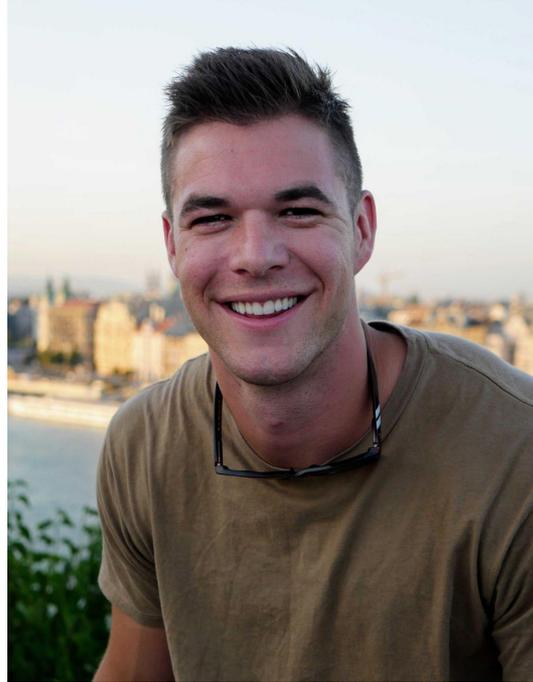
Elizabeth
Community Manager



STUDENT SUPPORTERS



Akta



Nathan



Serra



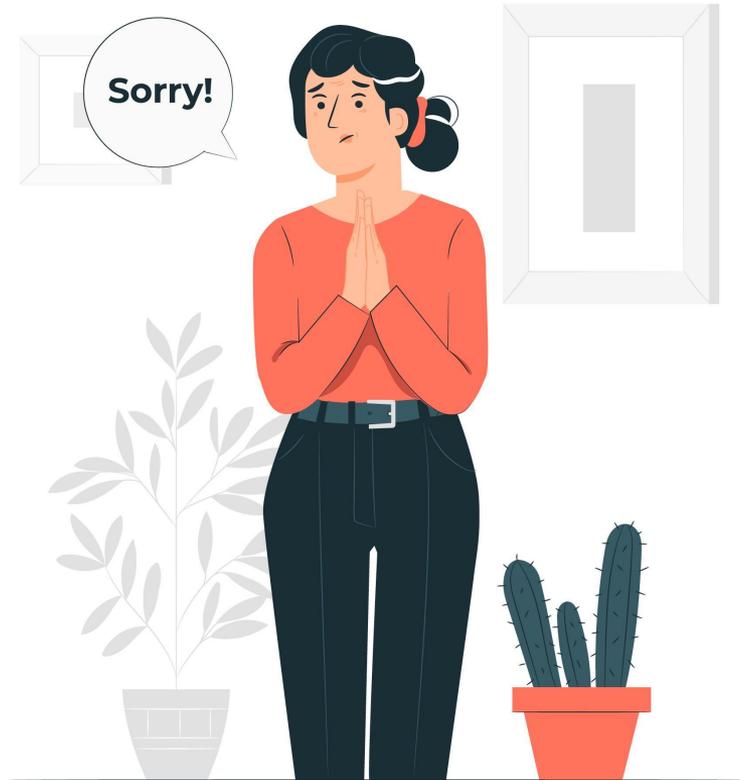
PART-TIME
YOUTUBER
ACADEMY

HOUSEMASTERS





HOUSE SUPPORT SYSTEM





HOUSE SUPPORT SYSTEM

Harry Potter

- Emails confirming your House are being sent today.
- Invites to all your House events will be sent later today.
- Events will start from Week 2 onwards (w/c 14th June).



HOUSE SUPPORT SYSTEM

REPARO

PROTEGO

EVANESCO

SONOROUS

INCENDIO

TARANTALEGRA

ALOHOMORA

BOMBARDA

LEVIOSA

REVELIO

OBLIVIATE

ENGORGIO

LUMOS

IMPERVIOUS

EXPECTO

NOX

PATRONUM

▶ Cohort 3



▼ Community



? Questions + Answers

💡 Tips + Tricks

🏆 Community Wins

🌐 Community Map

👥 Accountability Buddy

6

👤 Member Directory

▼ Cohort 3 Video Vault



📺 Week 1 - YouTube Founda...

💬 Guest Workshops

!⌚ Office Hours

⚙️ Gear

📁 Bonus Materials

▶ Bonus Interviews (Pre...)



▶ PTYA Community Vid...



Community

**Spaces** 6

Members 981

Search  Most Active **Questions +
Answers**
979 members

Leave space

**Community Wins**
976 members

Leave space

**Accountability
Buddy**
969 members

Leave space

**Tips + Tricks**
977 members

Leave space

**Community Map**
979 members

Leave space

**Member Directory**
978 members

Leave space

▶ Cohort 3 ▼ Community 

? Questions + Answers

💡 Tips + Tricks

🏆 Community Wins

🌐 Community Map

👥 Accountability Buddy 6

👤 Member Directory

▼ Cohort 3 Video Vault 

📺 Week 1 - YouTube Founda...

💬 Guest Workshops

!🕒 Office Hours

⚙️ Gear

📄 Bonus Materials

▶ Bonus Interviews (Pre...) ▶ PTYA Community Vid... Community  Spaces 6 Members 981Search  Most Active Questions +
Answers
979 members

Leave space

Community Wins
976 members

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Accountability
Buddy
969 members

Leave space

Tips + Tricks
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Community Map
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Member Directory
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Leave space

▶ Cohort 3 ▼ Community 

? Questions + Answers

💡 Tips + Tricks

🏆 Community Wins

🌐 Community Map

👥 Accountability Buddy 6

👤 Member Directory

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📺 Week 1 - YouTube Founda...

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⚙️ Gear

📄 Bonus Materials

▶ Bonus Interviews (Pre...) ▶ PTYA Community Vid... 

Community

**Spaces** 6 Members 981Search  Most Active **Questions +
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979 members

Leave space

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969 members

Leave space

**Tips + Tricks**
977 members

Leave space

**Community Map**
979 members

Leave space

**Member Directory**
978 members

Leave space

COHORT 2 - COMMUNITY WINS

1st HW Assignment led to Haworth paying me for a 30 second endorsement to use on their website!

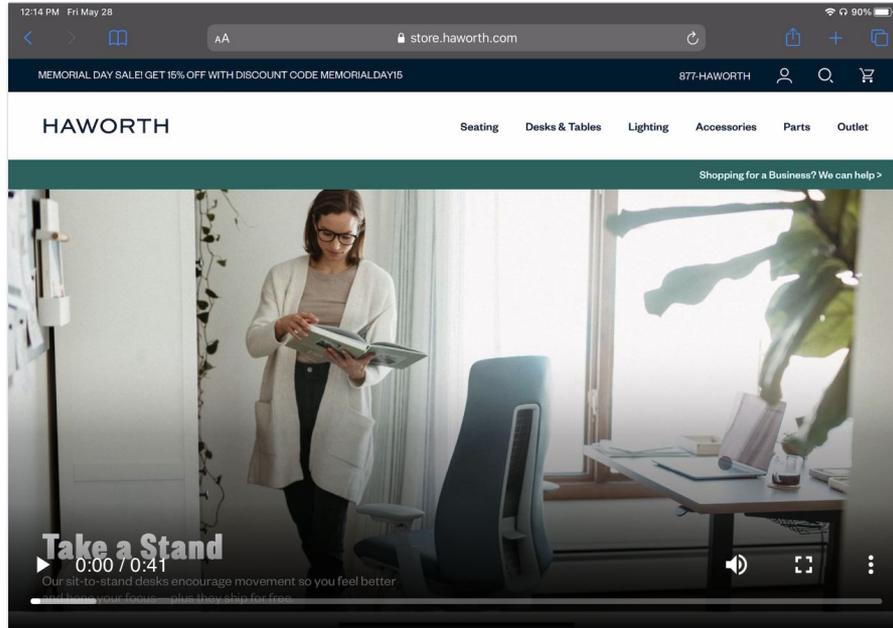
Share ...



Marshall Fox 2 8 days ago

Designer & Content Creator

Bruh... if it wasn't for the homework assignment this would have never happened.



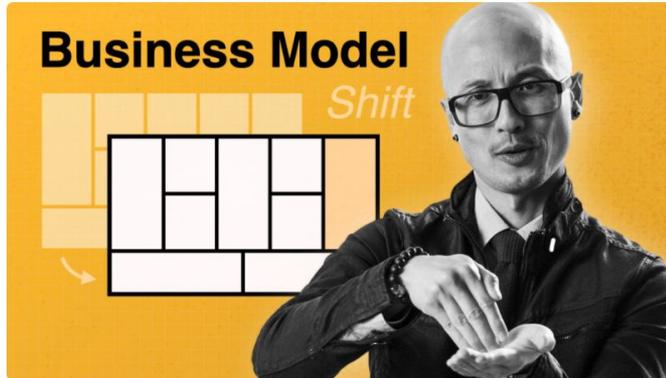
Small Channel but Big Win 😊

Share ...



Nicholas Himowicz 3 2 days ago

Business Coach & Content Creator



I just want to share this here because I'm so pleased. I made this video about Chris Do's business model as a content creator. I sent it to him. Not only did he watch but it he agreed to do a collab with me on a remake of the video.

How cool is that!?

▶ Cohort 3 ▼ Community 

? Questions + Answers

💡 Tips + Tricks

🏆 Community Wins

🌐 Community Map

👥 Accountability Buddy 6

👤 Member Directory

▼ Cohort 3 Video Vault 

📺 Week 1 - YouTube Founda...

💬 Guest Workshops

!⌚ Office Hours

⚙️ Gear

📄 Bonus Materials

▶ Bonus Interviews (Pre...) ▶ PTYA Community Vid... 

Community

**Spaces** 6 Members 981Search  Most Active **Questions +
Answers**
979 members

Leave space

**Community Wins**
976 members

Leave space

**Accountability
Buddy**
969 members

Leave space

**Tips + Tricks**
977 members

Leave space

**Community Map**
979 members

Leave space

**Member Directory**
978 members

Leave space

- ▼ Cohort 3 
-  Start Here
-  Introductions
-  Initiation Blueprint
-  Important Emails + Annou...
-  Calendar + Zoom Links
-  House Support System
-  Student Support
- ▼ Community 
-  Questions + Answers
-  Tips + Tricks
-  Community Wins
-  Community Map
-  **Accountability Buddy**
-  Member Directory
- ▶ Cohort 3 Video Vault 

 Accountability Buddy

New Post

Posts **116** Members **947**

Latest ▾

**Elizabeth Filips**

ADMIN

COMMUNITY ...

7 months ago



Hello everyone :)

One more thing we'd really recommend for this course (I feel particularly strongly about this lol) is set up an **Accountability Buddy**.

Having someone to meet with regularly, share the pains and joys of these four weeks (or even beyond) and need to be accountable to for the completion of your tasks during the progression of the course will make it much more enjoyable, social and successful. No leaders. No teachers. Just you and your fellow students working on assignments and helping each other get unstuck.

We recommend the groups are as small as possible - you can set up a 1-to-1 or up to 3 or 4 partners in a group.

Please take advantage of having this huge pool of people who are just as keen,

Members



Cams Campbell



Akta



Nathan Hesselman



Abhishek Patel



Oliver Hinz



Serra

[See all](#)

ACCOUNTABILITY BUDDY SCHEME

-
- 

Looking for accountability buddy (my content is around books/personal dev./philosophy)!
↳ Vivian replied 2 hours ago

👍 0 💬 2 ...
-
- 

Software Developer based in Europe looking for Accountability buddy
Muaz posted 13 hours ago

👍 0 💬 0 ...
-
- 

Looking for an accountability Buddy, mental health, spirituality and happiness niche :)
↳ Jennifer replied 5 hours ago

👍 1 💬 3 ...
-
- 

Lifestyle content creator needs accountability buddy/group CST, days or nights (after 8pm)
Natalie posted a day ago

👍 1 💬 0 ...
-
- 

Accountability Buddy in West Coast USA
Ron posted a day ago

👍 0 💬 0 ...
-
- 

Looking for a support/accountability partner (EST)
Rachel posted a day ago

👍 2 💬 0 ...
-
- 

Looking for a Daily Co-Working/Zoom buddy (BST) 🇬🇧
↳ James replied a day ago

👍 2 💬 4 ...
-
- 

Accountability Group (I'm in Eastern USA)
↳ Ben replied 10 hours ago

👍 4 💬 10 ...
-
- 

Accountability buddies please? I am based in Hong Kong (UTC+08:00). Niches atm - being a fearless woman/ent...
↳ Mandy replied a day ago

👍 0 💬 9 ...
-
- 

Looking for buddies around Sydney (AEST)
↳ Jon replied 5 days ago

👍 0 💬 2 ...
-
- 

3-person accountability buddy
↳ Natalie replied 6 hours ago

👍 1 💬 5 ...
-
- 

Looking for accountability buddy, I'm into tech, photography, minimalism :)
↳ Ahmed replied 10 hours ago

👍 0 💬 4 ...
-
- 

Looking for the Thelma to my Louise
↳ Izzy replied 5 days ago

👍 2 💬 2 ...
-
- 

Looking for accountability buddies in Paris 🇫🇷
↳ Mickaël replied 7 days ago

👍 1 💬 1 ...
-
- 

looking for 3 to 5 buddies--im in EST :)
↳ natalie replied a day ago

👍 1 💬 28 ...
-
- 

Accountability Group - BST
↳ Amy replied 4 days ago

👍 1 💬 4 ...
-
- 

Accountability Group - Central Time
↳ Leonard replied 4 days ago

👍 1 💬 7 ...
-
- 

Looking for Buddy - PST - Interests in Fitness, Pain Relief, and Health
↳ Jacob replied 3 days ago

👍 0 💬 7 ...
-
- 

Looking for accountability buddy (I am in ET)
↳ natalie replied 8 days ago

👍 3 💬 11 ...
-



Q Search



▶ Cohort 3 

▼ Community 

? Questions + Answers

💡 Tips + Tricks

🏆 Community Wins

🌐 Community Map

👥 Accountability Buddy 6

👤 Member Directory

▼ Cohort 3 Video Vault 

📺 Week 1 - YouTube Founda...

💬 Guest Workshops

! ? Office Hours

🎥 Gear

📚 Bonus Materials

Cohort 3 Video Vault



Spaces 5 Members 425

Search  Latest 



Office Hours

11 members

Leave space



Bonus Materials

425 members

Leave space



Gear

424 members

Leave space



Week 1 - YouTube

Foundations

425 members

Leave space



Guest Workshops

425 members

Leave space

+ Create a space



CONTACT & SUPPORT



so close to deleting this one at the editing stage

rren posted an hour ago

👍 0 💬 0 ...

d consistent video!!!

Kasper replied 3 days ago

👍 6 💬 1 ...

nall Channel but Big Win 😊

Nicholas replied 3 days ago

👍 14 💬 12 ...

y win is that my face is finally on YouTube

Kai replied 3 days ago

👍 11 💬 3 ...

ound the second video harder?

James replied 2 days ago

👍 4 💬 2 ...

ok a plunge. Putting myself out there in spite of fear.

Matthias replied 4 days ago

👍 18 💬 3 ...



AKTA



Nathan Hesselman



Abhishek Patel



Oliver Hinz



Serra

See all



Wins

Settings Notifications Members [New Post](#)

Members 979 Latest ▾

terday getting my audio, video, and lighting . Success! I am ready to go!!
Liked 8 hours ago 7 3

o deleting this one at the editing stage
Liked 16 hours ago 0 0

ent video!!!
Liked 3 days ago 6 1

nel but Big Win 😊
Liked 3 days ago 14 12

at my face is finally on YouTube
4 days ago 12 3

second video harder?
Liked 3 days ago 4 2

ige. Putting myself out there in spite of fear.
Liked 5 days ago 18 3

eo
Liked 5 days ago 11 2

Members

Cams Campbell
Akta
Nathan Hesselman
Abhishek Patel
Oliver Hinz
Serra
[See all](#)

Send a message



How can we help?
We usually respond in a few hours

Name

Subject

Email address

How can we help?

