

# How Much Money Can You Make On Youtube?

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 [wiseinvestments.ca/youtube/](https://wiseinvestments.ca/youtube/)

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Youtube has been one of the fastest growing phenomena of the 21st century. What started out as just a crazy idea has become the second most used search engine next to Google. This should come to no surprise to anyone because Youtube has become an integral part of our everyday lives! You, the reader probably have multiple tabs open that contain videos of gaming or maybe podcasts. Heck, Youtube has grown so much that it has become a staple in many kids lives!

How many times have you seen a kid at the mall or at a family event with an Ipad either watching Peppa Pig or playing some sort of game? Probably a lot because I know I see it all the time. So, let us dive into the Youtube world and truly find out how much a Youtuber makes.

Want To Know Your Favorite Youtuber's Networth? Here Are Some Estimates! (2018)

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# 1. Picking A Niche

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Most people who are just starting out on Youtube typically already know the type of channel they want to create. However, those who are just looking to get into it to make money in the most lucrative niche are going to need the right direction! There are many profitable niches out there. However, there are many people who've gotten rich while in a niche that has lower average earnings! Just take a look at the list above with the top 5 earners of 2018. You have Jeffree star who started with make-up tutorials in the same list as Ryan ToysReview. That being said, being in a high earning niche can help you earn more on average but it's not the only factor. Some of the most profitable niches are:

- Gaming
- Makeup
- Food
- Yoga
- Fitness
- Unboxing/Toy Reviews
- Sports
- Music
- Movies
- Fashion
- Tech Reviews
- Life Hacks
- Celebrity Gossip

As you can see there are many niches that one can choose from. However, I'd highly advise going for a niche that you genuinely enjoy. The reason is that you'll want to find some sort of happiness and pride in the content you create. Therefore, if you are more passionate about music than you are in gaming, I'd suggest creating a channel that has to do with music. If you create content that you're passionate about, it'll never feel like work. Furthermore, people tend to do the best possible work in the subjects that they're the most interested in. This can be applied to grade school.

I used to love French class which correlated to me having higher grades. However, even though I completely understood math, it was incredibly boring and this caused me to create mediocre work. This can take place in your work life as well! Have you ever met someone who was getting paid a lot of money but hated every second on the job? This would be no different. However, not everyone is like this, you may be the complete opposite. So, create whatever you think will suit you best. I just suggest it be something that you genuinely enjoy or are passionate about!

## 2. What Makes A Youtuber Stand Out?

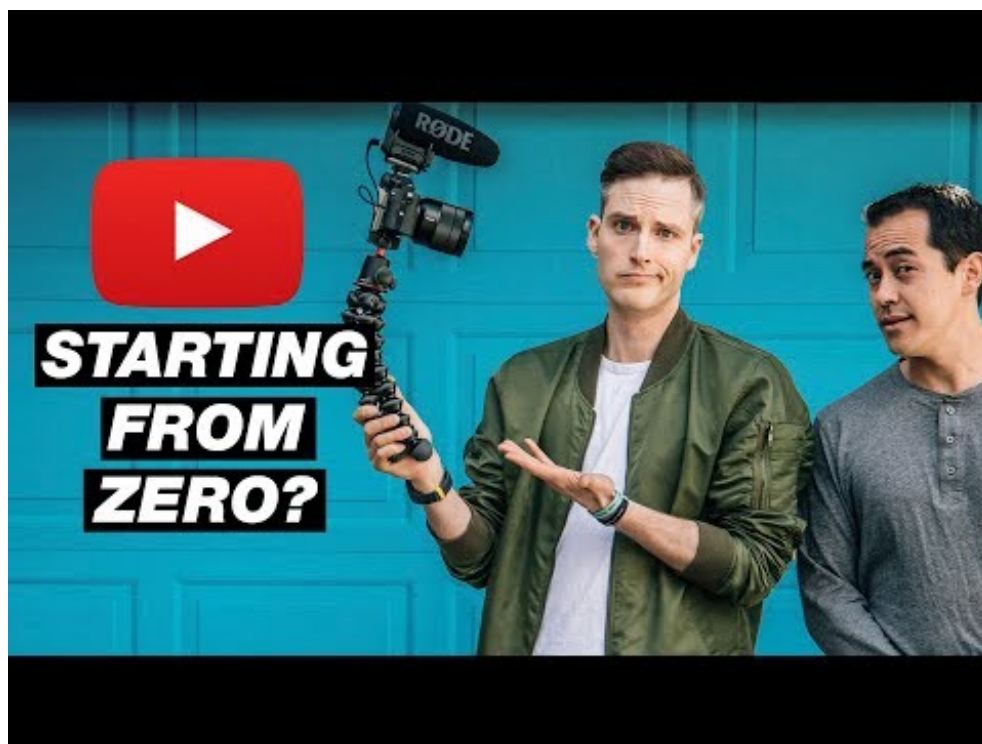
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Well, this question isn't so black and white, my friend. There are a number of defining factors that make a Youtuber truly great and it all starts with their content. Your main goal as a successful Youtuber is to create quality content that is not only informative but also entertaining. The content you create must also be unique to you. This means that you shouldn't copy someone else completely.

