

00:00

hey

00:01

so we are

00:03

going ahead and we're going to start

00:05

this youtube channel are you ready are

00:07

you ready

00:08

you've been thinking about it for a long

00:11

time and you're going

00:12

just

00:14

how do i go about doing it i

00:16

i know i want to do it but i'm not quite

00:19

sure what to do

00:20

so guess what i'm here to hold your hand

00:24

and we're going to move through this

00:26

process

00:27

slowly

00:28

slowly not like those other tutorials

00:31

that go click click click click and they

00:33

fly their cursor all over the screen

00:36

no we just going to hold your hand and

00:38

we're going to go ahead and we're going

00:39

to start this youtube channel because

00:42

really

00:43

it is where you want to start out even

00:44

before you make those videos because

00:47

you've got to have some place to put

00:49

those videos right

00:50

so let's go ahead and let's get started

01:01

okay so for most of this i am going to

01:04

be sharing my screen and taking you

01:06

through step by step i'm going to go

01:08

ahead and i'm going to set up

01:10

a channel for my husband

01:13

because this way i can show you from

01:15

start to finish

01:17

how to do your youtube channel

01:20

so the most important thing you need to

01:23

know

01:24

before starting your youtube channel is

01:26

you must either have a google account or

01:29

a gmail account

01:32

and

01:34

that's just the way it is this is

01:36

google's platform

01:38

and

01:41

you just have to play by their games if

01:42

you don't want to play by their games

01:44

then maybe you want to find a different

01:45

platform but for today's purposes we're

01:48

going ahead and we are doing google

01:51

so this is what barry's account looks

01:53

like so far

01:55

and then right here you see these nine

01:57

little dots i call them stacks

02:00

um anyway

02:02

you're going to push on that

02:04

and then you're going to come down in

02:05

here and these may be in different order

02:08

on your computer

02:10

but right here you're going to hit

02:13

youtube

02:20

okay so that has taken me to my account

02:24

so i want to get out of my account

02:28

and i'm going to go over here to switch

02:30

account

02:31

and hopefully yes

02:33

i scroll down and there is

02:37

barry under his gmail account

02:41

it's going to say your channel

02:43

youtube studio we're going to go ahead

02:46

and go to your channel

02:50

and this is where we're going to start

02:51

our journey

02:53

right here with this button says

02:56

customize

02:58

channel

03:01

so

03:02

let's go ahead and push that blue button

03:05

that says customize channel

03:11

and it says welcome to your youtube

03:14

channel studio

03:16

youtube studio is personalized insights

03:18

and latest news insiders tips and

03:21

analytics for more so let's go ahead and

03:24

hit continue

03:25

[Music]

