



# GENERAL PRINCIPLES TO BUILD ETHICAL AND SUCCESSFUL YOUTUBE CHANNEL COMPLETELY FROM SCRATCH

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**Abstract.** This paper is an unprecedented attempt to convey the strategies, ideas & principles supported by valuable data, analytics, and insights to help in building a successful YouTube channel completely from scratch. This paper provides hand-holding assistance to furnish mental frameworks and nuances that were not explicitly present in the research domain earlier. Backed by data, a detailed step-by-step manual is presented from the creation stage to the scalability podium via sustainability and expansion opportunities knowledge in various domains.

Our aim is to facilitate this revenue-engendering social media platform by solving the burning problem of the masses via teaching the skill of creating a YouTube channel and methods for sustaining the same. The outcome is a win-win condition for both the YouTube video creator and the subscribers, as the former is the inception of the modes of multiple revenue generation streams to earn livelihood whereas, whereas the latter is solving a complication, that wasn't successfully resolved earlier.

Also, it has tried its part to inculcate the value addition phenomenon coupled with the sense of serving the esteemed readers in making a noteworthy contribution to their knowledge factory ingrained with a stamping touch of humanity to serve the same beyond one's call of duty which may significantly help in inculcating the core human values within us with the progressive audacity of value addition, contributing significantly to the development of the nation.

**Research Keywords:** YouTube Channel, Subscribers, Scalability, Google Ad Sense, Revenue generation methods, Marketing .

## Introduction

YouTube is one of the most widely recognized video-sharing and social media platforms launched on February 14, 2005, and is headquartered in San Bruno, California, United States. Its current ownership is under Google and is the second most visited website after Google. Since its inception, it had brought a new dawn in the field of video sharing/streaming horizons as people all over the world could be able to connect in such a holistic way which was never expected in the past, as people from various demographics, caste, creed, culture, nationality, origin, opinions, beliefs come under the common roof of sharing expressions in a video format ranging from elementary-topic videos to highly intricate massive engineering videos which brought people sharing common interests under the same umbrella despite having dissimilarities mentioned above. During its first decade, it was not much perceived as a long-term career opportunity but as a medium for knitting the globe with the thread of emotion, excitement, compassion, etc. in video format where the depth of sincerity of emotions was assimilated in the rightest way compared to a blog post or other services. When YouTube started, there was no such thing as called Monetisation policy but started in 2008 when its creators and concerned board members

were bare minimasatisfied with the growth statistics and profit forecasting possibilities. Since that point in time, it started possessingsome gravity in the talks of people as they started generating some cents for YouTube. Still, it was not perceived as a full-fledged mode to makelivelihood dependent on it and creators continued to keep this mode of earning as anuncounted source of income generation mode which was perceived as a bonus revenue mode, which they never bothered to consider in their main streamline revenue generation modes. But, in the last 7-8 years, things changed forever. YouTube started getting worldwide recognition not just as a medium to share hassle-free videos but as a full-time career opportunity too. People started creating videos not just for the purpose of enjoyment but a full professional entrepreneurial mindsetwith a higher purpose to cater to the masses, solving a bigger problem of the society which the virtual platform audiences seek to get the answer of, started coming into the picture.The number of YouTube channels surging like never beforehas beenobserved. It has been estimated that around 37 Lakhs of new videos are uploaded on YouTube every day and there are 3.8 Crores active YouTube channels with 12.20 Crores daily active usersin contemporary scenarios.

## Literature Review

Several papers are being read and gone through to identify the gaps present in the knowledge domain for the creation of a successful YouTube channel. Some of the papers mentioned below helped thoroughly in making this paper a success and the literature review for the same are mentioned below to justify the significance of these supported papers.

Dustin J Welbourne [1], tried to calculate the importance of a science communicator in a YouTubevideo via doing an analysis of 390 videos from 39 YouTube channels and tried to calculate the quality-wise and quantity-wise importance factors the presence of a consistent science communicator holds inthe branding and popularity of a science communication YouTube channel.

Edi Irawan [2], tried to develop a YouTube channel that contains learning materials for applied statistics courses and through evaluation and experimentation proved that the channel has significantly helped students in learning the statistics course via the ADDEE model which consists of analysis, design, development, implementation,and evaluation stages and all these could be justified by YouTube channel analytics.