The greatest advantage you have would be putting your own personality into your work. If you search around Youtube, you can find many channels who draw inspiration from each other. However, none are exactly the same people the person who is creating the content uses their personality to make them different. Creating content can be a lot of work.

Many YouTubers spend their days filming and editing videos. This can be overwhelming at times because you need to be consistent. The more people see your content on their recommended, the more likely they are to click it! There are 300 hours of content being uploaded every minute to Youtube. Therefore, consistency and the quality of your content is what you need to focus on. If you don't, your videos will be lost within the hundreds of videos that are uploaded every minute!

The good thing is that once you've made enough money, you can hire editors and writers to make your website more efficient. Take a look at any top earner. Their videos are edited well, are clear as day and they're confident in front of the camera. Definitely, strive for quality over quantity!



[https://youtu.be/hwONmhK\\_pYQ](https://youtu.be/hwONmhK_pYQ)

### 3. Youtube Partnership Program

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The partnership program is what every up and coming content creator strives to be a part of. It's the first step of many that will lead you to get paid for your extraordinary content! Slow your roll for a second, they don't just accept anyone! As you may have already guessed, there is a multitude of conditions!

First, your channel must accumulate more than 400 watched hours within a 12 month period. Furthermore, you will also need more than 1,000 subscribers. This is the absolute bare minimum to be accepted but don't get too excited yet because you still need to get approved! There is no set time for how long it takes to get approved. However, Google had this to say about the application length:



*Updated March 8th, 2019:*

YouTube Partner Program applications are currently taking longer than 1 month. We understand that this is frustrating, but we have a limited number of specialists who handle YPP reviews. We're trying to get through your applications as quickly as possible. You can check back here for updates.

[Learn more](#) about our review process.

What are the benefits of becoming a partner you may ask? Well, it starts with the fact that you'll be able to place ads onto your videos! First, create an AdSense account and link it to your Gmail account (the same email used to create your Youtube channel). The ad revenue will accumulate within your AdSense account and is able to be withdrawn at the minimum \$100.00 threshold. There are many theories that explain the best places to insert your ad so you'll want to do your research. However, from what I've seen, placing them at the start of the video should always be the first place you put them!

**Getting paid** through ads can work two ways. One is the CPM (cost per thousand views) and CPC (cost per advertisement clicked). In order to get paid through views, the viewer must watch the ad for 30 seconds or half of its entirety if the video is short. However, the reality is that many people do not click ads and some either skip (if you have skippable ads) or have ad block.

Due to how difficult it is to get viewers to sit through or click on a 30-second ad, many beginners earn \$0.50 – \$1.00 per thousand views. However, this number can change depending on the number of people watching/clicking your ad! Don't let this discourage you, everyone has to start from somewhere.