03:27

and it's going to bring us to this page

03:31

a lot of this information we're going to

03:32

talk about in later things we're just

03:34

going to get your channel started

03:37

and

03:38

show you where you can go to upload your

03:41

videos so we're going to create channel

03:43

art and upload videos

03:47

everything else will be in later videos

03:50

come down here to settings

03:57

and channel

03:59

and you're going to select your

04:01

residence

04:02

so we're going to go find united states

04:11

here we go united states right here

04:14

click on that

04:17

okay we are going to go ahead and we're

04:18

going to fill in a few key words so

04:21

barry's channel is about how to how to

04:25

do things how to fix things how to plant

04:28

things

04:29

he he's a handy guy so

04:31

uh berry

04:38

summi

04:39

and then here you can hit return

04:43

or use a comma to separate your keywords

04:47

very semi

04:50

how

04:52

to

04:54

fix

04:59

and hit return



05:03

how

05:06

to

05:07

do okay that's enough to get us started

05:10

so we're going to go ahead

05:12

and

05:14

put those in there

05:16

you can use up to 500 characters if you

05:18

want to see how many characters you have

05:20

used

05:21

down here right below the box this is

05:24

how many characters you have used the 39

05:27

and you can use up to 500

05:30

so

05:32

that is all we want for

05:36

um

05:39

so we're going to go up here and go into

05:42

advanced settings let's see what we have

05:44

here i'm not going to worry about that

05:46

right now

05:48

okay this is important feature

05:50

availability

05:53

standard features to upload your videos

05:55

create a playlist and add collaborators

05:58

and new videos to play

06:00

that is enabled

06:04

if your videos are going to be over 15

06:07

minutes you want to create custom

06:09

thumbnails do live streaming and content

06:12

id

06:14

you are going to have to

06:16

um

06:17

get verified so come let's see what

06:20

you need to do for that

06:22

um

06:25

so all you have to do

06:28

is ver if you want to go that far you're

06:31

going to have to verify whether

06:33

and then down here to advanced features

06:43

um this is where

06:48

you're going to have to expand your

06:50

reach with youtube beyond these advanced

06:52

features create more lively streams

06:54

daily

06:56

upload more videos daily

06:59

create more shorts daily enable live

07:02

streams

07:04

this is available at

07:07

in order to so if you start creating and

07:10

you want

07:12

to get to the more advanced features

07:15

if you want to start monetizing your

07:17

channel

07:18

this is the criteria right here

07:21

1k subscribers and 4k watch hours

07:26

so that's what you're going to need to

07:28

do for a while in order to get up

07:32

to get up there to be able to do that

07:34

this is the information there

07:37

i'm going to go back to advanced

07:38

settings

07:41

you can go in here and quickly set up do

07:43

not show

07:45

potentially inappropriate words

07:50

you can choose if you want to display

07:53

people who have subscribed to your

07:55

channel

07:56

i'm going to unclick that because we're

07:59

just getting started

08:01

maybe after you get up to a higher

08:04

number so it shows you might want to do

08:06

that

08:07

disable interest-based ads

08:10

um they will run ads on your videos if

08:14

you want them to or not unless you click

08:16

this button so we're gonna go ahead and

08:18

click that button

08:20

and then under other settings let's go

08:23

here you see down here there's this blue

08:25

that means that link is live you can

08:27

click on that that's more information

08:31

and it's right where we want to be

08:33

manage our channel for today's

08:37

tutorial we're going to go right here

08:40

and we are going to

08:42

hit create new channel

08:46

add channel name

08:49

so that is

08:52

barry's

08:59

how

09:01

to

09:03

and that is

09:04

that's that's all we need to do for that

09:07

and it says i understand you have to

09:10

click this agreement in order to move

09:12

forward i understand that i'm creating a

09:14

new google account with its own settings

09:16

including youtube search

09:18

and watch history

09:20

if you want to learn more about that

09:21

click here because once again

09:24

if you hover over that you're going to

09:25

see the little blue line it's blue words

09:28

meaning it's a live link so if you ever

09:31