Muhammad Iiyas [3], examined via experimenting with 48 students from the first semester that weather the speaking skills of a student can be enhanced by using YouTube channels as a source of learning or not. It has been observed that via a YouTube channel a student can get access to the entire library of learning which includes video files, audio files, courses in video format,a positive learning environment, live doubt-clearing sessions, and experimentation resulting in a grand success to quantify the improvement of students in learning speaking skills via YouTube channel.

Widia RestiFitriani [4], discussed the impact generated by product review videos on the loyalty factor of the audience for a particular YouTube channel. It has been experimentally established in the paper that communication styles, transparency displayed,and channel engagement affect channel loyalty but informativeness for a particular product content does not affect much when it comes to product review videos.

Christopher cayari [5], conducted a case study portraying a teenage musician and communicating the information regarding how YouTube has affected music, consumption& creation, and its sharing to a larger domain. Data revealed how the teenage musician started a YouTube channel and gained popularity, consequently interacting with others, and promotinghis music career through YouTube. This significantly places the idea that everyone who got a significant talent could be given a global stage via YouTube.

Michelle M Neumann [6], conveyed that the YouTube Kids application has over 1,00,00,000 downloads worldwide and had billions of views,and over 1,10,00,000 subscribers,and all this is because of the simple and intuitive interface design that captures the attention of children and could be accessed through any digital device like a tablet, phone, laptop, etc.viaconnected to the Internet.

Andrew D Maynard [7], expresses the idea that amidst a bewildering assembling of videos that claim to educate on various topics on YouTube, there are a decent amount of good videos which genuinely helpfor real. This

paper aims to explore how time, resources, and talent-limited academicians can leverage and nurture YouTube for the holistic development of themselves and for society.

Margaret Holland [8], revealed the idea that since the inception of YouTube it has evolved from a video-sharing platform to a job opportunity domain for content creators in both the mainstream and side-line media. The paper continues the analysis and comes to the outcome that viewers prefer watching YouTube videos for a particular creator because they can relate to the authenticity of user-generated content and can feel a common bond shared between the creator and the viewer as it feels like the creator comes from the same background as that of the viewer.

Claudia gerhards [9], discussed in the paper that YouTube has become increasingly attractive not only for commercial advertisers but for product placement opportunities too, and the paper aims to explore the processes between advertisers concerning product placement queries and YouTube content creators. The paper significantly deals with product placement opportunities and how YouTube is influential in the same segment is verified by experiments.

David topps [10], conveyed the idea that YouTube has grown significantly to share educational materials representing various educators for their knowledge factor. This paper significantly describes many innovative usages of YouTube as a video publishing platform for clinical educational materials for the benefit of students.

### **Statement of the problem:**

**PART A (The Ideal):** The purpose of this paper is to develop full-fledged mainstream content available to the readers in the research domain regarding “General Management principles to build a successful YouTube channel completely from scratch” which was hard to find earlier in this explicit manner. Readers will get the nuances of building a successful YouTube channel which will consequently help them to generate a stable revenue source and consequently scale the same accordingly. Readers will be provided with all the strategies, techniques, tips & hacks in this one-stop solution which are created and curated to fit the best in contemporary scenarios. This paper will aid the reader from the basics to the advanced level in inculcating the sense of creating, sustaining, and scaling a YouTube channel and perceiving the same as a business executing outlet with scaling opportunities.

**PART B (The Reality):** In contemporary scenarios, online businesses and consequently digital marketing are at a surge. In the past couple of years, during the pandemic era, the world has changed like never before opening opportunities in every industry (in the online world) one can think of. Consequently, a steep increase in the number of YouTubers registered has been observed, with a vision to scale and multiply the same soon. However, it has been observed that due to misinformation, scattered knowledge, unpragmatic approaches, and unverified techniques & strategies present in the internet domain, people aren't able to get trusted and guided pathways to reach the desired outcome. Either the Youtubers fall prey to unethical techniques or unsustainable frameworks which consequently mitigate the hard work and talent they put in and are required to meet their goal. Either they stop working hard in the right direction or stop believing in the power of online earning. This paper aims to demolish these mishappenings.

