

# HOW TO BECOME A YOUTUBER

## HISTORY OF YOUTUBE



- YouTube was founded in February 2005.
- YouTube was invented by Steve Chen, Chad Hurley, and Jawed Karim out of a garage in Menlo Park, America.
- The inventors became millionaires when they sold their invention for **1.65 billion dollars** to the search engine Google.



## PRIMARY PURPOSE

- To watch and share original videos worldwide through the Web.
- YouTube allows users to upload and share video clips.
- YouTube enables video embedding. YouTube videos can also be placed on non-YouTube platforms.



Scan the QR code to find out more!

Remember that your Ultra teachers are there to help you every step of the way.  
Do not be afraid to ask questions or voice your concerns.



## HOW TO BECOME A YOUTUBER

# HAVING A YOUTUBE CHANNEL IS A VERY WELL RESPECTED JOB



Becoming a YouTuber will help you to develop a range of essential life skills.

Few examples of these skills are:

- Planning
- Organising
- Storytelling
- Innovation
- Technology skills



YouTube has become a primary place for people to search for:

- Instructions



- Entertainment



- Product reviews



- Movies & TV shows



**TIP!**



Base your videos on topics that you are most passionate about and enjoy. And make them the best they can be.



## HOW TO BECOME A YOUTUBER

### DID YOU KNOW...



The YouTube founders were **early employees of PayPal**



The  co-founders all met while they were working for PayPal.

So we can thank the startup world for bringing smart entrepreneurs together once again.



Facebook is more popular than YouTube. It was discovered that:

77% use

**FACEBOOK**

63% use

**YOUTUBE**



**80%**

of YouTube users come from outside the USA.



## HOW TO BECOME A YOUTUBER

### DID YOU KNOW...



The longest Video on YouTube is 48 hours (2 days!)

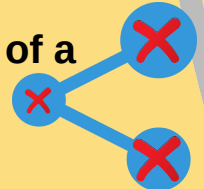


The creation of YouTube is credited due to two different events.

1. Karim's was **unable to find footage online of Janet Jackson's "wardrobe malfunction"**.



2. Hurley and Chen were **unable to share video footage of a dinner party due to e-mail attachment limitations**.



The **How To..** video category is the fastest-growing vertical on



paid **1.65 billion dollars** for



in November 2006

# HOW TO BECOME A YOUTUBER

## STEP 1: FIND YOUR WHY



Ask yourself 'why do you want to become a YouTuber'?

Think of all your favourite YouTubers.



Your favourite:

• Videos



• Vlogs



• Reviews



Write all these things down. Get **creative** and do a mind map.



## HOW TO BECOME A YOUTUBER




### STEP 1: FIND YOUR WHY



**Example: Na'ariyah Hall wanted to be a YouTuber since the age of 5.**

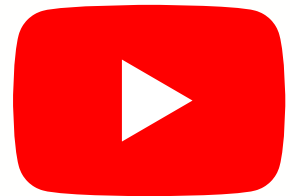


She was **inspired** by YouTubers that posted:

- **Reviews** ★ ★ ★ ★ ★
- **Vlogs** 
- **DIYs** 
- **Challenges and many more** 

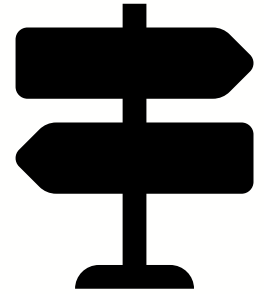
Na'ariyah would take her mum's laptop and record herself pretending to have a YouTube channel. She has done this for 3 years. By the age of 8, she started her own YouTube channel called

**'Kamares Crazy Kreation's'**



## HOW TO BECOME A YOUTUBER

# STEP 2: CHOOSING A NAME FOR YOUR BUSINESS



**NOTE: DO NOT RUSH THIS STAGE.**



It's **ULTRA** important that you take time to work out what you're passionate

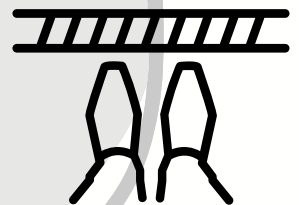


about so that you 100% believe in what you are filming about.

1. Make sure that your business name in some way describes how people will benefit from your product and service .



2. Try to make your name no more than two or three syllables long.



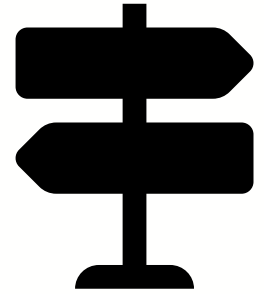
3. You might name your business after someone or something, which relates to your business.