[Send a message](#)





PART-TIME YOUTUBER ACADEMY

PTYA Knowledge Base

🔗 1 backlink

This page is the base for all the questions that you may have and can be used as a resource to reference throughout the course.

📁 Course Logistics

[How do I find the course materials, session recordings and lesson notes?](#)

[What happens if I can't attend the Live Sessions?](#)

[Why do all the lessons start at 16:00 GMT?](#)

[Why am I not receiving the course emails?](#)

[How do we contact you with a question or concern?](#)

[What's the standard email response time?](#)

🔴 Circle

[Where can I see an overview of Circle's features and spaces?](#)

[Why should I use Circle?](#)

[Why can't I access Circle?](#)

[Can I use Circle on mobile?](#)

👤 Zoom

[How do I register for Zoom calls?](#)

[How do I mute in Zoom during a conference call?](#)

[Why does Ali ask us to turn on our videos?](#)

✍️ Homework & Assignments

[How many assignments are there going to be during the course?](#)

[Are the assignments compulsory?](#)

[When do I need to do my assignments?](#)

[Where can I get feedback on my assignments?](#)

👉 PTYA Peer Support Sessions

[What are the Peer Support Sessions?](#)

[How many Peer Support sessions will there be during the course?](#)

📁 Upgrades, Invoices, Guarantee

[Can I upgrade my package mid-way through the course?](#)

[Is it possible to receive an invoice?](#)

[Is there a money-back guarantee?](#)

😊 Premium Edition

[I purchased the Premium Edition, what does this include?](#)

[How do I access the Premium course materials?](#)

[How do I enrol in the next cohort in Spring 2021?](#)

[How do I join the Power Hour sessions?](#)

😊 Executive Edition

[I purchased the Executive edition, what does this include?](#)

[How do I access the Executive course materials?](#)

[When are the small-group coaching calls?](#)

[Will the small-group coaching calls be recorded?](#)

[How do we arrange 1-1 support?](#)

[How often can we receive 1-1 support?](#)

🔧 Hardware, Software & Video Production

[What equipment do you recommend for video production?](#)

[What software should I use to edit my videos?](#)

[Where can I learn how to edit my videos?](#)

[Can I edit videos using my iPad?](#)

[Where can I find stock footage to use in my videos?](#)

[Where can I download free background music?](#)



PTYA WORKBOOK



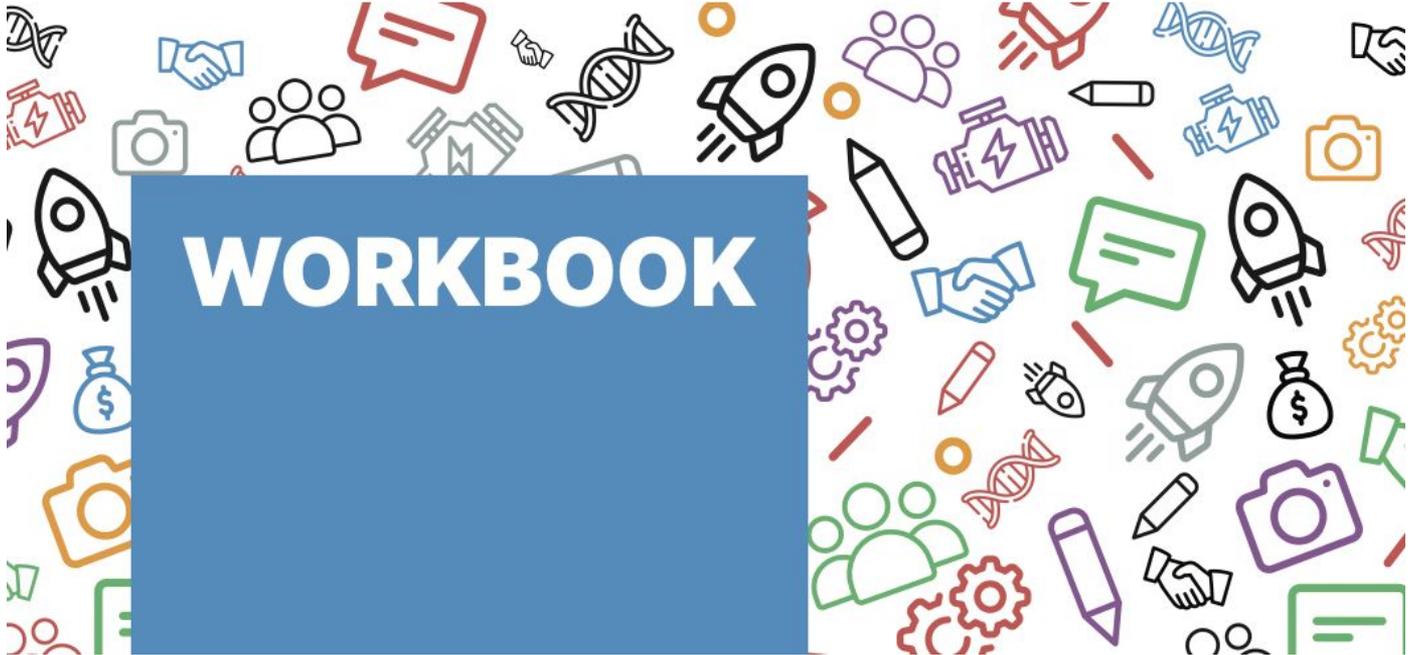


PART-TIME
YOUTUBER
ACADEMY

PTYA WORKBOOK



PART-TIME
YOUTUBER
ACADEMY



WORKBOOK



PTYA WORKBOOK





**PART-TIME
YOUTUBER
ACADEMY**

LESSONS

WEEK ONE



How To Succeed on YouTube



The Ultimate Guide to
Gear and Set-Up

WEEK FOUR



Help People Fall In Love
With Your Channel



Systematise & Scale Your
Production Process

WEEK TWO



Define & Refine Your Niche



Generate Endless Content Ideas

WEEK FIVE



Build An Audience on
Multiple Platforms



Outsource & Build Your Team

WEEK THREE



Entice Viewers to
Click on your Videos



Keep Viewers Engaged
Throughout Your Video

WEEK SIX



Monetise & Grow Your Empire



Integrate & Grow With
Your New System



**PART-TIME
YOUTUBER
ACADEMY**

WEEKLY TIMETABLE

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY



LIVE
SESSION

16:00 BST
UNTIL
18:00 BST



SOCIAL
CLUB

19:00 BST



OFFICE
HOURS

16:00 BST



LIVE
SESSION

16:00 BST
UNTIL
18:00 BST



EXECUTIVE
COACHING

20:00 BST



SOCIAL
CLUB

09:00 BST



OFFICE
HOURS

16:00 BST



EXECUTIVE
COACHING

14:00 BST



PTYA COMMUNITY ON CIRCLE

24/7 - CONNECT WITH FRIENDS + ASK & ANSWER QUESTIONS



GUEST WORKSHOPS

EVERY WEEK THERE'LL BE AT LEAST ONE GUEST WORKSHOP ON
TUESDAY, WEDNESDAY OR FRIDAY USUALLY AT 1700
[SEE THE CALENDAR FOR FULL DETAILS.](#)



HOUSE PARTIES

EVERYONE WILL BE ASSIGNED A HOUSE AND WILL BE
SENT A TIME IN WEEK 1 WHEN THEIR HOUSE WILL MEET.
HOUSE PARTIES WILL START FROM WEEK 2 ONWARDS.



**PART-TIME
YOUTUBER
ACADEMY**



POWER HOUR



**PART-TIME
YOUTUBER
ACADEMY**

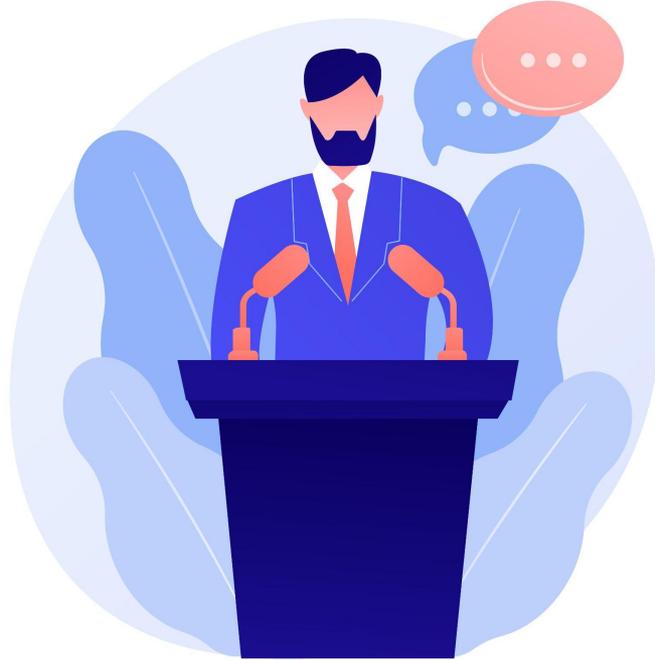


POWER HOUR

EVERY WEEKDAY - 0800 BST & 1400 BST



GUEST WORKSHOPS





GUEST WORKSHOPS - WEEK 2



Hasan Kubba

Finding Your Unfair Advantage



GUEST WORKSHOPS - WEEK 3



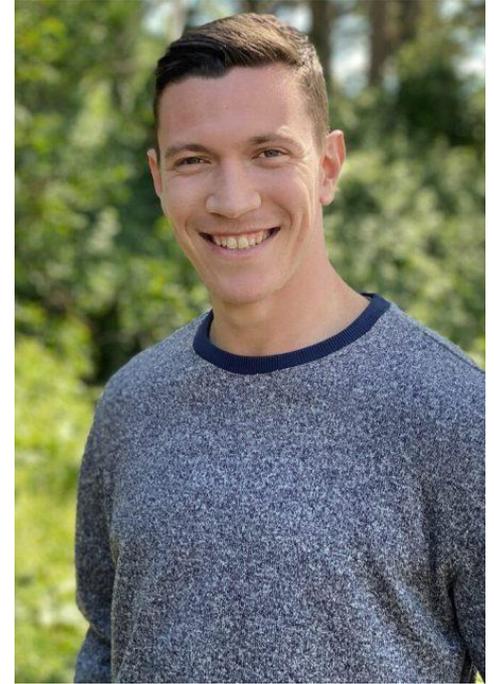
Tristan & Michael

ULSTRASPEAKING



Matthew Dicks

THE ART OF STORYTELLING



David Perell

CRASH COURSE IN WRITING



GUEST WORKSHOPS - WEEK 4



James Jani

EDITING & YOUTUBE



Robbie Crabtree

PERFORMATIVE SPEAKING



GUEST WORKSHOPS - WEEK 5



Joe Gannon

REPURPOSING FOR GROWTH



Pat Flynn

PERFORMATIVE SPEAKING



PART-TIME
YOUTUBER
ACADEMY

GUEST WORKSHOPS - WEEK 6



Anne-Laure Le Cunff
BUILDING & MONETISING A COMMUNITY

.....g.....



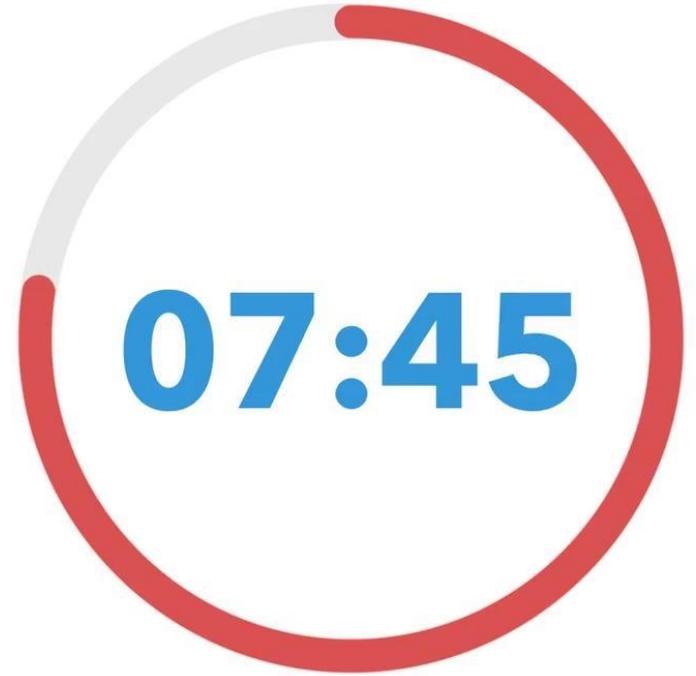
MISSION #1 - BREAKOUT ROOM

Introduce yourself to your group and describe what your dream for your YouTube channel is.

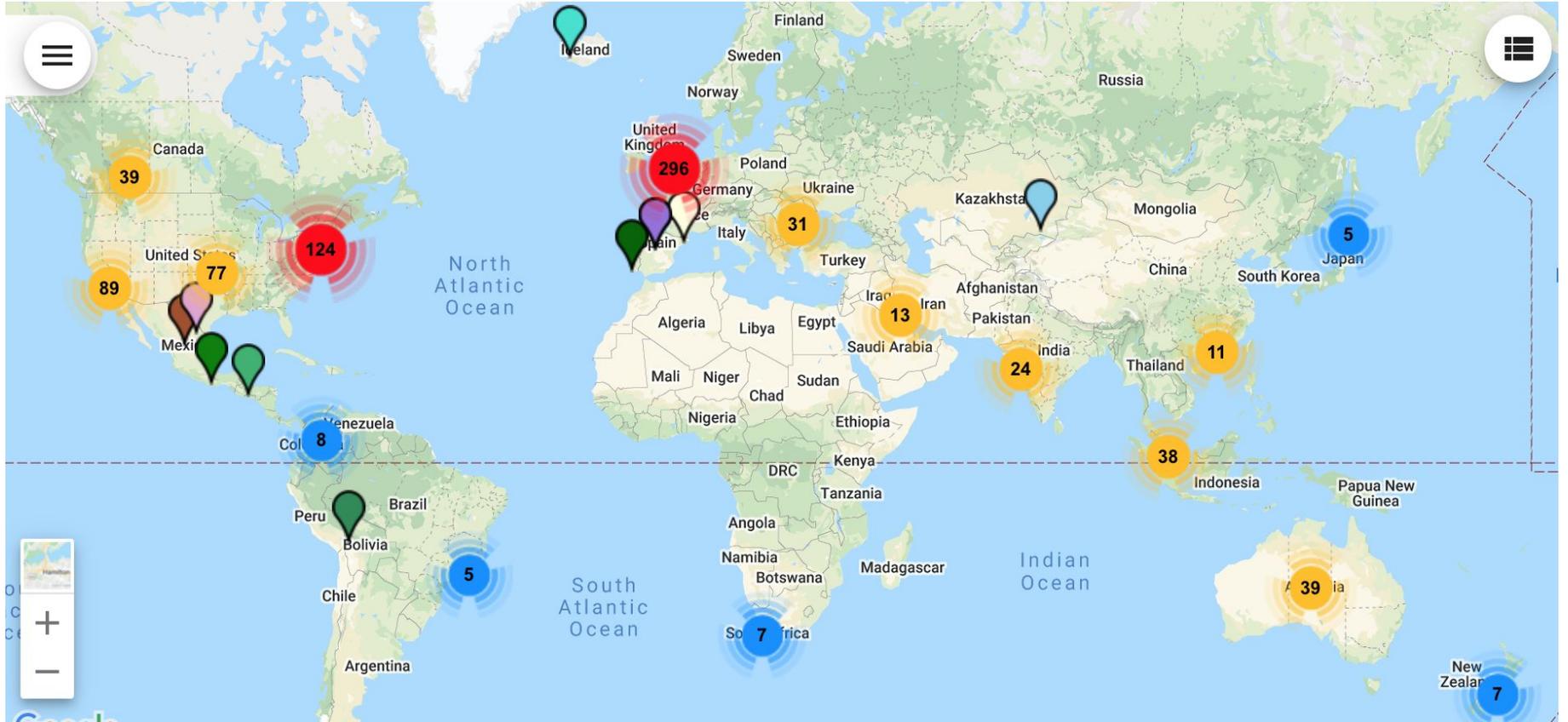
What sort of content are you planning to make?