**PART C (The Consequence):** This paper aims to fill the gap mentioned above using suitable strategies, techniques, tips & hacks which are tried and tested using real-time data, and the results are duly attached in the paper. This paper will facilitate the reader to get detailed insights into the working of a YouTube channel and consequently YouTube as a business executing platform in contemporary scenarios. It will aid the reader to get the business aptitude developed in them which will not only help them to just scale a YouTube channel but give them sight, a vision to perceive things in a way that wasn't so explicitly perceived earlier, which will help them to start, sustain and expand other online businesses in the freelancing, affiliate marketing, digital marketing domains, etc. This paper aims at the holistic development of an individual regarding business aptitude development which will aid them in every possible sphere of life if the techniques are learned, tried, and expertise via improvisation thoroughly provided a sensible touch of common sense called general aptitude is switched on.

## 1. Understanding YouTube as a mode of stable revenue generation

Well, this is something that is highly debatable as we can get mixed answers to this statement. However, data proves that the dependency of people on YouTube as a stable source of income has increased like never before but there is a catch which is needed to be understood very critically without perceiving this statement as a whole and soul percept. This paper aims to answer the same with various strategies mentioning pros and cons in the most detailed manner to get insights into how a YouTube channel works and revenue generation takes place, in the most stable way possible. There are various ways through which one can earn money while uploading videos on YouTube including Google AdSense revenue generation which comes under advertising, affiliate marketing, sponsorships, brand management, promotions, collaboration, paid consultancies, etc. Among all these AdSense revenue generation methods contribute a bare minimum percentage whereas the major portion of revenue comes from the other mentioned ways, and this is something that needs to be understood before starting a YouTube channel, that the positioning of a YouTube brand is much important for a long-term stable revenue generation program and consequently, for exponentially growing and sustaining it. It becomes very much important to decide the niche of your channel because it is the most important foundation on which the complete and fully grown tree of your YouTube channel and career will stand.

Let's try to understand some basic terminologies and associated concepts regarding building a YouTube channel completely from scratch:

1. **Niche:** Niche is defined as the topic on which a YouTube channel is based. It is the environment around which a particular YouTube channel revolves. It could be related to science, technology, engineering, health, and fitness medical care, life, and fitness, teaching, tutorials, daily Vlogs, consultancy, teaching, food & lifestyle, business, and entrepreneurship, how-to-do videos, first aid videos, etc. anything on which one can make videos depending on the knowledge domain the creator holds.
2. **YouTube Channel:** A YouTube channel is created by using an authentic Gmail ID in a hassle-free manner and the creator can upload videos on that YouTube channel totally for free.
3. **Monetisation Policy:** A monetization policy has been set up by YouTube in recent years to give opportunities to genuine creators to grow and flourish many YouTube channels started mushrooming in 2016-17 so particular criteria have been set up to give opportunities to genuine, hardworking, and talented creators and side-line vulgar, illegal & abusive contents & their creators if any.
4. **Title:** The title is defined as some characters describing the main purpose of the video. It basically includes the primary keyword along with the keywords on which that video is based.
5. **Description:** Description is defined as a brief introduction summarising the overall content described in that video. The description box can include links to Facebook, Instagram, Twitter handle, etc.
6. **Advertisements on YouTube:** when a particular YouTube channel becomes eligible to monetize videos then advertisements start appearing on that channel's videos and the creator gets a share of the amount paid by the advertiser to YouTube.
7. **Brand deals/Brand promotions/Paid promotion:** It is one of the major revenue sources for a YouTuber because brands corresponding to the YouTube channel niche pay a handsome amount to the creator for promoting their products on the YouTube channel, videos promoting that product can be a fully dedicated video or a 30-40 second description of the product in a regular video of the creator.
8. **Subscribers:** It can be defined as the equivalent of followers, which represents several people who are associated with the channel on a regular basis tentatively.

## 2. Fundamental guidelines aided by proven strategies

- 2.1 **Know your audience:** It is one of the most fundamental grass-root level steps on which maximum market research is needed to be done. Knowing your audience and where they will be found is extremely crucial in circulating your videos to the right targeted audience. The sales funnel also plays a crucial and critical role in making you know your audience. One needs to know the age, gender, demographics, and

income level of the target audience and should do a NICE analysis which is Need – Interest – Concern – Expectation analysis. Figures 1 and 2 are samples of how it can be inferred.