see the line and colored

09:34

lettering that means that's a live link

09:37

so

09:38

once we click that and agree to that

09:41

this create button becomes live

09:44

so it now becomes the blue meaning it's

09:47

live and we're going to hit that

09:54

and it's going to say create

09:58

now that's all you really need to do you

10:01

can start uploading your videos

10:03

right here

10:04

but we don't want to do that

10:06

no



10:07

we want to do more we want to do some

10:11

channel art

10:14

come back here to channel customization

10:16

branding this link is live

10:19

down here to pictures go to change hit

10:22

change

10:24

and we're going to hit this icon

10:26

it brought us right

10:28

to your folder

10:30

and we're going to pick this picture of

10:31

barry that we just created

10:34

and we're going to hit change

10:37

here we can move it around just a little

10:41

bit we can move that up

10:43

just a little bit so it captures his

10:46

face

10:47

and that's all you really need to see

10:49

because this doesn't really show up real

10:51

quick but anyways there is barry's face

10:55

now we're going to go on to banner image

10:59

this part requires

11:01

patience and it can be a little tedious

11:04

to set this up okay so

11:06

to learn more you do want to go over

11:08

here but i'm just going to say

11:11

when you are customizing

11:15

this channel

11:19

they give you this big number that is

11:21

for the tv

11:23

we want it to be smaller

11:27

i don't exactly know

11:30

so this this is where the fussing comes

11:32

in

11:34

we're going to go over

11:36

remember we went over here to canva

11:39

we're going to go back to canva

11:43

we're going to create

11:47

a new design let's hit that again

11:49

let's get rid of that so that we get a

11:51

selection

11:53

and

11:54

um

11:57

some youtube channel art

12:00

that gives you the perfect template for

12:02

the big outline

12:07

or you can go into templates

12:14

and

12:16

choose something

12:18

anything that has these little crowns

12:20

see where my finger is pointing right

12:22

here and it says pro that means

12:24

those cost money

12:27

um

12:28

here is one that is free it is basic and

12:31

it is simple

12:33

and that's all we need for today

12:36

for today's purposes we're just going to

12:38

stay with the picture of the wolf

12:40

but um we're going to change out the

12:43

wording

12:44

and

12:47

so that is what it is when it looks like

12:49

that so whatever text you want to change

12:52

just go up here

12:54

and

12:57

it's going to click so now you can

12:59

change the size of that

13:02

to make it smaller which you're probably

13:04

going to want to do for this art

13:08

and then you can click and drag your

13:10

mouse across the top to select all of

13:12

that

13:14

or

13:15

just click on the box until all of that

13:17

turns blue because then that means

13:20

that

13:22

is an active link where you can change

13:24

the text

13:25

go ahead and hit delete

13:28

it's going to clear out that wording and

13:30

we are going to put in berries

13:37

how

13:38

to

13:42

semicolon

13:45

okay i don't like how that looks so i'm

13:47

going to stretch this out so that it's

13:49

all in one sentence

13:51

and then

13:53

down here

13:54

the subtitle

13:58

we're going to put a little subtitle

14:02

learn

14:04

helps if you can type right

14:07

learn

14:16

how

14:18

to

14:20

fix

14:21

or

14:23

build

14:43

things

14:47

around

14:50

the

14:54

house

14:55

done

14:57

okay so this is the right size but

15:00

what you really have to focus on

15:02

is what goes right here and you're going

15:06

to see why

15:08

when we go back to add this in

15:12

so

15:15

we're going to

15:17

share this again

15:20

and we're going to go down here to

15:22

download

15:25

and hit that

15:28

so for higher quality you want a png but



15:31

for the sake of this

15:33

because we want a smaller

15:35

file size we're going to go ahead and

15:37

use the jpg or people call that a jpeg

15:41

file

15:43

that is the file extension so we want to

15:45

go ahead and we're going to hit that

15:47

now if you wanted to resize it that's

15:49

going to be a premium if you wanted to

15:51

change the quality make this a larger

15:55

change the quality of this lower or

15:57

higher again here you see the little

16:00

corner that is going to be a premium

16:02

but we're just going to go ahead and

16:05

we're going to hit download