How do you want this to impact your life?

We'll send out updates every 2 minutes so that everyone gets a chance to speak :)

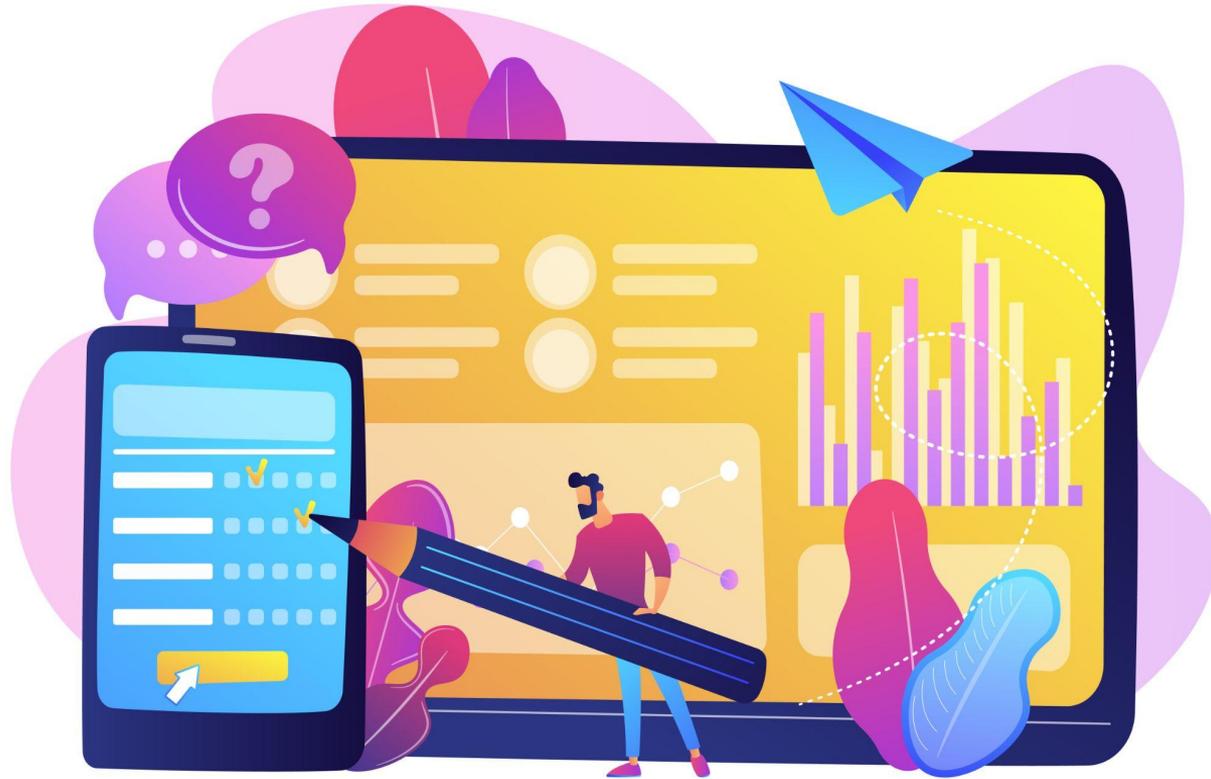


COMMUNITY MAP



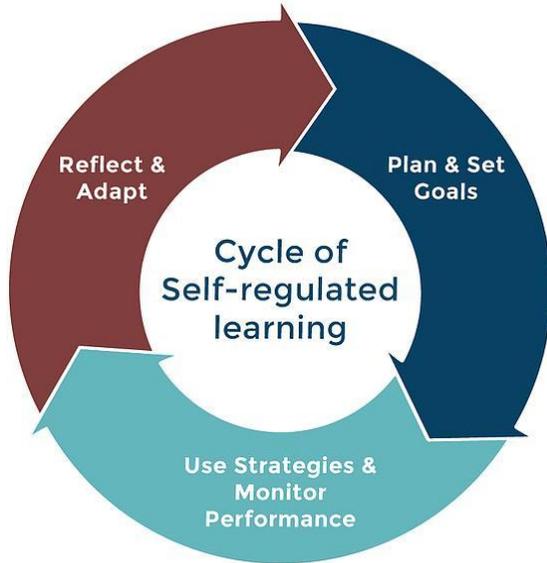


INITIATION BLUEPRINT





INITIATION BLUEPRINT



Progress Tracking



Before

Reflect, plan and record what you want to get out of a program.



During

Track your growth and progress as a student.

Signpost your content as the course creator.



After

Embrace a lifelong pursuit of learning by identifying areas for improvement.

COHORT 3 AVERAGE

Part-Time YouTuber Blueprint - Cohort 3

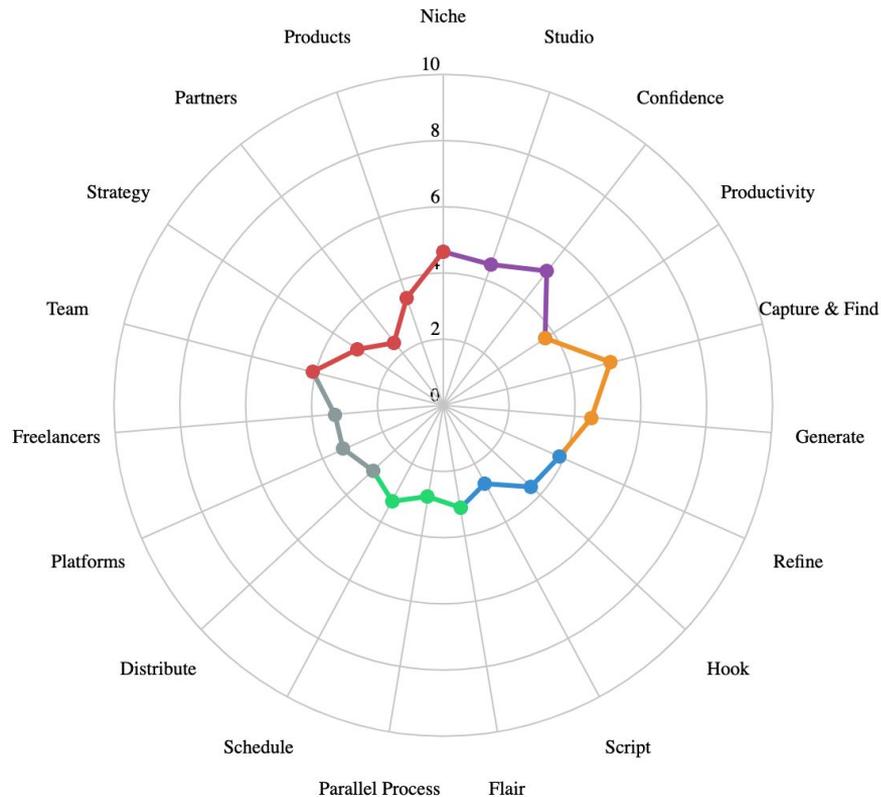
My ability to use my end-to-end content production flow system to publish videos consistently

Responses

Latest

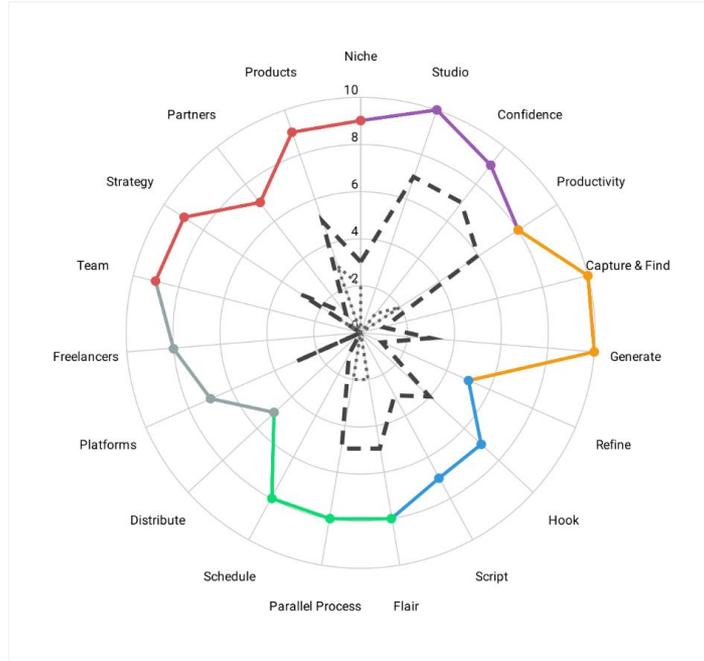
37%

459





ALI'S BLUEPRINT



PART-TIME YOUTUBER SCORE

My ability to use my end-to-end content production flow system to publish videos consistently

| Baseline | Previous | Latest |
|----------|----------|----------|
| 7% | 31% | 81% |
| Jun 2017 | Jun 2018 | Dec 2020 |

| | | |
|-----------|---------------------------|---|
| Build | Niche | My ability to choose a target audience, understand their challenges and identify my value proposition |
| | Studio | My ability to optimise my camera, audio and lighting gear to make my videos look great at different budget levels |
| | Confidence | My ability to comfortably speak and perform to a camera, find and hear my own voice, and put myself out there |
| | Productivity | My ability to efficiently, consistently produce useful content with workflows that fit into the rest of my life |
| Conceive | Capture & Find | My ability to reliably capture content ideas from sources I consume |
| | Generate | My ability to systematically generate new ideas to make videos about |
| | Refine | My ability to refine ideas through feedback (YouTube comments, Newsletter, Twitter, Instagram) |
| Construct | Hook | My ability to create titles, thumbnails and hooks that draw my audience in |
| | Script | My ability to structure my videos to engage viewers and feed the algorithm |
| | Flair | My ability to inject creativity and branding elements into my videos so that viewers fall in love with my channel |
| Create | Parallel Process | My ability to work on multiple videos at any given time through parallel processing |
| | Schedule | My ability to forward-plan and manage my time for writing, batch-filming and editing |
| | Distribute | My ability to efficiently repurpose one piece of content into multiple pieces for distribution on different platforms |
| Expand | Platforms | My ability to expand my business and content into different platforms, including my website, email newsletter and other social media |
| | Freelancers | My ability to affordably scale my business by hiring freelancers for key areas of my workflow (editing, research, writing) |
| | Team | My ability to (one day) hire my own team of part-time or full-time staff to free up my own time, so that I can work on my business rather than in my business |
| Monetise | Strategy | My understanding of the different ways to monetise content, and my ability to create a mid to long term monetisation strategy for my business with flywheel effects |
| | Partners | My ability to build a network of partners around my content and business, including influencers, affiliates and brand deals |
| | Products | My ability to create, market and sell my own products, including services, courses, memberships and physical goods |



PTYA BLUEPRINT & SURVEY

What is the focus of your content on your YouTube Channel?

business career create creativity currently design development
education etc experience finance fitness focus focusing game
growth health help improvement interested journey learning
life lifestyle living love management marketing medical mind niche
people personal productivity really
related reviews school self share start students teaching tech technology things
think tips topics work





▼ Cohort 3 +

🏠 Start Here

📖 Introductions

📌 Initiation Blueprint

📧 Important Emails + Annou...

📅 Calendar + Zoom Links 1

🏠 House Support System

👤 Student Support

▼ Community +

? Questions + Answers 256

💡 Tips + Tricks 79

🏆 Community Wins

🌐 Community Map

👥 Accountability Buddy 82

👤 Member Directory

Part-Time YouTuber Blueprint - Cohort 3

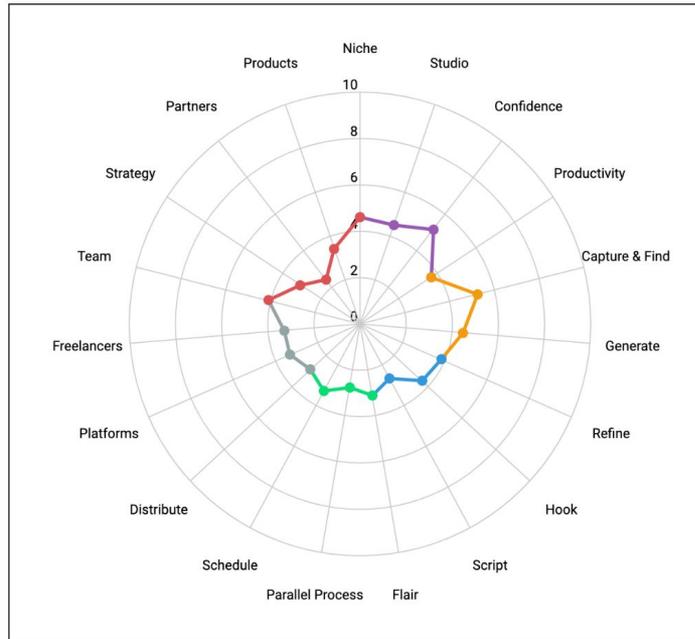
Baseline Previous Latest

My ability to use my end-to-end content production flow system to publish videos consistently

37%

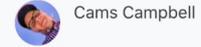
Responses

453



Powered by www.MySnapshot.co

Members



Cams Campbell



Bhav



Akta



Nathan Hesselman



Oliver Hinz

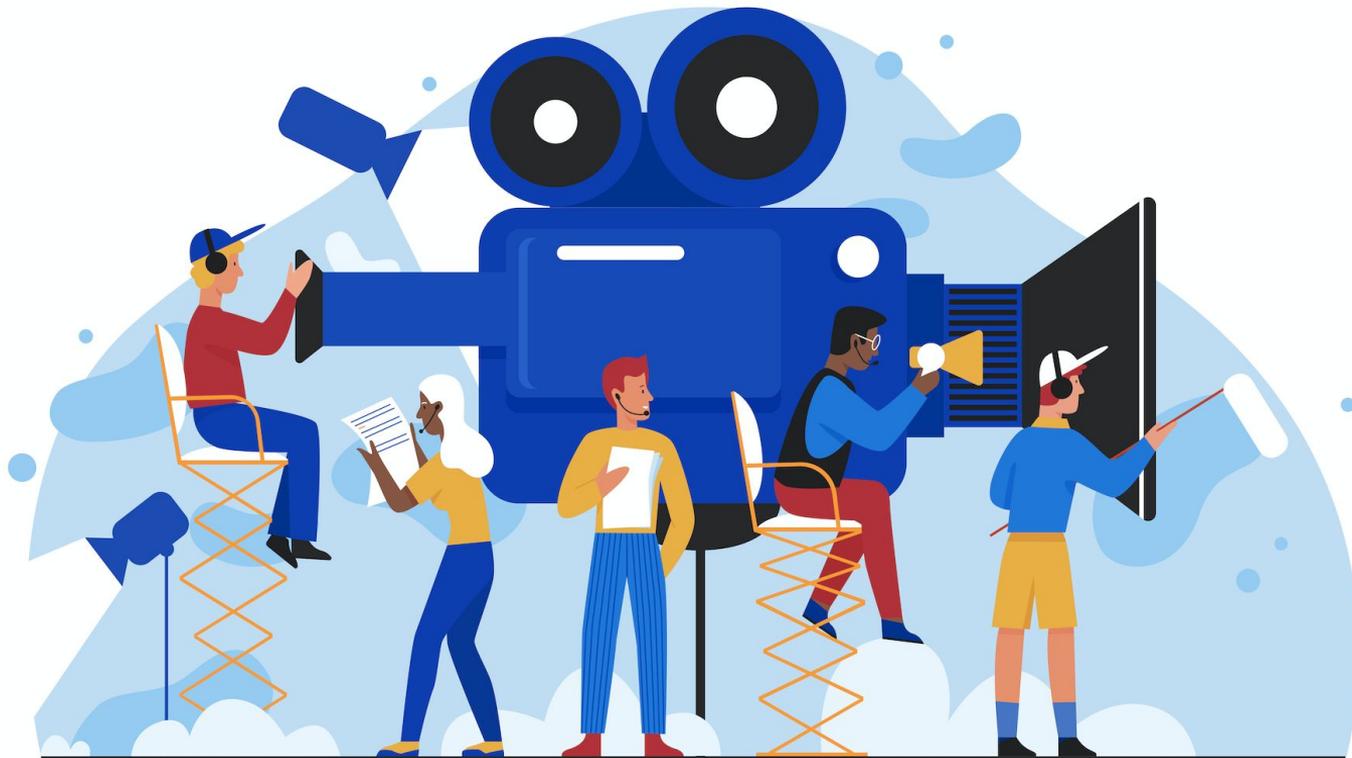


Serra

[See all](#)



HOMEWORK VIDEO ASSIGNMENTS





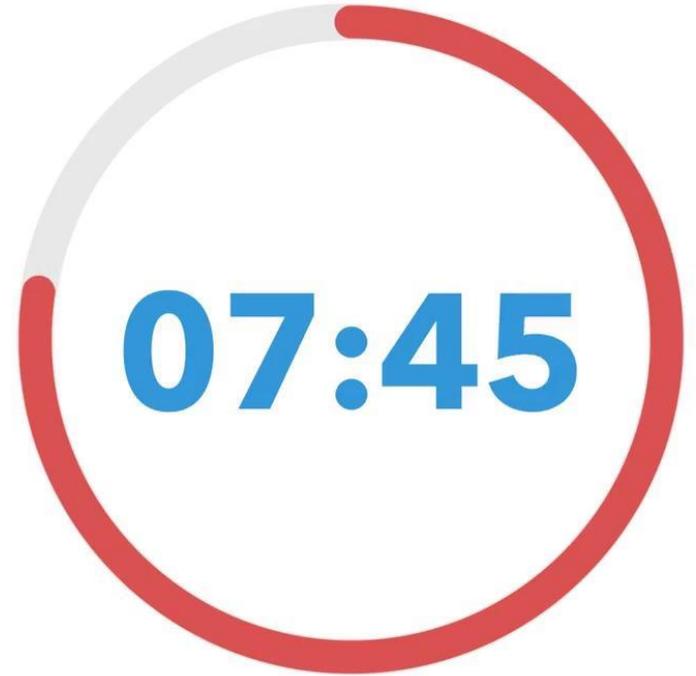
BREAKOUT ROOM



MISSION #2 - BREAKOUT ROOM

Head into Breakout Rooms and in your small groups discuss the following three questions:

- What's your biggest challenge with creating videos?
- What are some reasons that you might not end up doing this week's assignment?
- What are some ways that you can ensure you'll get it done?



