**YouTube**

* Sign Up for Google
  + Go to Google.com
  + Click on “Sign In” on the Upper Right-Hand Side
  + Either hit “Use Another Account” if you already have existing accounts or “Create Account”
  + Put in the Custom Email Address for your Business we created last Video (Lesson 1)
  + Choose to Manage My Business
  + Put in the Name of your Business in the First and Last Name Fields
  + Password – Confirm Password
  + You Can Fill Out Business Profile
  + Remember What We Did Last Time to Add Custom Email? If Not Review Lesson 1.
* Setup Account and Channel
  + Your Google Account will now be linked to your YouTube Account
  + Upper-Right Hand Side Click on your Icon and Choose YouTube Studio
  + Use YouTube as Your Name or Company Name
  + Click on the Icon on Upper-Left Hand side to “View Channel”
  + Click “Customize Channel” on the Right of that Page
  + The Two Links You Will Focus on Are Branding and Basic Info right underneath Channel Customization.
* Using Your Logo to Create YouTube Branding (Profile and Banner)
  + The ideal YouTube banner picture size is 2560 pixels wide by 1440 pixels tall
  + The best YouTube profile picture size is 800 x 800 pixels
  + Use Canva.com to Create these two branding images
* Creating Opening Video and Titles with Canva.com
  + We will be Using either Canva.com or Fiverr.com
* Making Your First Video with Loom.com
  + Sign Up for Loom.com – the Free Account allows for 25 Videos Posted at Once
  + Hit New Video on the Upper Right-Hand Side. We will go over functionality in the video
  + <https://www.microsoft.com/en-us/p/movie-maker-free-video-editor/9ppqklt9zjpp?activetab=pivot:overviewtab>
    - Video StudiosPro: <https://www.tkqlhce.com/click-100234805-10747903>
    - Movavi: <https://www.jdoqocy.com/click-100234803-14002687>
* Editing Your First Video with Microsoft Video Editor and YouTube
  + Download Videos from Loom.com or Other Devices
  + Open-Up or Download Microsoft Video Editor
* Uploading Your First Video
* Title, Description and Keywords
* Rules to Monetize:

The YouTube monetization policies are a collection of policies that allow you to monetize on YouTube. If you're a YouTube partner, your agreement including the YouTube partner program policies require compliance with these monetization policies in order to potentially earn money on YouTube.

* + - 1. Live in a country or region where the YouTube Partner Program is available.
      2. Have more than 4,000 valid public watch hours in the last 12 months.
      3. Have more than 1,000 subscribers.
      4. Have a linked AdSense account.

There Needs to Be Value in Your Content. You Need a Reason for People to Subscribe and Keep Coming Back. It is important to have a selection of video content, but if they don’t offer value you can have a thousand videos published and it won’t do you any good.

* Analytics (Create, Analyze and Grow)

**Next Video:** We Will Be Setting Up WordPress and discuss Plugins.