16:08

and it's going to pop

16:12

that picture in there we want to put

16:14

that in how to set up your youtube

16:17

channel

16:19

so whatever folder you're working in

16:22

that's where you want to put this

16:23

because file management is really

16:25

important when you are doing things like

16:27

this

16:29

so we're going to go ahead and hit save

16:36

and we're going to click out

16:39

we're going to click out of canva

16:44

and go back

16:47

over here to channel art customization

16:51

and we're going to hit banner image

16:54

and we're going to hit upload

16:57

we're going to hit

16:59

right here

17:02

and open

17:04

so

17:06

see here

17:08

this is going to show you where

17:09

everything is going to show up

17:11

if we use the big

17:14

folder that we made

17:15

it's viewable on the whole tv

17:19

only this whole strip

17:22

see how it runs all the way across that

17:25

box that's going to be viewable on a

17:27

desktop we want viewable on all devices

17:31

because most people are going to watch

17:33

most of these videos on their phone and

17:36

so this is where the most important part

17:39

of your design

17:41

of your customization takes place

17:45

so that's what we want to focus on today

17:48

is just getting this part done

17:52

go ahead

17:54

hit done

17:56

so your

17:58

your channel art is in and we want to go

18:01

up here to

18:02

down here to where it says video

18:04

watermark

18:06

uh the watermark will appear on all your

18:09

videos at the right hand corner of your

18:11

video player an image that is 150 by 150

18:15

pixels is recommended use a png

18:21

or jpeg file that is one

18:24

megabit or less

18:27

so we're going to go over here

18:30

let's hit upload

18:33

and i have this subscribe button right

18:37

here let's see if that will work

18:41

doesn't quite fit but we can adjust it

18:45

so it hits

18:46

says subscribe

18:48

so that this hand is representing go

18:50

ahead hit that subscribe button to

18:52

subscribe to your channel

18:54

and you do want that

18:58

and what will happen

19:01

is

19:03

every time

19:05

your video plays that little icon is

19:08

going to be there at on your video

19:12

and here see here

19:14

watermark video you see display time you

19:17

can you can

19:19

display that what time you want that to

19:21

come on put it at the end of the video

19:24

customize the start time

19:27

or the entire video

19:28

we're going to start out so we're going

19:30

to have it run throughout the whole

19:33

video

19:35

so

19:36

i think we have everything set

19:39

and so in order to see it all work

19:41

together none of this will show up on

19:44

our timeline until

19:47

we hit

19:48

publish

19:50

click that in the upper right down here

19:51

at the bottom it says go to channel so

19:54

let's go there and see what happens so

19:56

up here we have a nice banner for

19:58

barry's

20:00

channel

20:01

and then down below is his face that's

20:05

all for to create your channel art so

20:07

let's move ahead and see how you go

20:10

ahead and upload that first video

20:13

so

20:14

cruise on over here

20:17

and go to create you see the little

20:20

camera icon with the plus on it

20:24

click that it's going to say create

20:26

underneath once you hover over it click

20:28

that

20:30

now you have two options you can go live



20:33

or you can upload video

20:35

i am going to say if you are doing a lot

20:37

of talking head videos and you

20:40

just want to talk and get done don't

20:43

care about a lot of editing this may be

20:45

the way for you because you can go ahead

20:47

and go live get your video done and up

20:49

on your page but you can only do that at

20:53

this time

20:54

using your laptop or desktop

20:58

you have to hit that criteria of a

21:01

thousand subscribers before they will

21:04

allow you to go live from your phone

21:08

so we want to go over here to

21:10

upload video

21:12

and then you get this dashboard it says

21:14

select file so you can either

21:18

you can either select your files

21:21

or you can drop and drag

21:24

well

21:27

before i did this i would go

21:31

you know do you know what you want to

21:33

upload in there okay so we're going to

21:35

go over here

21:37

so you can go straight to your folder or

21:39

you can hit select

21:41

files

21:42

if you go straight to your folder you

21:44

just go over here to your down to the

21:46

bottom i have my folders right here