**TIP:** If you need help, go on  and watch Ask Ultra for helpful information!

## HOW TO BECOME A YOUTUBER


# STEP 2: CHOOSING A NAME FOR YOUR BUSINESS




### How to choose a name for your YouTube Channel ?



A good YouTube name is made by:

1. Making it **simple**. 

2. Making it **memorable**. 

3. Making sure it looks **cool** in 5, 10, 50 years time.

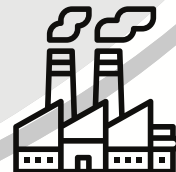


**MR BEAST**

4. Making sure it can be **used anywhere**:

- Website 
- T-shirt 
- Banner 
- Poster 

5. Making sure you **fit the industry** that you're in.









## HOW TO BECOME A YOUTUBER

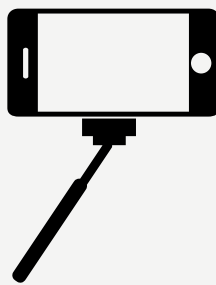

### STEP 3: WHAT EQUIPMENT WILL YOU USE?



 You will need to think about the equipment that you will use to:

- Film 
- Edit 
- Upload 

Additional equipment to keep the camera steady :

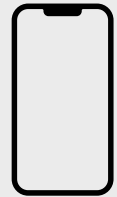
- Selfie stick 
- Tripod 

List of devices that you can use:

• Video camera



• Mobile phone



• Tablet



• Web cam



• Action camera e.g. GoPro



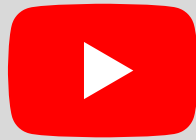
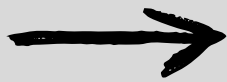
They say a picture is worth a thousand words and they're right!

Your logo is going to be the first thing people see so make it **eye-catching!**



## HOW TO BECOME A YOUTUBER

### STEP 4: HOW TO SET UP A YOUTUBE ACCOUNT



As Google owns YouTube you would need a Google account to have full access to YouTube.

Some of you would recognise it as an email address ending in "**@gmail.com**".

**1.** Open your internet browser and type in your search engine "Google account sign up".



**2.** When the results show click "Create your Google Account- Sign in"  
And the process is really straightforward.



**Note that:** If you are under the age of 13 you need to use your parent's Google account in order to set it up.



## HOW TO BECOME A YOUTUBER

# STEP 4: HOW TO SET UP A YOUTUBE ACCOUNT



**Do not forget SAFETY.**



Remember that anything shared on the internet can be viewed by anybody:

- Good
- Bad
- Kind
- Mean



Keep your personal information private

- Real name
- Home address
- School address



Agree with your parents if you are allowed to appear in your videos or just your hands if you are a creative YouTuber.



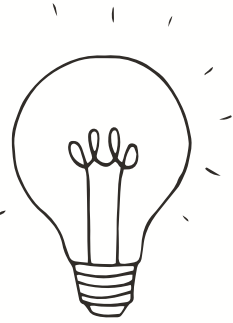
- Do not respond to any comments that are unkind.
- Report these unkind comments to YouTube immediately and ignore them.




**Speak to your parents and your Ultra teachers if you have any concerns.**

## HOW TO BECOME A YOUTUBER

# HINTS & TIPS TO MAKE GREAT VIDEOS



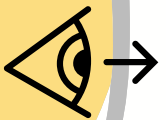
1. Make sure you **notify everybody in your home when you are filming.**

Get creative and make a  sign so you do not get interrupted during filming.

2. Make sure you have **good lighting.**



3. Make sure there is **nothing in the background that you do not want people to see.**



Like **mess or anything with personal information on it.**



4. **Do not have long pauses in the commentary.**

**Plan what you are going to say in advance.**

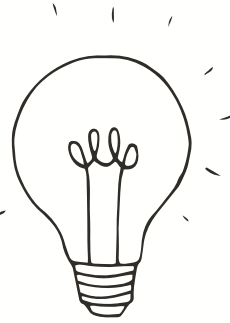


You can do a **voice over afterwards or use music.**



## HOW TO BECOME A YOUTUBER

# HINTS & TIPS TO MAKE GREAT VIDEOS



5. Always have an opening phrase.

Think of new ways to keep it fresh.



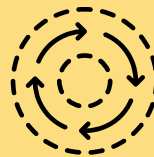
6. Always use your YouTube name.



7. Give a summary to your audience about what you are going to be doing in your video at the start.



Have a consistent ending.



Example: Na'ariyah Hall ends her videos with saying



8. Remind viewers to:

• Comment



• Like



• Subscribe

**SUBSCRIBE**



# HOW TO BECOME A YOUTUBER

Plan your video so it's successful first time  
To help you start your first video fill in the planning sheet below

## PLAN 1:

1. Type of video  
(vlog, review, gaming, skills, pranks)



2. What is the topic of this video?



3. What will the title be?

4. What will happen in this video?

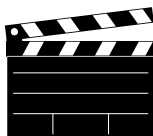
4.1 • Start



4.2 • Middle



4.3 • End



5. Who will watch the video?  
(target audience)



1.

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2.

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3.

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4.1

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4.2

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4.3

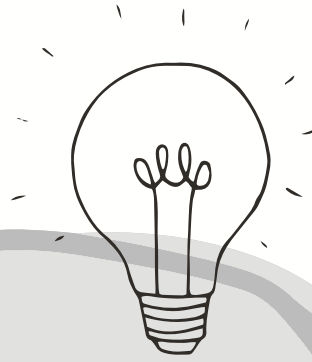
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5.

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# HOW TO BECOME A YOUTUBER

## PLAN 1: TIPS



Use editing software like **iMovie**, to add music, time-lapse, slow-mo, and voice-over.

It is always good to review your own video. ★ ★ ★ ★ ★

- **Rate how successful it was.**



- Think about anything you would improve on.

**1. Remember it's YOUR channel.**

It's **OK** to get help from your: • **Parents**



• **Teachers**



But **YOU** have to do **most of the WORK.**



**2. Define your audience.** Who are you trying to appeal to?



**3. Do not underestimate the importance of feedback** from the people in your immediate circle.