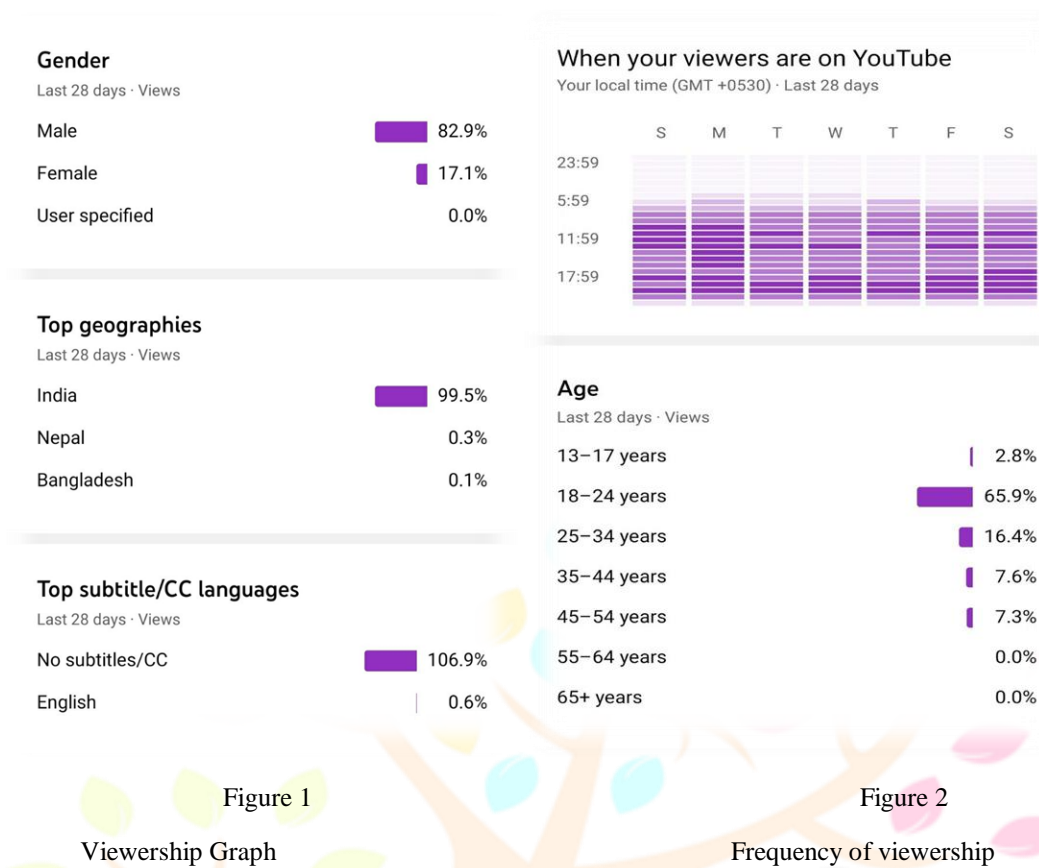


Figure 1

Viewership Graph

Figure 2

Frequency of viewership

- 2.2 **Intent:** A creator must emphasize three points which include what he knows, what he enjoys doing & what the market wants, and try to make videos following these three criteria for sustainable and exponential growth in the virtual video-making industry. A creator should have a clear agenda with a successful outcome in mind. A creator should focus on giving some unusual useful information aided by data in a storytelling form that will be highly absorbed by the audience. Every video should have a coherent central message providing genuine information which will be highly helpful in building long-term trust in the relationship with the audience.
- 2.3 **Right way of communicating in videos:** It is highly important to convey the message that a creator wants in an optimum way but not missing any detailing whatsoever. A creator should focus on conveying more content in less time, bringing high value to the lives of people, should have an optimum pitch, words per minute counts, decent fluency, and pronunciation along with optimal pauses but not missing important words.
- 2.4 **Opening segment of video:** How the creator conveys in the opening segment of the video is one of the most crucial parts because this will lead to answering whether the audience will stick for the rest of the video or not, so try to include a surprise hook element in the initial segment of the video which will bind the audience to your content, one can ask an interesting question which can be answered by the same creator at the latter part of the video or some golden statement can be conveyed at different positions of the video so that audience keeps on getting the delightful experience at every specific interval of time and if the content is supported by data, facts and statistics in the initial part of the video then it will be very helpful to prove the authenticity of the video.
- 2.5 **Closing segment of the video:** The closing segment of a video is of utmost importance because it conveys whether that viewer will return to the channel or not in the near future so the creator should try to summarise the entire video in 30 to 40 seconds providing a strong summary, simultaneously giving an intensive call to action, added by closing quotation, golden statement and questions asked which will engage the audience more to that channel leading to the improvement in the branding of the channel.