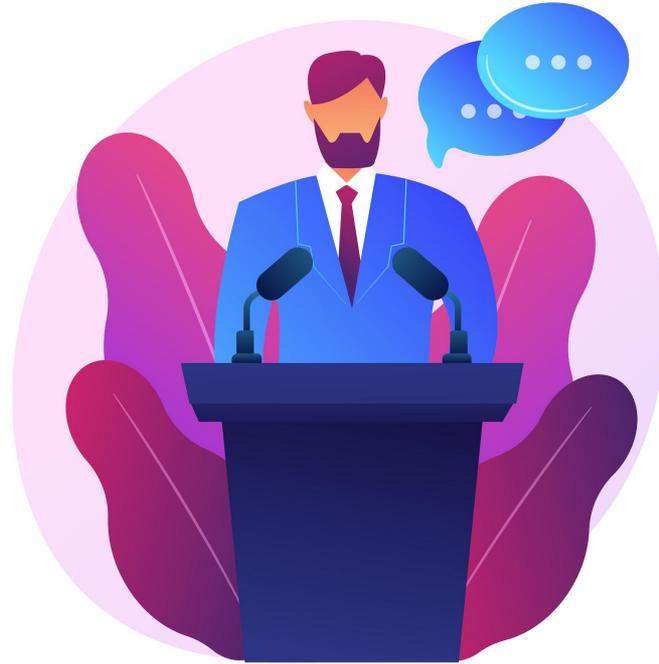


WHAT IT TAKES TO SUCCEED ON YOUTUBE





HARD TRUTHS





HOW TO GROW ON YOUTUBE

**THE ONLY WAY TO GROW ON
YOUTUBE IS TO MAKE VIDEOS THAT
PEOPLE WANT TO WATCH**



PART-TIME
YOUTUBER
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IS YOUTUBE EASY?

EASY



PART-TIME
YOUTUBER
ACADEMY

IS YOUTUBE EASY?





PART-TIME
YOUTUBER
ACADEMY

FILMING







WRITING





PART-TIME
YOUTUBER
ACADEMY

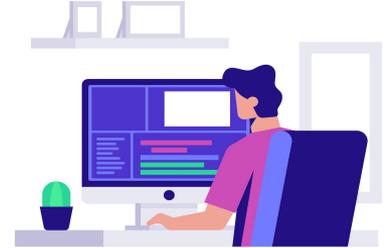
STORYTELLING





PART-TIME
YOUTUBER
ACADEMY

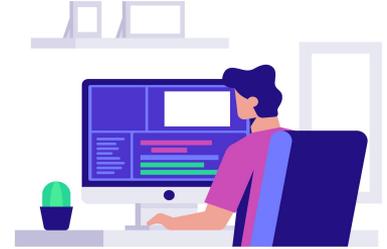
BRANDING





PART-TIME
YOUTUBER
ACADEMY

PUBLIC SPEAKING





THESE ARE ALL SPECIALISED SKILLS





PART-TIME
YOUTUBER
ACADEMY

IS YOUTUBE EASY?

EASY



PART-TIME
YOUTUBER
ACADEMY

IS YOUTUBE EASY?





MATHS PUZZLE



WARREN BUFFETT

Starts investing aged 10.

By age 30, net worth = \$1m (\$9.3 inflation adjusted)

Still investing aged 90.

22% annual returns.

Current Net Worth = \$84.5 billion

NORMAL PERSON

Starts investing aged 30.

At age 30, net worth = \$25k.

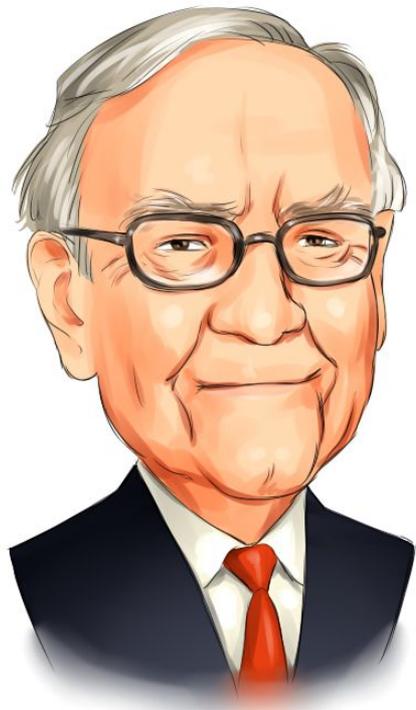
Quits investing aged 60.

22% annual returns.

Current Net Worth = \$11.9 million



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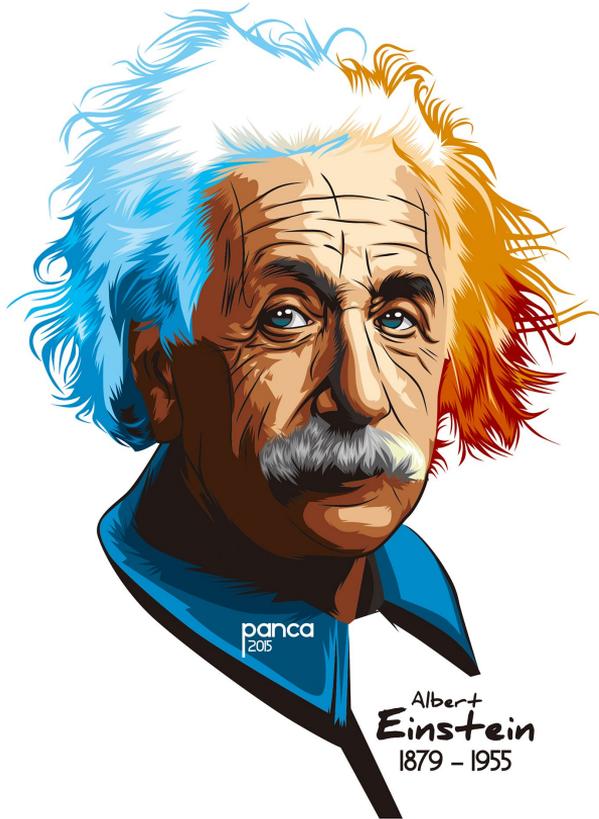
22% annual returns.

Current Net Worth = \$11.9 million

99.9% of Buffett's net worth is because he started early and kept going.



WHAT IT TAKES TO SUCCEED ON YOUTUBE



“Compound interest is
the 8th Wonder of the
World”

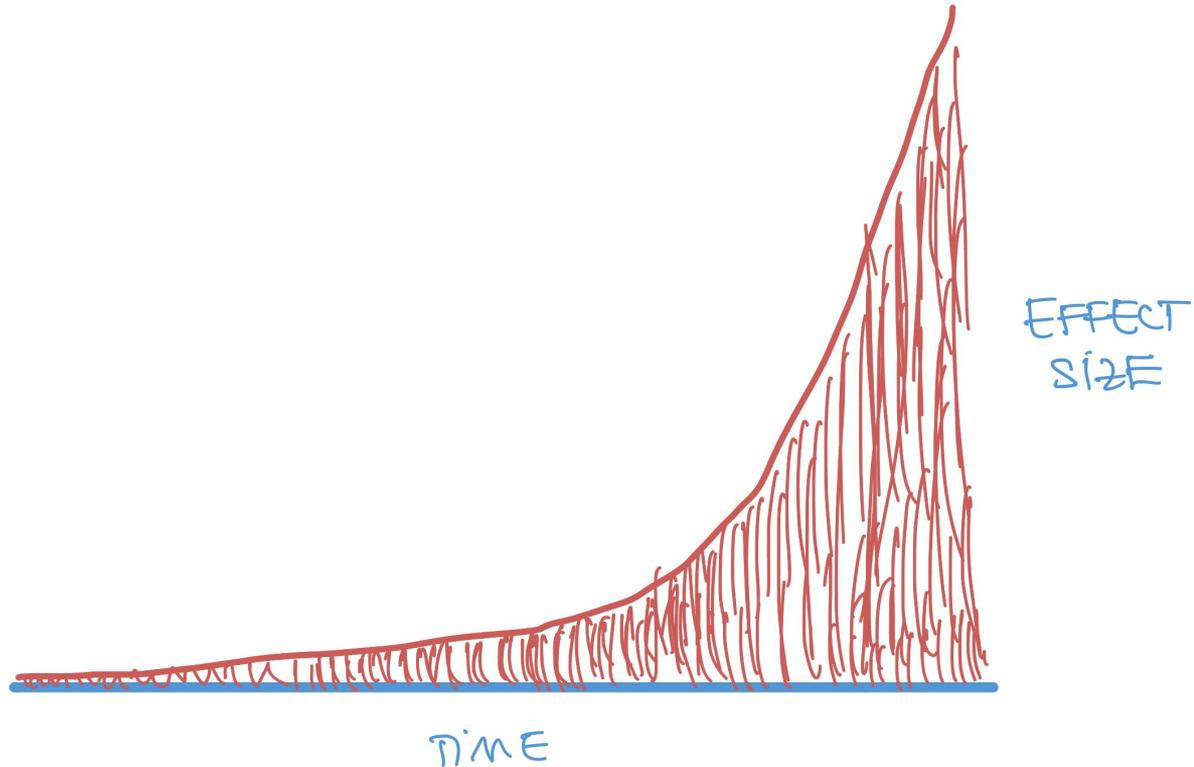


PART-TIME
YOUTUBER
ACADEMY

WHAT IT TAKES TO SUCCEED ON YOUTUBE

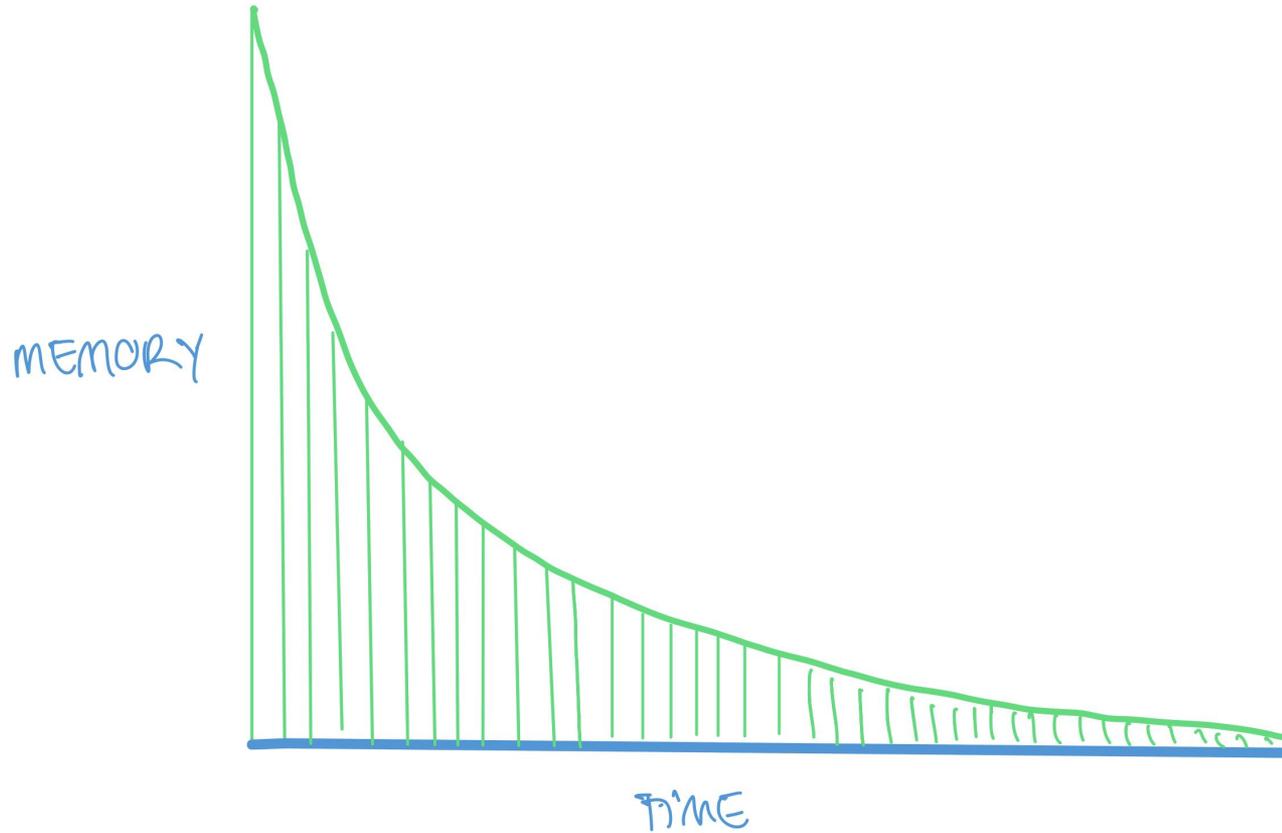


WHAT IT TAKES TO SUCCEED ON YOUTUBE



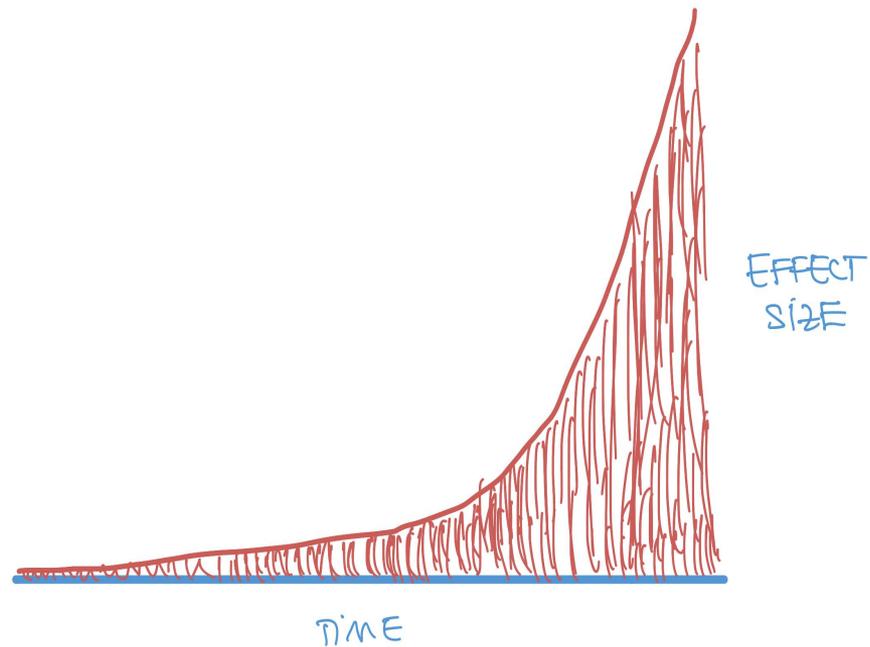
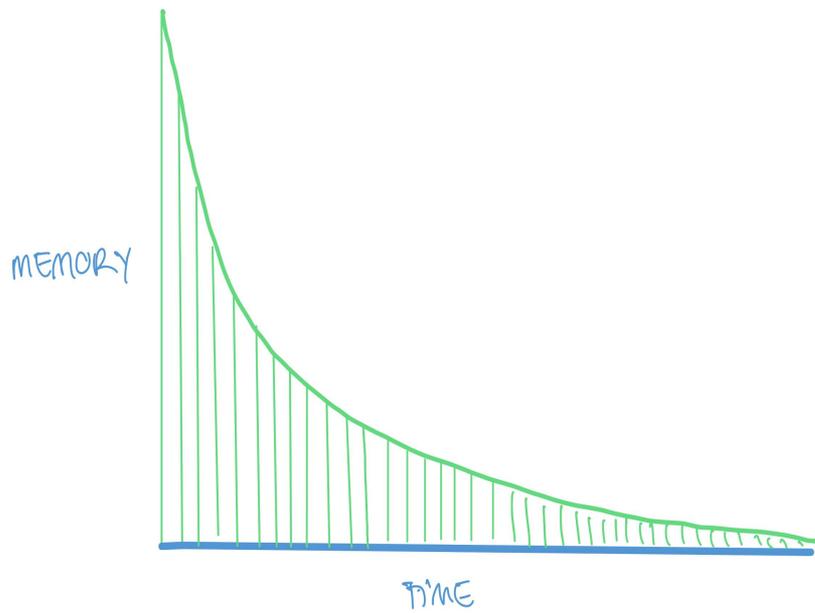


