



General questions and support [info@marinamogilko.co](mailto:info@marinamogilko.co)

## YouTube channel: from idea to first revenue



### From idea to channel launch

17 lessons      6.5h of content

- Exploring YouTube
- YouTube history
- Choosing a topic
- Creating a content plan
- Developing the first script
- How to shoot your first video
- Choosing equipment
- Editing videos + Final Cut editing tricks
- Channel design
- Uploading your first video + VidIQ tutorial



### From channel launch to first revenue

40 lessons      5.5h of content

#### Introduction

- About this course
- Who becomes famous on YouTube

#### How to create a PERFECT video that will get people's attention and KEEP them WATCHING

- Start the video the right way (what to do in the first 60 seconds of your video)
- Make content exciting to watch
- Video length – does it MATTER?
- How to create viral videos
- How to make your subscribers your TRUE FANS (you only need 1 000 of them)

#### SEO on YouTube

- The right title is at least 20% of your success
- How to make a description that would promote your video
- Tags - How to tell YouTube where to recommend your video

#### YouTube Algorithm

- What the algorithm is looking for in your videos
- Boost your video engagement with these tactics
- Thumbnail – at least 20% of your success on YouTube is here
- Is there a best time to post?
- How often you should post to grow on YouTube
- Why I have over 1M followers and less than a million views

#### Your first views and subscribers. Time to grow!

- Where to talk about your first videos
- Worst and best ideas for your first videos
- Buying subscribers and views, placing ads – is it worth your time and money?
- How to collaborate with other influencers
- How algorithm decides which videos would get 1M views
- Types of videos to grow your channel consistently

#### Legal aspects of being on YouTube

- Understanding Copyright
- Understanding trademarks and using them in your videos
- Personal rights – how to mention other people in your videos

#### YouTube features that help you grow

- Livestreams: are they still prioritized by YouTube?
- Premiering your videos – worth it?
- Increase your subscriber base with stories
- How I use community tab to interact with my followers

#### Time to make money on Youtube

- YouTube pays you for views – understanding the way this works
- Increase your revenue using these tips and pay your taxes
- CPM (how much you get paid per 1000 views)
- How I make over \$30K a month on YouTube and what you can do
- Some other ways to make money off YouTube which I haven't been using
- Should I join an MCN?
- How to set a price for product placements in your videos
- How to work with channel memberships
- FTC Guidelines – how to post ads without breaking the law
- Monetizing kids content

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