- 2.6 Verbal-Visual-Vocal: A healthy synchronization between verbal visual and vocal is important to create an unusual but impressive image of the creator in the mind of the audience for the long run which induces a sense of trust and confidence over the content conveyed by the creator. It shows that the creator has a stronghold on the content, words, speech, and language used. Simultaneously, the creator should also focus on the volume, pitch, tone, rate of speech, voice quality, emotion, voice modulation, etc. to express a coherent and clear message for that video.
- 2.7 YouTube Channel is not just a channel but your personality: One needs to understand the nuances of how the online world works which express that every brand is later a market product but a personality first, so being a YouTuber if one wants to increase the brand recall value, brand authenticity, brand retention value then the creator should also focus on improving the personality of himself/herself by reading some good texts on a regular basis, inculcating healthy habits & mindset, improving the personality of himself/herself on a daily basis so that all these will get reflected on his/her YouTube videos and will consequently help to achieve the outcomes mentioned.
- 2.8 Creating an entry barrier via personality and technology: If a creator is successful in creating an entry barrier, then it will be almost impossible for other creators to beat that YouTuber in that segment. There are various ways by which an entry barrier can be created but some of the common ways include becoming highly diligent in the field on which the particular YouTube video is based, diligence will help to authenticate the information conveyed by the YouTuber which will subsequently make an entry barrier for other creators who are not that much validated, and this diligence can be achieved by learning some new skills and doing certification courses, meritorious achievement in an examination, collaborating with experts of the domain, getting word of mouth referrals testimony video, etc. All the above processes can be highly accelerated if one takes the help of technology which will consequently make the processes highly scalable in a very limited amount of time giving efficiency like never before.

### 3. Final Lap from sustainability to scalability

1. Sustaining a YouTube Channel: In the initial phase of a YouTube channel, it is of utmost importance to get clear with the topics on which the whole channel will be based, so here comes the sustainability part where the creator has to focus on sustaining the YouTube channel and focus more on getting insights of the audience in the form of comments to get to know what the audience really want and not only what the creator wants to give, i.e., a healthy and optimum balance should be maintained and the quest to this query is achieved only in the sustaining period.
2. Solving a burning problem of the audience: Every creator should focus on solving a burning problem of the masses that people are not able to solve by them which can be guided by the YouTuber in the video format. This golden statement needs to be ingrained in the mind of every creator for long-term sustainable growth. This will successively help in the growth of the subscriber count.
3. Fear-Urgency-Need-Demand: It is one of the most prominent ways to segregate content depending on the need of the audience, which in turn can be known by placing the content in one of these four categories mentioned over, where 'fear' is the most preferred category whereas demand category videos can be stocked for later. By 'fear category' it means, to resolve the most critical and urgent needs of the masses encircling around fear, like Covid-19 vaccination update news, natural calamity update & rescue operation at a location of national interest, etc.
4. Emotional Rapport: Building emotional rapport with the audience is one of the critical factors in determining the long-term sustainability of the channel and scalability too. Emotional rapport can be built in various ways which include live session webinars, replies to comments, meetups, collaborations, giveaways, shoutouts, public donations, etc.
5. SEO enriched and emotional touch in the title: keywords in the title play a prominent role in ranking videos for the target audience, so is very critical to choose the rightest keywords which can rank videos in the most optimum way and in a direct sense. Also, the title should have the capability to build an emotional connection with the audience which will give an initial trust to the viewer for that respective video.