WHAT IT TAKES TO SUCCEED ON YOUTUBE



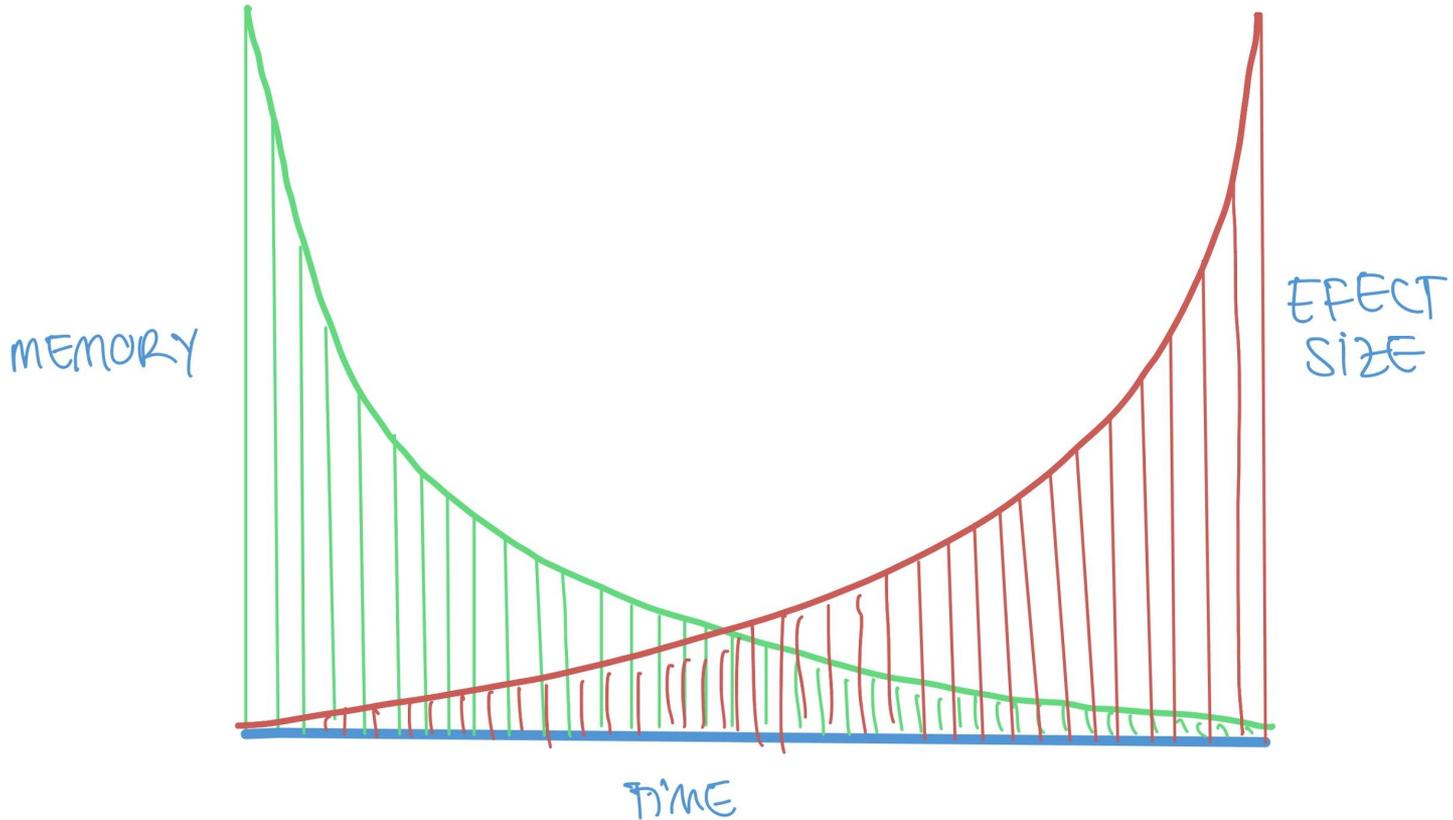


WHAT IT TAKES TO SUCCEED ON YOUTUBE



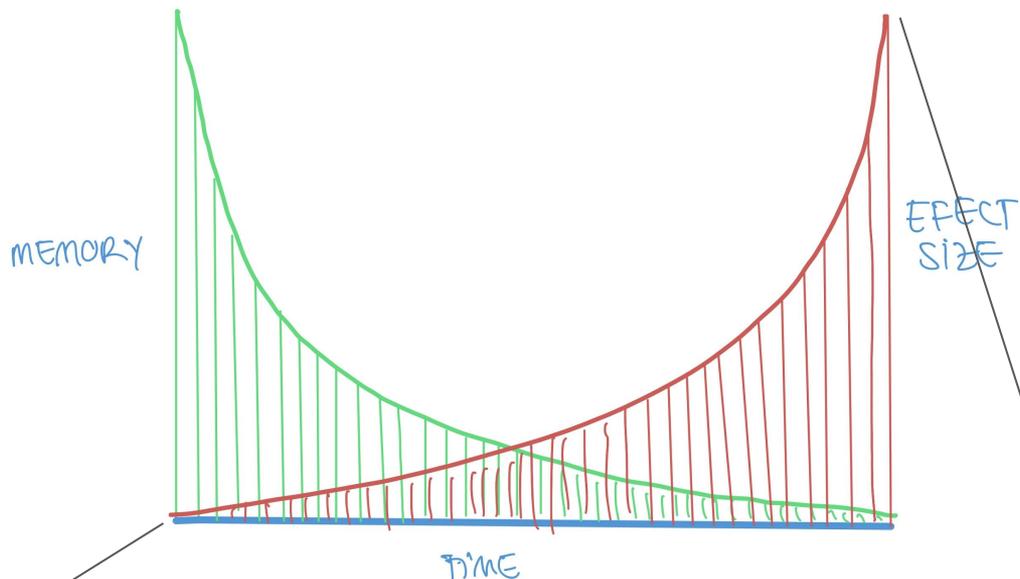


WHAT IT TAKES TO SUCCEED ON YOUTUBE





WHAT IT TAKES TO SUCCEED ON YOUTUBE

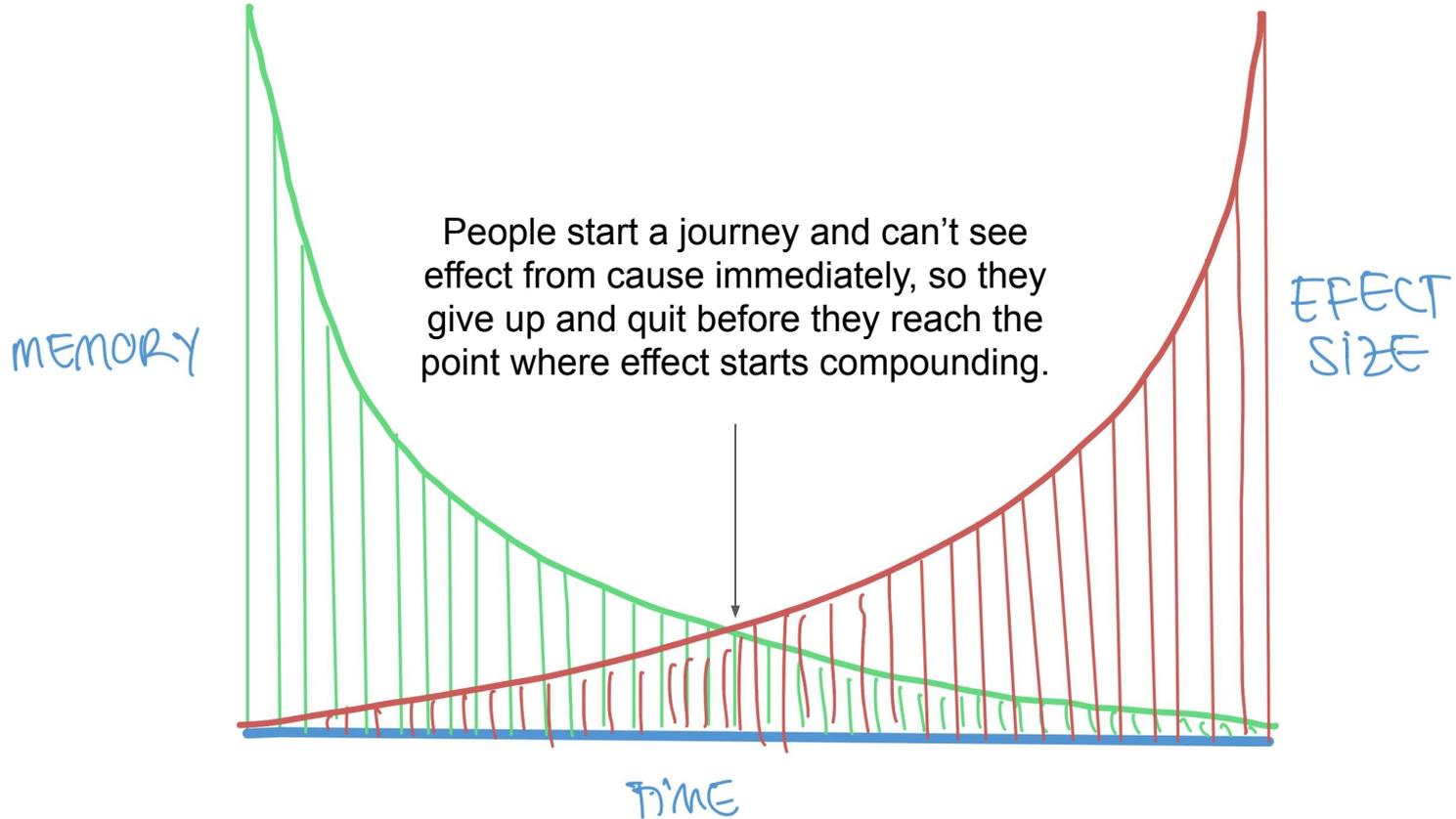


Zero effect (views, subs, revenue etc)
Strong memory of effort + pain

Huge effect (views, subs, revenue etc)
No memory of what caused it

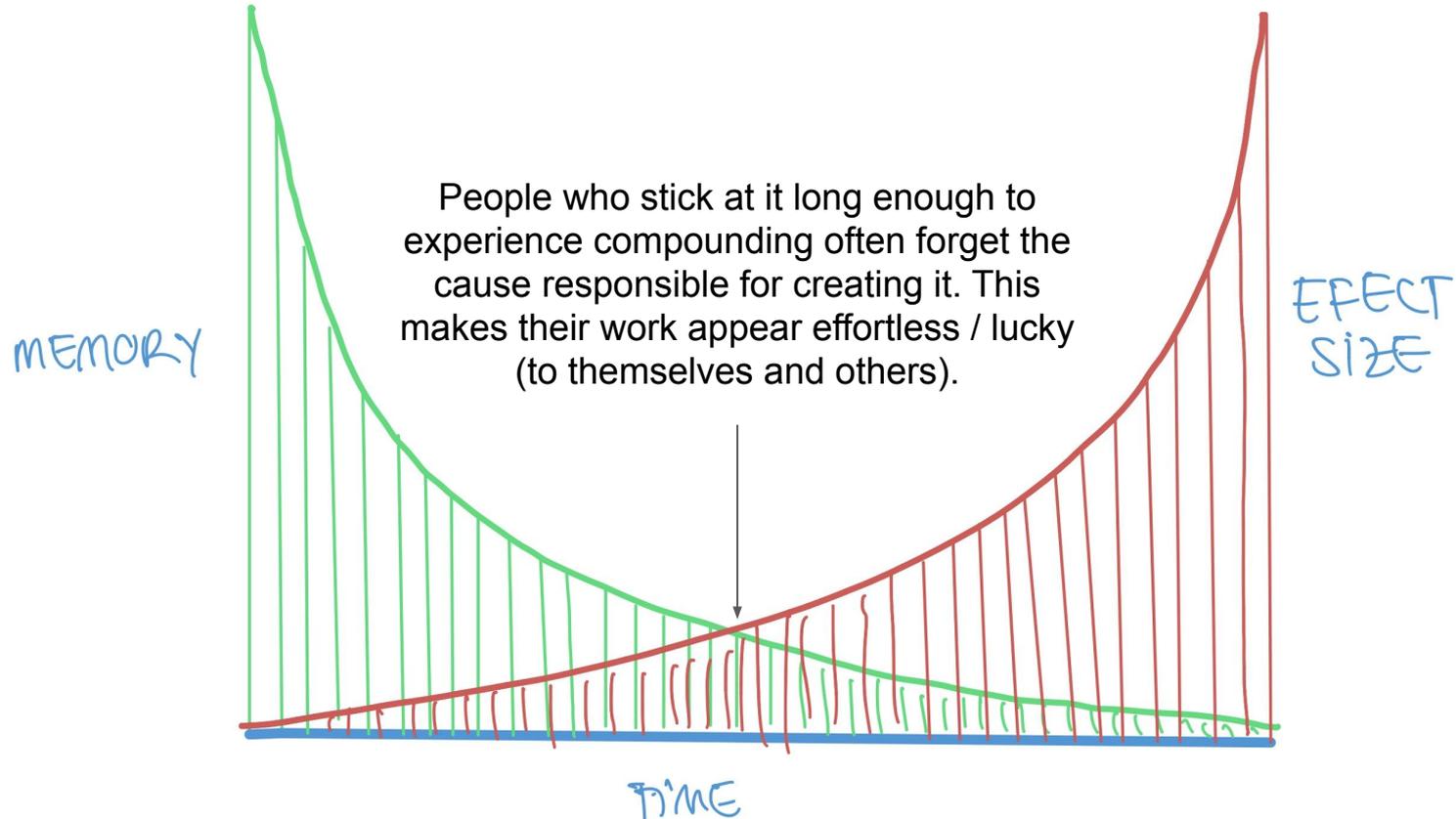


WHY PEOPLE FAIL





WHY PEOPLE FAIL





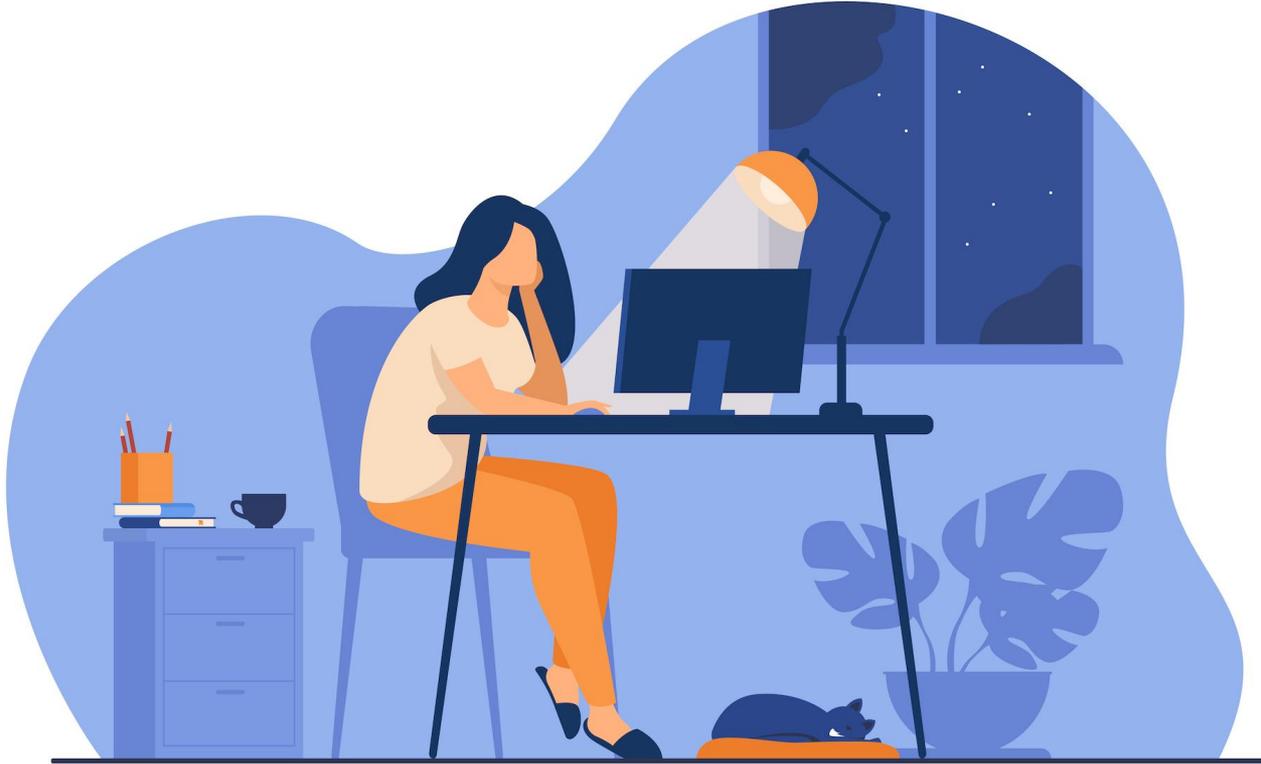
IT'S A MARATHON





PART-TIME
YOUTUBER
ACADEMY

SUCCESS DOESN'T HAPPEN OVERNIGHT





Marques Brownlee



UPLOADS
1,293

SUBSCRIBERS
12.8M

VIDEO VIEWS
2,214,682,990

COUNTRY
US

CHANNEL TYPE [?]
Tech

USER CREATED
Mar 21st, 2008

Quality Tech Videos

User Summary

Future Projections

Detailed Statistics

Featured Box

Similar Channels

User Videos

Live Subscriber

A-

TOTAL GRADE [?]

3,209th

SOCIAL BLADE
RANK

479th

SUBSCRIBER
RANK

1,587th

VIDEO VIEWS
RANK

183rd

COUNTRY
RANK

9th

TECH
RANK

600K ^{▲200.0%}

SUBSCRIBERS FOR THE LAST 30 DAYS

£15.6K - £249.3K

ESTIMATED MONTHLY EARNINGS [?]

95.894M ^{▲91.5%}

VIDEO VIEWS FOR THE LAST 30 DAYS



PART-TIME
YOUTUBER
ACADEMY

MKBHD





PART-TIME
YOUTUBER
ACADEMY

ME



Ali Abdaal ✓

1.79M subscribers

SUBSCRIBED



HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



CHANNELYTICS



Why I Spent \$28,402 on Apple Products This Year

Ali Abdaal ✓ 187K views · 1 week ago · 94%

In this video I'll be going over 10 ways in which Apple products work together to boost my quality of life and improve my productivity. Also, this video isn't sponsored lol - I wish it were....



ME

Views ▲

119.9M

Watch time (hours) ▲

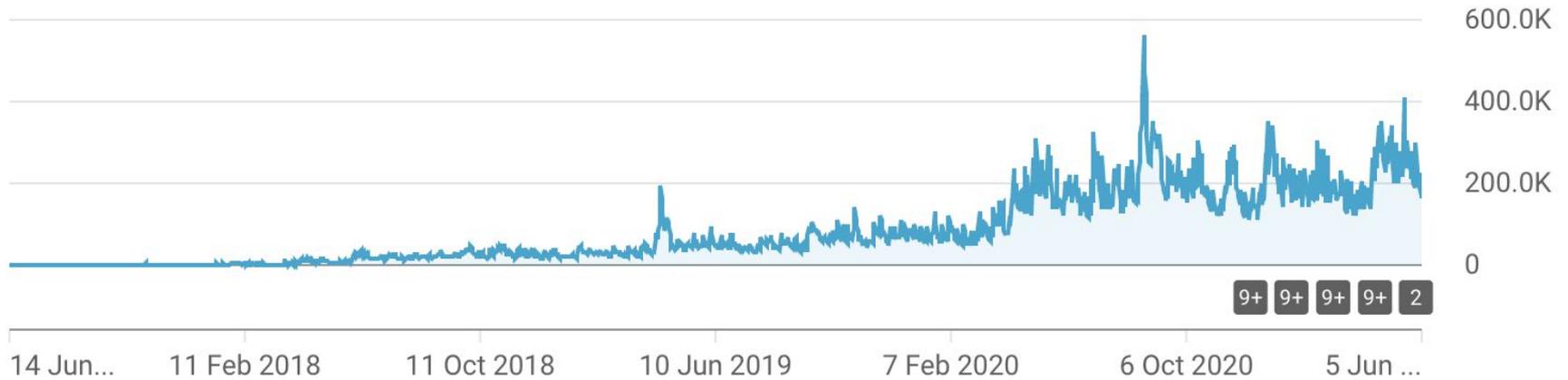
9.5M

Subscribers ▲

+1.8M

Your estimated revenue 🕒

£246,127.75





ME

Views ▲

119.9M

Watch time (hours) ▲

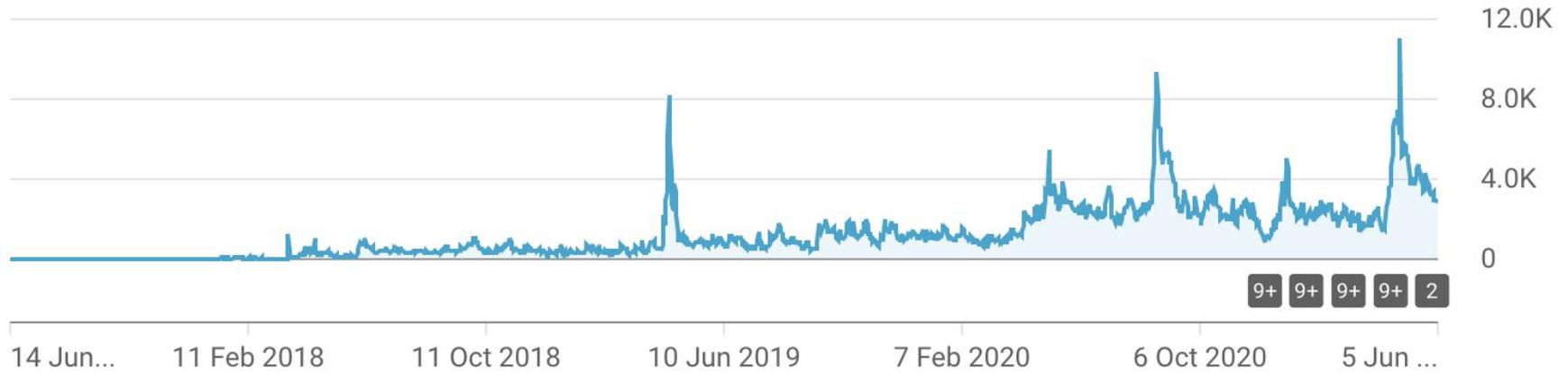
9.5M

Subscribers ▲

+1.8M

Your estimated revenue 🕒

£246,127.75





ME

Views

119.9M

Watch time (hours)

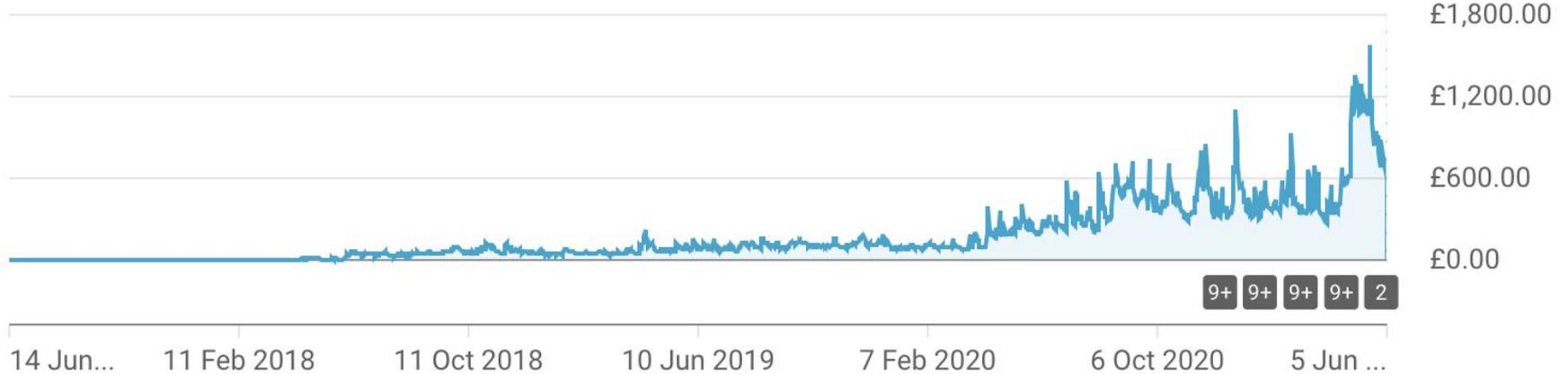
9.5M

Subscribers

+1.8M

Your estimated revenue

£246,127.75





HOW MANY VIDEOS DO YOU NEED TO MAKE?



1M

subscribers



HOW MANY VIDEOS DO YOU NEED TO MAKE?



1M

subscribers

3,873

videos



HOW MANY VIDEOS DO YOU NEED TO MAKE?



1M
subscribers

3,873
videos



100k - 1M
subscribers