21:50

i can click on that

21:53

and i will hit

21:57

videos

22:00

and then i believe this folder wheezy's

22:04

videos i have a video that i helped

22:07

barry make

22:08

plant stand

22:11

um here is his finished video so i'm

22:14

going to

22:15

pick that video

22:17

and i'm just going to drag it down

22:20

to my chrome

22:23

button at the bottom

22:27

and

22:29

drag it right in there

22:31

and it's going to bring it up

22:33

if you don't feel comfortable doing that

22:36

hit select files

22:38

and go back and find where your thing is

22:41

so we have plant stand

22:44

so we want to go we want we want our

22:47

title to

22:48

have one of our keywords in there so

22:50

we're going to put in here barry

22:58

how

22:59

to

23:05

build

23:07

a plant stand

23:11

and then

23:12

here you're going to want to tell people

23:14

what your video is about

23:16

so barry shares

23:19

plan

23:25

and

23:27

instructions

23:30

of

23:31

how

23:32

to

23:34

build

23:38

your

23:39

own

23:40

beautiful

23:45

plant stand

23:47

if you have gone ahead and verified that

23:50

second part of your thing you can upload

23:52

a thumbnail we cannot

23:54

but you can just push on this and we

23:55

could still verify here

23:58

go ahead and put in your phone number

24:02

and then hit the button get code

24:08

and then it's going to come in as a text

24:10

message okay so on the phone

24:13

verification

24:14

it is a two-part so now you got that

24:17

code from your phone

24:20

and you're going to enter those digits

24:23

here on

24:24

right here on this red line

24:35

and we're going to hit submit

24:39

phone number verified there we go go up

24:42

here to the top and we're going to click

24:44

out of that and come back over here

24:46

and now we can upload that thumbnail

24:51

okay so if you don't get

24:53

that may take a little bit of time in

24:56

order to get that uploaded thumbnail

24:59

so you may have to use

25:02

one of these pictures that once this is

25:04

done processing

25:06

will come through

25:08

so we're going to go ahead and we're

25:10

going to fill in some of these questions

25:11

that they're asking us

25:13

do you want to select a playlist

25:16

select and this is where you can create

25:18

a new playlist

25:20

go right here

25:22

what do you want to call that playlist

25:27

we're going to call this berries

25:31

builds

25:34

make that public

25:37

um now if this we're going to look at

25:39

audience is this geared towards kids

25:41

this is the biggest question that

25:43

they're going to ask

25:45

answer



25:47

whatever you need to answer mine is no

25:51

you can put in an age restriction by

25:55

pulling down here

25:56

would you want to restrict your video to

25:59

an adult audience

26:05

for our purposes no we do not need to

26:08

yes and then um but you can put you know

26:11

yes for over 18.

26:15

uh let's see

26:19

show more

26:20

paid promotion

26:24

so i click the show more

26:26

paid promotion do you get paid for the

26:29

content that you are talking about on

26:31

here

26:32

if you are

26:33

click that box you have to show that

26:37

we are not so we're leaving it blank

26:39

automated chapters um

26:43

that is an eligibility criteria

26:48

we don't have that but click it so that

26:51

when you begin you do

26:54

and then tags

26:56

anything that you want to add to this so

26:58

we we filled in our keywords earlier

27:02

now we want to put tags on this so we

27:04

want to

27:04

put wood

27:09

furniture

27:15

again just use your comma

27:18

and that will give you your keyword um

27:24

plants

27:28

how to

27:29

build

27:31

a plant stand

27:38

these would all be

27:40

good samples of tag words that you would

27:43

want to use

27:44

this these are the words that people are

27:46

going to use to search for your video

27:49

now we come on down here and we do video

27:52

language

27:54

and

27:57

we're going to go ahead

27:58

and

27:59

oops

28:01

we want english

28:02

english there's different types of

28:04

english we want plain english

28:07

caption certification no we don't have

28:10

that

28:11

um because it's not going to be on tv

28:13

we're just doing on here recording date

28:16

and location

28:18

recording date

28:23

if it's old videos you can go ahead and

28:25

predate them

28:28

i'm just going to put in this um but

28:32

i'm just going to put in south carolina

28:35

for video location

28:37

[Music]