6. Keeping the room setup neat, soothing, and calmer: If a creator makes a face camera video, then keeping the setup for that video which comes in the camera frame soothing, calming, relaxing, and peaceful can help in the audience retention for that video and can make the audience calmer to get the message of that video without any external noise getting popped in the mind. The more will be audience retention, the higher will be the chances of that video getting suggested to more viewers, increasing the reach of the channel like never before.
7. Official outfit matters a lot: Depending upon the niche of the channel, an official outfit is preferred for the YouTuber to get the initial push which includes pushing the message of that video to the respective viewer. Suppose someone is having a V-log channel then an informal & refreshing outfit will be preferred to make the message penetrate to the viewers whereas if there is something like a formal discussion then formal attire or a suit & coat is preferred. But it is not to be forgotten that the content is the primary sole basis for the establishment of the Kingdom and never be compromised for the sake of outfit selection.
8. Content is not king, but kingdom: when it comes to building a successful YouTube channel the entire notion of the content including the nuances plays the most critical role because in the 21st century and for the upcoming generations to come content is not the king but the entire Kingdom, so one needs to be very strategic, rational, optimistic, visionary but calculated risk taker in order to establish that empire which will be cherished by the entire generations to come. Sustainable videos should be created not for the sake of just views only but to solve a bigger problem which in turn, in the future will obviously bring better returns as it will be a holistic model for solving problems of people for a very long time as it was created with this mindset primarily.
9. To the point & precise content: Every creator should try to avoid redundancy in the content that is expressing the same idea multiple times which may bring a negative image in the mind of the audience. It is highly recommended to keep the content refreshing throughout which can be achieved by making shorter but precise and to-the-point content avoiding redundancy and not neglecting the missed important information, i.e., maintaining an optimal balance between the two.
10. Taking feedback: Every Youtuber gets feedback in various forms which include messages in the YouTube comments section, emails, real-world friends and colleagues, fluctuation in views count, abrupt growth in subscriber count and watch hours, abnormality in revenue generation, irrational CPM, changes in analytics scenarios, intuition, etc. It is the responsibility of the creator to receive insights from these mentioned places and try to give what most of the audiences want which will be the solution to their primary burning problems of them. As it is often said that customers give signals and influential entrepreneur works on them. So, capturing them is the best thing a creator can do.
11. Usage of larger Font in a clear soothing thumbnail: Thumbnail is one of the crucial parts of the entire video creation process because it is a thumbnail only on which the audience clicks and gets into the video. So, the creation of a thumbnail should be taken place with utmost sincerity and dedication, inducing in it creativity along with calmer and soothing color patterns, supported by larger and bold size fonts, presenting a clear and direct message to the viewer. Impressions and click-through rates (CTRs) are highly dependent on thumbnail quality which in turn, is directly related to the positioning of that YouTube channel brand and in revenue generation.
12. Frequent Live sessions: when a creator does frequent live sessions, it helps him/her to get connected with the audience in the best possible way. Frequent live sessions help the creator to get to know what the audience actually needs, if there is any need to change the content topics, the way of presenting them, average video duration, call to action statement, etc. it helps the creator to get in touch with the audience and building an emotional rapport in such a way which is never possible in the already recorded video; also, from the audience side the quality and quantity of mutual trust that is built is impeccable.
13. Updating content with time: It is rightly said that with time everything changes and change is the only constant thing. so, every creator should try his/her best to update the content every 5 to 6 months depending on what is happening in the contemporary world. Updating can be in various forms which include presenting the content idea topics, the opening, and closing statements, call to action quotes, setting up room decoration, average view duration, etc. which makes sure that the audience never gets boredom with the monotonicity.