HOW MANY VIDEOS DO YOU NEED TO MAKE?



1M
subscribers

3,873
videos



100k - 1M
subscribers

1,171
videos



HOW MANY VIDEOS DO YOU NEED TO MAKE?



1M
subscribers

3,873
videos



100k - 1M
subscribers

1,171
videos



10k-100k
subscribers



HOW MANY VIDEOS DO YOU NEED TO MAKE?



1M
subscribers

3,873
videos



100k - 1M
subscribers

1,171
videos



10k-100k
subscribers

418
videos



HOW MANY VIDEOS DO YOU NEED TO MAKE?



1M
subscribers

3,873
videos



100k - 1M
subscribers

1,171
videos



10k-100k
subscribers

418
videos



1k-10k
subscribers



HOW MANY VIDEOS DO YOU NEED TO MAKE?



1M
subscribers

3,873
videos



100k - 1M
subscribers

1,171
videos



10k-100k
subscribers

418
videos



1k-10k
subscribers

152
videos



HOW MANY VIDEOS DO YOU NEED TO MAKE?



1M
subscribers

3,873
videos



100k - 1M
subscribers

1,171
videos



10k-100k
subscribers

418
videos



1k-10k
subscribers

152
videos

52 - 91
videos



HOW MANY VIDEOS DO YOU NEED TO MAKE?



1M
subscribers

3,873
videos



100k - 1M
subscribers

1,171
videos



10k-100k
subscribers

418
videos

92 - 143
videos



1k-10k
subscribers

152
videos

52 - 91
videos



HOW MANY VIDEOS DO YOU NEED TO MAKE?



1M
subscribers

3,873
videos



100k - 1M
subscribers

1,171
videos

144 - 287
videos



10k-100k
subscribers

418
videos

92 - 143
videos



1k-10k
subscribers

152
videos

52 - 91
videos



HOW MANY VIDEOS DO YOU NEED TO MAKE?



1M
subscribers

3,873
videos

288 - 308
videos



100k - 1M
subscribers

1,171
videos

144 - 287
videos



10k-100k
subscribers

418
videos

92 - 143
videos



1k-10k
subscribers

152
videos

52 - 91
videos



PART-TIME
YOUTUBER
ACADEMY

SUCCESS



PART-TIME
YOUTUBER
ACADEMY

SUCCESS



Luck



SUCCESS



Luck



Work



SUCCESS



Luck



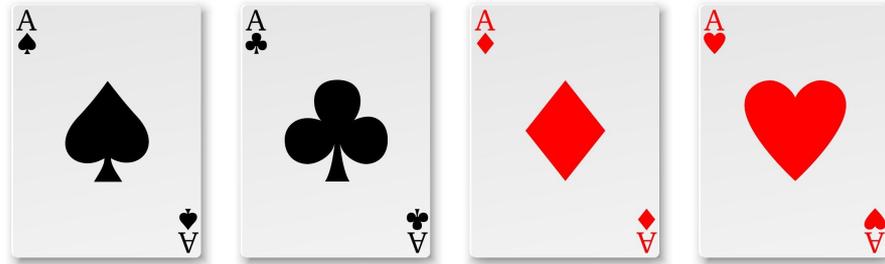
Work



Unfair
Advantages



STACKING THE DECK





STACKING THE DECK



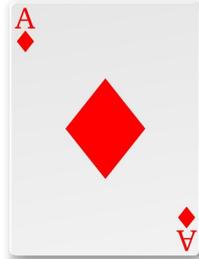


STACKING THE DECK





STACKING THE DECK





BUILDING A SYSTEM





SYSTEMS-DEPENDENT

The question you need to keep asking yourself is: How can I give my customer the results he wants systematically rather than personally?

Put another way: How can I create a business whose results are systems-dependent rather than people-dependent?

MICHAEL GERBER – THE E-MYTH ENTERPRISE

THE
E Myth
Enterprise

“The World’s
#1 Small Business
Guru!” —Inc.