28:38

it's down here

28:40

um

28:41

just so that it gives

28:43

it just gives a little more information

28:45

so when people are searching

28:50

now you're going to have a standard

28:52

license everybody gets that allow

28:55

embedding and publish to subscription

28:57

feeds and notify subscribers

29:00

you do want to click these because if

29:02

you don't wherever you

29:04

go and put these links in someplace else

29:07

the video is not going to show up

29:10

but

29:10

give them so you have to allow them to

29:13

give that to you allow people to sample

29:15

this content

29:17

again

29:19

if you don't do this your video doesn't

29:21

show up so let's move on down here to

29:23

category add your video to a category so

29:26

viewers can find it more easily

29:29

we have people and blogs let's see what

29:31

else we have we have autos and vehicles

29:33

music pets and animal sports

29:36

travel gaming people comedy

29:38

entertainment news how to and style that

29:42

is the perfect category for us

29:46

and then down here this is

29:49

how you can handle the comments and

29:51

ratings that come in

29:53

after people view your videos

29:56

so

29:57

comment visibility

29:59

hold potentially inappropriate

30:05

allow all comments

30:07

hold all comments for review

30:10

disable comments so say you're just

30:12

starting out and you're afraid what

30:14

people might say

30:16

go ahead disable those comments it's

30:18

fine

30:19

it's fine

30:20

you can always come back and change

30:22

these at any time

30:24

now the way i'm showing you you're going

30:26

to have to do this each time

30:29

in another video i will show you how you

30:32

can automate this so this will come

30:34

through on all your videos but for this

30:36

video i'm going to hit for whole

30:39

potential inappropriate comments for

30:41

review

30:43

and

30:44

it do you want top comments or newest i



30:47

would do newest

30:49

so that you're always up to date you can

30:52

share how many people like your video or

30:55

you can unclick that

31:00

we are going to go to

31:02

next

31:05

um this is advanced stuff that we're not

31:08

going to go in today

31:09

you're just starting out we do not need

31:12

this stuff to start out with you can

31:13

always come back and change that later

31:16

um we're going to go to next here we're

31:20

at checks most of your issues might come

31:22

from the music that you choose

31:25

you cannot use popular music without

31:29

permission

31:31

so it's best to go find royalty free

31:34

music

31:35

there is a library here in youtube where

31:39

you can choose music to use for free

31:42

it is right over here

31:44

in this grayed out area

31:47

audio

31:48

library

31:50

and you can find music right there to

31:52

use in your videos the other thing is is

31:55

using others people's com

31:57

content without their permission might

31:59

get you a strike

32:01

you you need to put in a disclaimer

32:05

giving a link of where you can find that

32:07

content sometimes even with the

32:10

restricted music

32:12

you might have to give credit to the

32:14

artist that's all they're asking for is

32:16

a little credit

32:17

and you just type that in on your video

32:21

next we have visibility

32:24

okay here this is where you mark what

32:26

you want to make your video visible

32:29

you can make it private so only you see

32:32

the video you can mark it unlisted

32:35

only somebody with a link can watch this

32:38

public anybody can watch your video

32:41

and then you see this set as an instant

32:43

premiere if you click that when your

32:46

video goes live

32:48

you can instantly interact for a period

32:52

of time with comments that you think are

32:54

going to come up on your video and you

32:57

can view the video

32:59

live at the same time with the people

33:01

who are watching or and this is what i

33:04

recommend hit schedule

33:06

because with youtube you want to have a

33:09

your times and your day of the week set

33:13

consistently of when you upload videos

33:16

this is imperative when establishing

33:19

your youtube videos i'm gonna suggest

33:23

this schedule

33:24

it is imperative when you sign up with

33:27

youtube and you are really wanting to

33:29

make this channel work and get

33:32

viewers to view your videos

33:35

is to have a set times and days in which

33:39

you're going to upload videos maybe you

33:41

want to upload just once a week set that

33:44

day of the week of when you're going to

33:47

share that video

33:48

and when you are

33:51

what time

33:53

so when do you think people are going to

33:55

watch your videos or a a good time you

33:58

know that you can have those videos

34:00

ready to upload for that time of day but

34:02

youtube looks for this consistency

34:04

and so the simplest way to be consistent

34:07

is to schedule it then the video will go

34:10

public at that time so

34:13

for this video since this is really a

34:15

dummy channel for right now i'm just

34:17

going to head up private and this is the

34:20

thumbnail that they chose for us

34:23

this is all i'm going to do for today

34:26

so next time we i will talk to you about

34:29

making your customized thumbnail we'll

34:31

go back through on how to verify

34:34

so that you can make these

34:36

and then

34:38

we will go back and another video will

34:40

be how to automate

34:42

and filling in some of those details for

34:45

automation

34:47

but this is all i have for today

34:49

everybody i hope to see you soon with

34:52

weezy

34:53

bye

34:57

[Music]

35:03

you

English (auto-generated)