14. Video on the most searched and viral topic under niche: It is suggested to make videos on the topic that is in very high demand in the contemporary scenario because that gives video unprecedented horizons making its reach like never before. It is suggested to make videos on viral topics that come under the niche of the YouTube channel and if done that YouTube will consequently push that video from its side as well making its reach even better. If a creator follows these, then people will get to know the channel and there is a high chance that if the channel already possesses some good quality content, then people will subscribe to it.
15. Improving video-making gears with time: It is suggested to the creator to improve the gadgets that he is using for making videos overtime. Suppose the creator uses his mobile phone for shooting face camera videos then it is recommended that over the stipulated amount of time when the creator has taken the channel to a sustainable level and applied all the strategies mentioned in the paper then there are high chances that the channel will get a decent amount of recognition, consequently leading to the revenue generation; so it is advisable to improve gears which means replacing the mobile phone with a DSLR camera, buying a Mic for recording noise-free high-quality audio, etc. which will bring tremendous growth to the channel and this loop continues.
16. Multiple collaborations: It is suggested for a creator to do collaboration videos to get the touch with audiences that weren't earlier known to the YouTube channel of that creator. Collaborations can be done inter-niche-wise or intra-niche-wise too. Since YouTube is not a place for competing but a platform for collaborating and getting penetrated to every possible targeted audience, collaborations help a lot in this.
17. Revenue investment and multiple revenue sources: For a YouTube creator, it is important to invest the revenue amount that is earned via YouTube revenue channels into multiple sources to widen the horizons of income generation manifold. Whether the income sources could be YouTube AdSense, collaboration, affiliate marketing, brand promotion, brand marketing, shoutouts, paid promotions; etc. It is suggested to invest 30%-35% of the total revenue earned per month in various domains which includes improving the video quality, hiring people to work for the channel, editing cost, YouTube room setup decoration cost, graphics designer payment, external promotions payment, etc.
18. Stable positioning in the niche: It is suggested to the creator to establish the channel and do proper positioning in the selected niche competently and diligently. One needs to identify other creators that are making videos in that niche and try to learn from all those creators, like the 'good' part and 'need to be improved' part and try to inculcate all the good parts of the various creators in the channel itself. So doing an industrious analysis will get to know the actual positioning the channel holds in that niche based on video quality, video duration, average revenue generation, impressions count, number of suggested videos, click-through rates (CTRs), etc.
19. Brand recall value generation & brand color: It is suggested for a creator to choose a combination of colors that would be known as brand colors for that YouTube channel which would significantly help in the re-call value generation for that Channel. For example, a possible brand color combination could be consisting of red, black, and white; giving a premium texture and feel to the brand standing. All these will unlock the potential to be recognized by esteemed & high-profile collaborations and future deals. Building a brand promise can give a long-term return and one should focus on two points which include, 'what do you stand for?' and 'what should you be known for?'. Building a unique selling proposition is a highly suggested method to build a high recall value which is obtained by building predictability which comes when a creator day after day successfully delivers what he/she commits.
20. Building a team, investing money to buy time: When a creator follows all the above points mentioned, there are very high chances that the YouTube channel has come to the mature stage of sustainability, and now is the time for the expansion process to start which is also known as scalability. Scalability is a very dynamic topic but can be executed diligently when one builds a competent team. After a decent amount of revenue generation, a creator should focus on hiring quality people that include graphic designers, video editors, costume designers, scriptwriters, communication skills mentors, quality thumbnail creators, YouTube room setup decorators, and a panel for receiving feedback from subscribers, data analyst, forecasting predictors, etc. All these people will skyrocket the growth of the channel with their competencies in their respective domains.



21. Using Youtube studio for analysis: YouTube studio provides one of the greatest analyses in which a creator can see the number of views, watch hours, subscriber count, revenue, click-through rates, demographics, age group division, top video suggesting that channel and a lot more, so it is highly recommended to use the same to achieve a higher positioning in the branding of the channel.

### Outcome Achieved

This paper has tried its part to help a YouTube content creator build a successful YouTube channel completely from scratch by suggesting strategies and giving multiple ideas to skyrocket the branding and positioning of the YouTube channel in a particular niche. This paper supported by data, contributes significantly to the idea generation and implementation of the same in the most optimum way, making the creator reach the desired goal as earliest as possible. If someone diligently tries to inculcate the methods and ways suggested, then there are high chances that the channel will land in the top 99%ile range, which in turn helps the creator to achieve a sustainable and decent revenue from the channel supporting the livelihood of the creator and the people directly or indirectly associated with the channel, thereby proving the learning, revenue, business curve of the people and creating a holistic community like never before.

### Conclusion

YouTube being a billion-dollar industry has ample potential to quench the thirst of millions of people who have the capability to solve a bigger problem in society in all the possible ways mentioned in this paper. In the 21st century and in the years to come, having a YouTube channel would be one of the biggest assets someone can have as there are hundreds of ways to cash in that revenue generation machine and simultaneously solve the burning problem of the people as mentioned. So, building a YouTube channel completely from scratch and scaling it to multiple horizons can give someone unprecedented success and growth which is only possible in this technology-driven era.

### Recommendation

It is recommended to experiment with all the strategies and methods mentioned in this paper as much as possible to get the optimum result in the fastest possible manner. The sequencing of the strategies and methods mentioned in this paper is highly subjective from individual to individual, so it is recommended to drop a particular strategy if it is not working and hybridize a particular strategy with some conventional methods to achieve the outcome. One can mix multiple strategies mentioned in this paper to bring some new hybrid models' strategies to the table to increase the growth of the YouTube channel. So, it is suggested to go beyond the information given in this paper and try to improvise and adapt in the best possible manner.

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