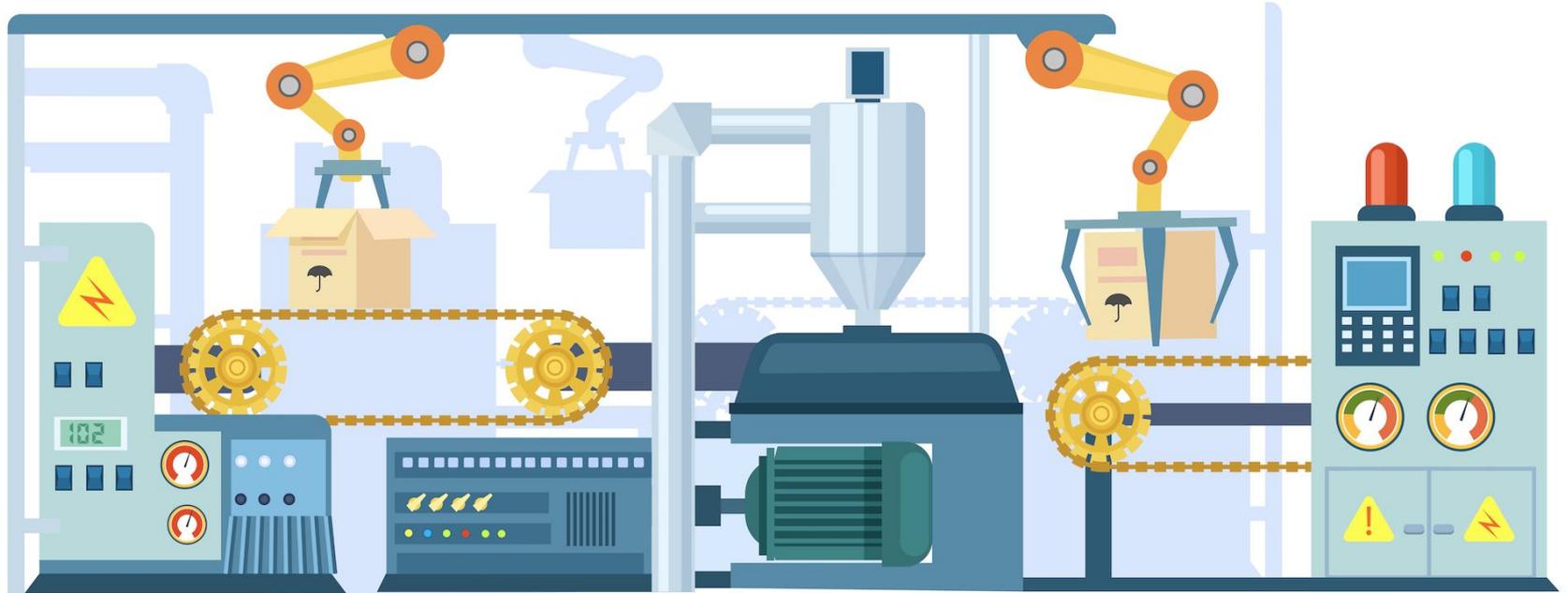
*How to Turn a Great Idea
into a Thriving Business*

MICHAEL E. GERBER

“A must-read for current and aspiring entrepreneurs.” —Booklist



THE SYSTEM





Before



Before





Before



After

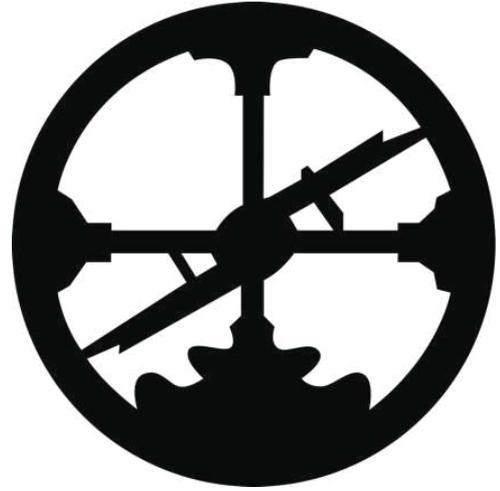
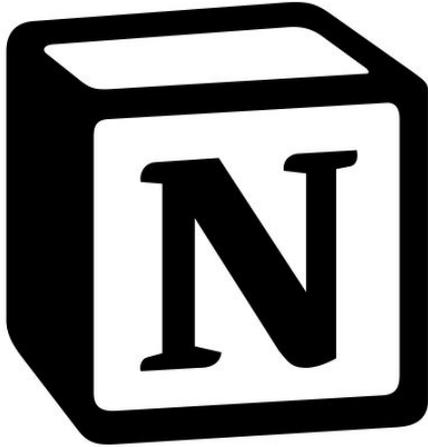


THE PLATFORM





THE PLATFORM



17 Video Schedule

To add a new video, or video idea, please hit NEW and use the NEW VIDEO TEMPLATE template.

Board ▾

Properties Group by Status Filter Sort Search ... **New** ▾

| Idea | Writing in Progi | Script Ready fo | Ready to Film | With Editor | Ready for Publi | Published | Experi |
|---|---|--|--|---|-----------------|--|--------------------|
| 76 | 4 | 3 | 1 | 1 | 0 | 172 | for 30 |
| <p>The Value of Writing 1000 Words Every Day</p> <p>Apps Are The Enemy of Productivity</p> <p>Digital Productivity</p> <p>Curiosity Stream</p> <p>Formula for Contentedness</p> <p>Don't Let Perfection Be the Enemy of the Good</p> <p>How much should you spend on a kitchen bin?</p> | <p>AirPods Max Review + Comparison</p> <p>30 Day Challenge - Slept mouth taped shut</p> <p>iPad Air/Pro vs M1 Macbook Air/Pro</p> <p>Consistency and Habits</p> | <p>Top 10 Things about Tesla Model 3</p> <p>My perfectionism problem</p> <p>10 Best Purchases Under \$50 That Improved my Life</p> | <p>Book Club - 4HWW</p> <p>Shortform (Affiliate)</p> | <p>What I would tell my 18yo self</p> <p>Skillshare</p> | <p>+ New</p> | <p>Life Update - I'm moving to America</p> <p>Liberty Medics Plug</p> <p>iPad Pro 2020 Review - Overkill</p> <p>Unboxing The New iPads</p> <p>Atomic Habits (Book Club)</p> <p>Your Money or Your Life</p> | <p>I pl for 30</p> |





INSIDE THE SYSTEM





PART-TIME
YOUTUBER
ACADEMY

HOW THE SYSTEM IS CONSTRUCTED



BUILD



CONCEIVE



CONSTRUCT



CREATE



EXPAND



MONETISE

NICHE

STUDIO

CONFIDENCE

FIND YOUR NICHE - THE 3 LEVELS

1. Who am I, and what do I want?

2. Who's my audience and what do they want?

$$1 + 2 = 3$$

3. What *value* am I giving to *my audience*?





TARGET AUDIENCE





PRODUCTION VALUE



Audio



Video



Lighting



Editing



PART-TIME
YOUTUBER
ACADEMY

HOW THE SYSTEM IS CONSTRUCTED



BUILD



CONCEIVE



CONSTRUCT



CREATE



EXPAND



MONETISE

NICHE

**CAPTURE
& FIND**

STUDIO

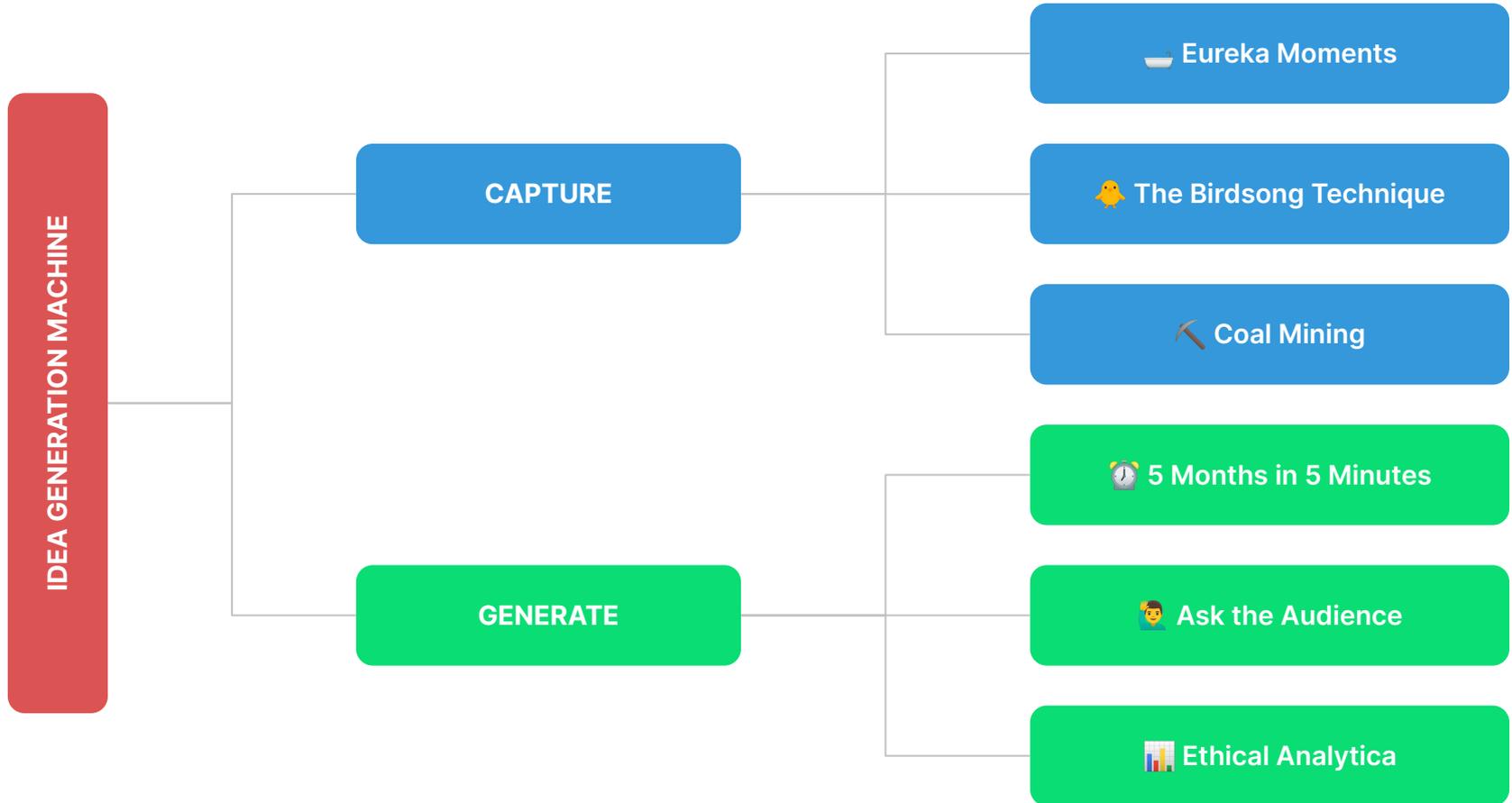
GENERATE

CONFIDENCE

REFINE



IDEA GENERATION MACHINE





HOW THE SYSTEM IS CONSTRUCTED



BUILD



CONCEIVE



CONSTRUCT



CREATE



EXPAND



MONETISE

NICHE

**CAPTURE
& FIND**

HOOK

STUDIO

GENERATE

SCRIPT

CONFIDENCE

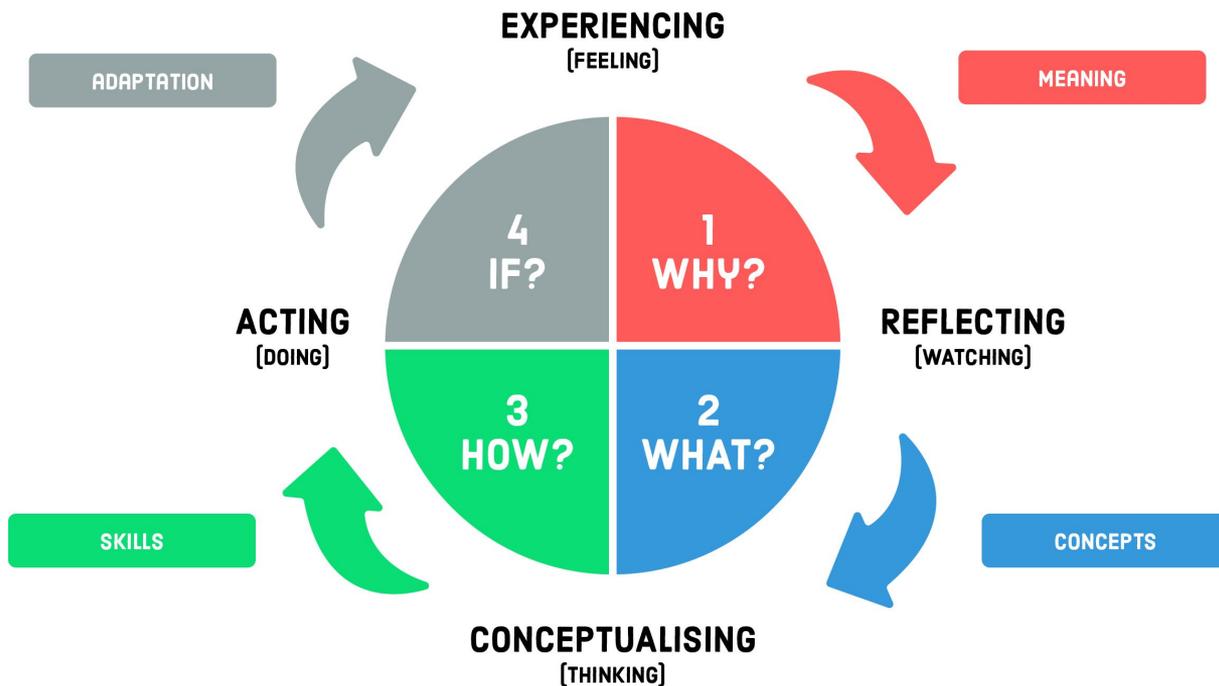
REFINE

FLAIR



PART-TIME
YOUTUBER
ACADEMY

TITLES & THUMBNAILS



THE 4MAT MODEL



HOW THE SYSTEM IS CONSTRUCTED



BUILD



CONCEIVE



CONSTRUCT



CREATE



EXPAND



MONETISE

NICHE

**CAPTURE
& FIND**

HOOK

**PARALLEL
PROCESS**

STUDIO

GENERATE

SCRIPT

SCHEDULE

CONFIDENCE

REFINE

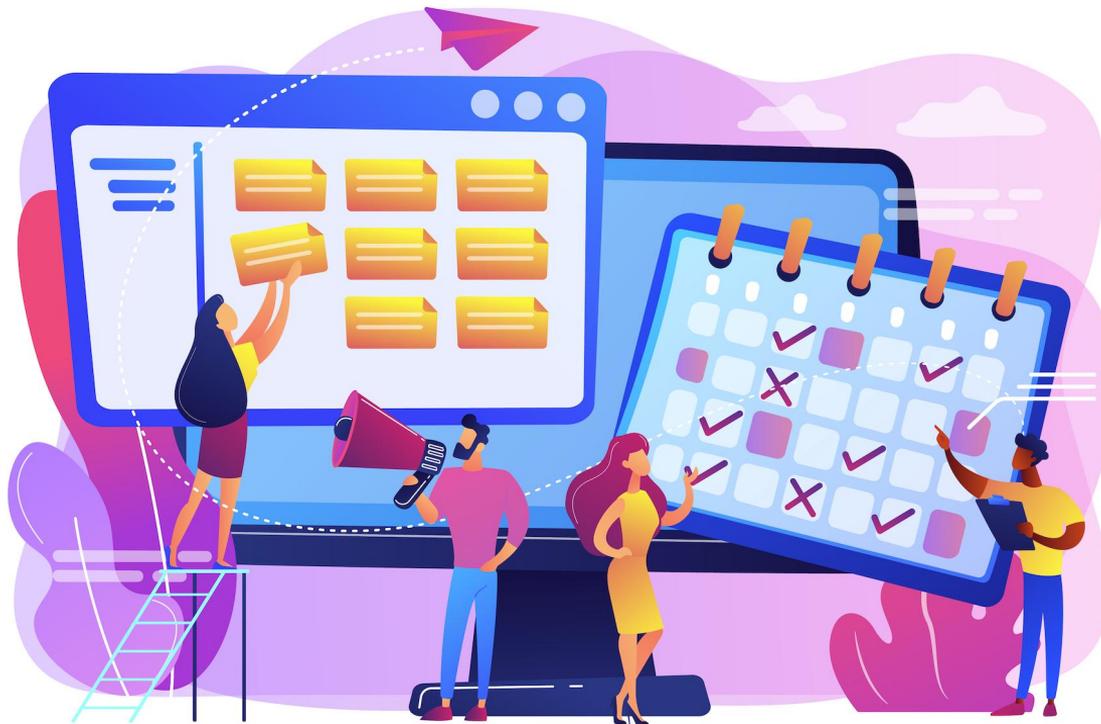
FLAIR

DISTRIBUTE



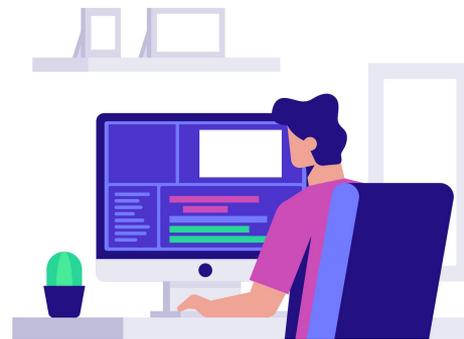
PART-TIME
YOUTUBER
ACADEMY

CONTENT CALENDAR



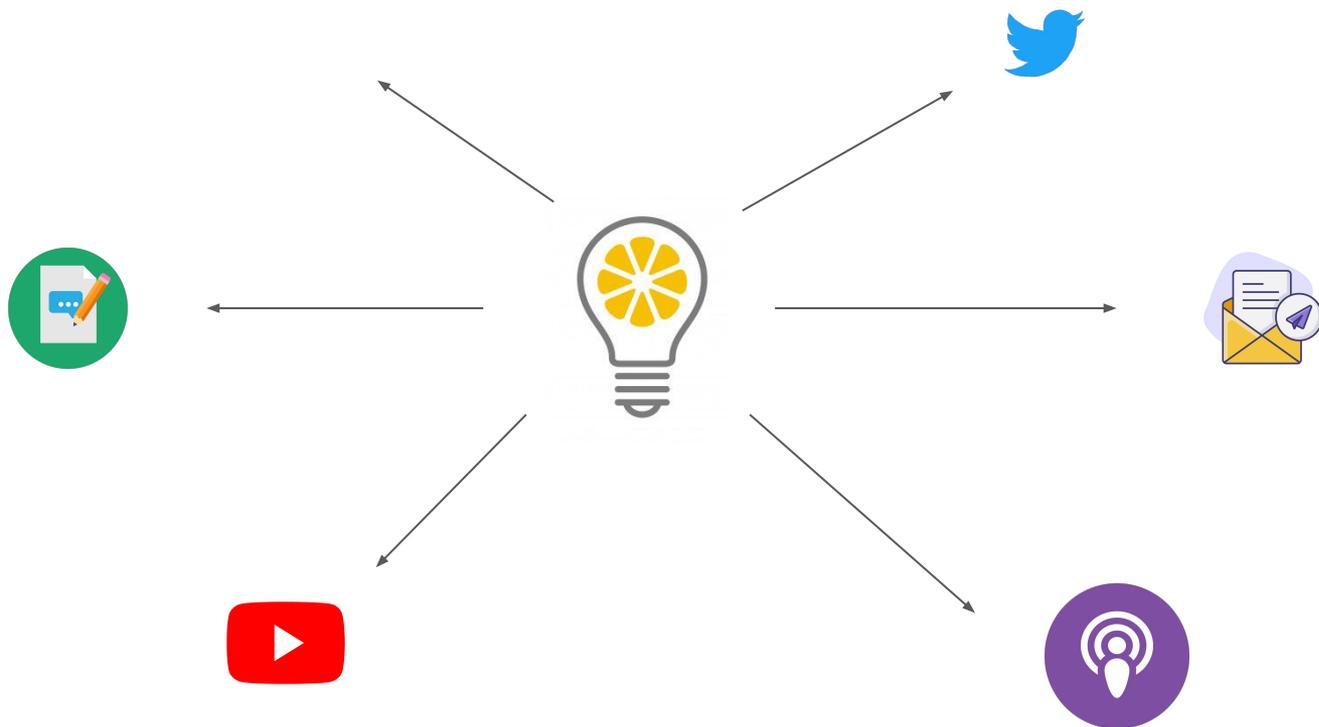


BATCHING





REPURPOSING





HOW THE SYSTEM IS CONSTRUCTED



BUILD



CONCEIVE



CONSTRUCT



CREATE



EXPAND



MONETISE

NICHE

**CAPTURE
& FIND**

HOOK

**PARALLEL
PROCESS**

PLATFORMS

STUDIO

GENERATE

SCRIPT

SCHEDULE

FREELANCERS

CONFIDENCE

REFINE

FLAIR

DISTRIBUTE

TEAM

MY PLATFORM EVOLUTION

| | | | | | | |
|----------|----------------------|---------------------|-----------------|---|---|---|
| Jun 2017 | 0 Videos | 0 Subs | \$0/m |  YouTube | | |
| Jun 2018 | 106 Videos | 23k Subs | \$1600/m |  Newsletter |  Blog | |
| Jun 2019 | 178 Videos | 257k Subs | \$9k/m |  Instagram |  Podcast | |
| Jun 2020 | 249 Videos | 743k Subs | \$80k/m |  Twitter |  Skillshare |  LinkedIn |
| Nov 2020 | 307 Videos | 1.2M subs | \$130k/m |  PTYA | | |



PART-TIME
YOUTUBER
ACADEMY

MY PLATFORM ECOSYSTEM

YouTube



Blog



Email Newsletter



Instagram



Podcast



Twitter



Courses



TikTok



LinkedIn



Membership



Book / E-Book





OUTSOURCING & TEAMWORK

“TO GO FAST, GO ALONE.
TO GO FAR, GO TOGETHER”





HOW THE SYSTEM IS CONSTRUCTED



BUILD



CONCEIVE



CONSTRUCT



CREATE



EXPAND



MONETISE

NICHE

**CAPTURE
& FIND**

HOOK

**PARALLEL
PROCESS**

PLATFORMS

STRATEGY

STUDIO

GENERATE

SCRIPT

SCHEDULE

FREELANCERS

PARTNERS

CONFIDENCE

REFINE

FLAIR

DISTRIBUTE

TEAM

PRODUCTS



MONETISATION METHODS



**AdSense
& CPMs**



**Affiliate
Links**



Sponsors



**Personal
Products**

FACTORS AFFECTING AD REVENUE



Niche



Watch Time /
Video Length



Geography



AFFILIATE





SPONSORS



PERSONAL PRODUCTS



 Courses

 Books / eBooks

 Digital Downloads

 Patreon

 Memberships

 Consulting

 Physical Products



THE SYSTEM



BUILD

NICHE

STUDIO

CONFIDENCE



CONCEIVE

CAPTURE
& FIND

GENERATE

REFINE



CONSTRUCT

HOOK

SCRIPT

FLAIR



CREATE

PARALLEL
PROCESS

SCHEDULE

DISTRIBUTE



EXPAND

PLATFORMS

FREELANCERS

TEAM



MONETISE

STRATEGY

PARTNERS

PRODUCTS



SYSTEMS

How can I get my business to work, but without me? How can I get my people to work, but without my constant interference?

How can I systematize my business in such a way that it could be replicated 5,000 times, so the 5,000th unit would run as smoothly as the first?

How can I spend my time doing the work I love to do rather than the work I have to do?

MICHAEL GERBER – THE E-MYTH ENTERPRISE

THE
E Myth
Enterprise

"The World's
#1 Small Business
Guru!" —*Inc.*

*How to Turn a Great Idea
into a Thriving Business*

MICHAEL E. GERBER

"A must-read for current and aspiring entrepreneurs." —*Booklist*



COHORT 3 - WEEK 1 SCHEDULE



Tuesday 8th June 1900 BST - Social Club

Thursday 10th June 1600 BST - The Ultimate Guide to Gear & Set-Up

Friday 11th June 0900 BST - Social Club

Saturday 12th June 1600 BST - Office Hours Q&A



PART-TIME
YOUTUBER
ACADEMY

PTYA COMMUNITY EVENT

Friday 11th June 1700 BST

How To Go Viral On Youtube & Change Your Life





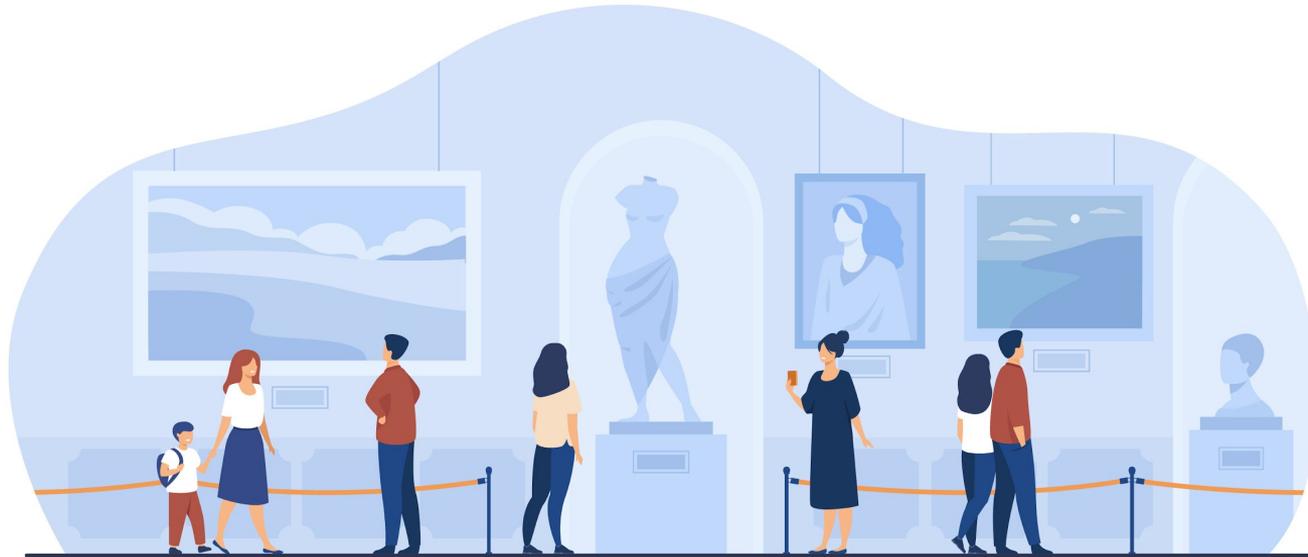
PART-TIME
YOUTUBER
ACADEMY

THIS WEEK'S ASSIGNMENT





MY FAVOURITE THINGS





MY FAVOURITE THINGS

- What's on my iPhone?
- Kindle Oasis review
- Book Summary - The Obstacle is the Way
- The Book That Changed my Relationship with Money
- How Stoicism made me Happier
- The 5 Magical Apps that Changed my Life
- What Really Motivates Us? Book Summary - The Elephant in the Brain
- The Perfect Note-Taking App
- The Happiness Advantage Book Summary
- The Secret to Success - 'Grit' by Angela Duckworth
- Why Motivation is a Myth
- My Favourite Productivity Book
- My Favourite Mechanical Keyboard - IQUnix F96 Coral
- Tiny Changes, Remarkable Results - Atomic Habits by James Clear
- My Favourite Mac Apps in 2020
- What Makes People Successful? Book Summary
- iPad Pro Magic Keyboard Impressions



MY FAVOURITE THINGS



Monthly Favourites

15 videos • 46,668 views • Last updated on 25 Sep 2020

Public



Top Keywords

No description



Ali Abdaal

One or more videos have been removed from the playlist because they were deleted from YouTube.

SORT



Improve your Reading + My New Favourite Pen

Ali Abdaal



Monthly Favourites #10 - Ali Abdaal

Ali Abdaal



Smart Passive Income + The Third Door - Monthly Favourites #11

Ali Abdaal



Smart Passive Income + The Third Door - Monthly Favourites #11

Ali Abdaal



Ready Player One + 'My First Million' - Monthly Favourites #12

Ali Abdaal



Monthly Favourites #8 - Ali Abdaal

Ali Abdaal



Monthly Favourites #7 - Ali Abdaal

Ali Abdaal



Monthly Favourites #7 - Ali Abdaal

Ali Abdaal



Monthly Favourites #9 - Ali Abdaal

Ali Abdaal



Monthly Favourites #6 - Ali Abdaal

Ali Abdaal



Monthly Favourites #5 - Ali Abdaal

Ali Abdaal



Monthly Favourites #4 - Ali Abdaal

Ali Abdaal



Monthly Favourites #3 - Ali Abdaal

Ali Abdaal



Monthly Favourites #2 - Ali Abdaal

Ali Abdaal



Monthly Favourites #1 - Ali Abdaal

Ali Abdaal



THIS WEEK'S ASSIGNMENT



Video #1 - My Favourite Things

Film, edit and publish a video in which you talk about your experience with a single favourite thing.

It could be anything - an app, a podcast, a book, a movie, a documentary, a physical item, a piece of clothing, a concept, a quote, a type of cuisine, a piece of tech, anything.

You can be as imaginative as you want or keep it simple for the first video.

Publish your video to your YouTube channel, and link it as a New Post in the Assignment #1 space in the PTYA Community.

Good luck, and have fun!

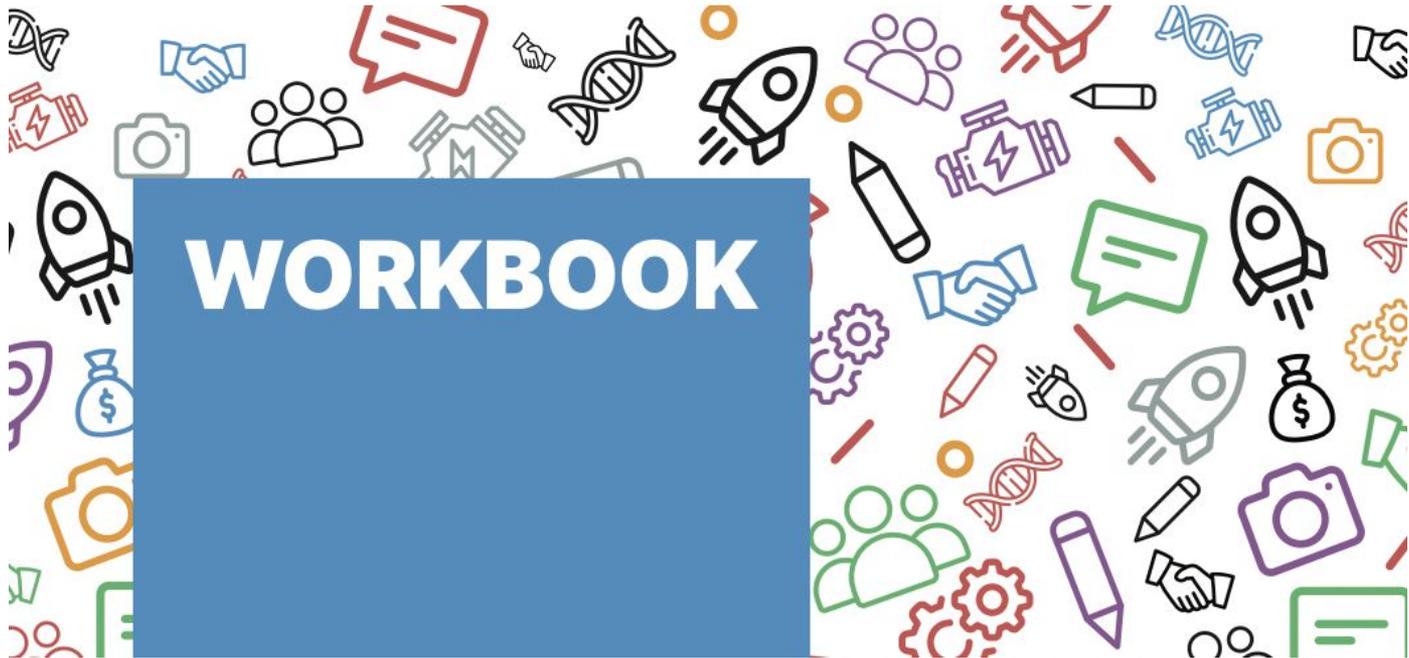


PART-TIME
YOUTUBER
ACADEMY

PTYA WORKBOOK



PART-TIME
YOUTUBER
ACADEMY



NEXT SESSION:

The Ultimate Guide to Gear and Set-Up



**PART-TIME
YOUTUBER
ACADEMY**

Q&A



**PART-TIME
YOUTUBER
ACADEMY**