### 4. Patreon

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I'm sure you've heard people around Youtube asking their viewers to donate to their Patreon, especially if they aren't a huge channel. This is because Making money off of just ads can be quite difficult. It takes quite a bit of view and watched as to make enough to even buy a hamburger. This is why people go onto Patreon. Patreon is a website that is built off of donations.

Content creators can create extra incentives/content which people can receive if they were to donate to their Patreon! However, the creators don't get 100% of the earnings. In order to keep the website up and running, Patreon takes a small percentage. The amount they take is considered an "industry standard" and equates to approximately 2.9 % plus an additional 30 cents. However, this is only for donations that are over \$3.00. For donations less than \$3.00, Patreon takes 5% plus an additional 10 cents! Therefore, if Youtube ads aren't cutting it for you, consider creating a Patreon and offer incentives/additional content for donations!

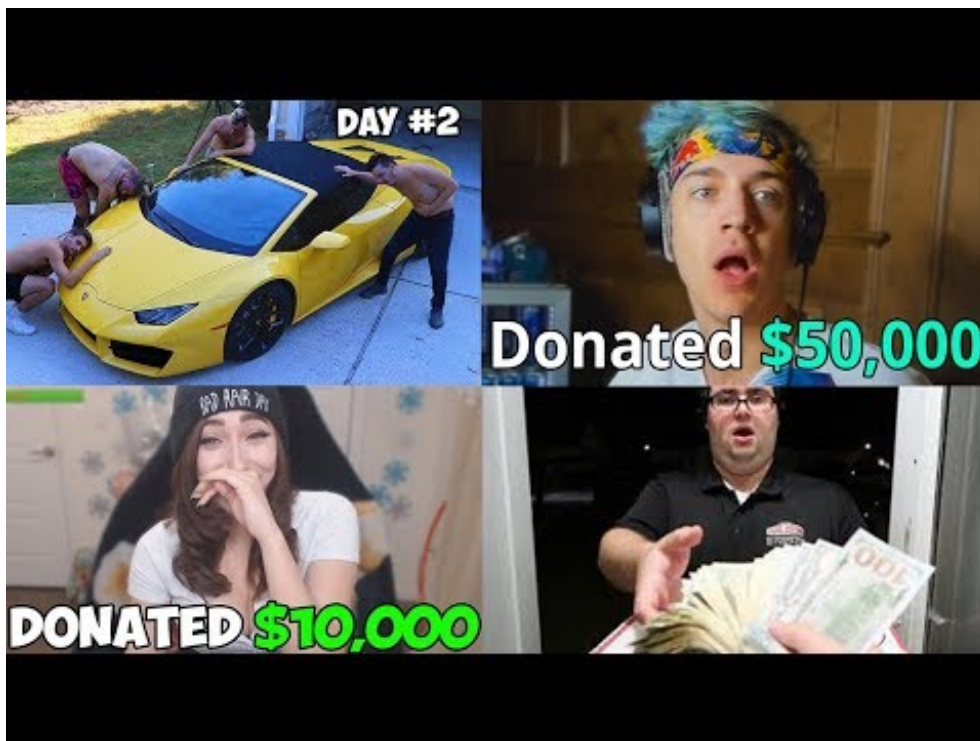
## 5. Sponsorship

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Sponsorships, the one thing that every Youtuber looks forward to. These are companies that pay the content creator a certain amount of money features their product in a video. Soe sponsors may require a video with the sole purpose of promoting the product. However, you'll usually run into people who either promote the product at the very beginning or end of a video! The reason why these are quite hard to come by is that the company is taking the risk of investing in you. If your fan base is not active or does not typically buy, the sponsor could end up losing money!

You're probably wondering how much money you can make off sponsors! Well, the answer isn't so simple because it depends! Some sponsors pay out more than others. Furthermore, you have the ability to charge the sponsor per 1,000 views. This number can be \$10.00+ depending on how big your channel currently is. There are also sponsorships where the company will pay out a lump sum of money for a sponsored video.

One extremely popular Youtuber who is known to get a ridiculous amount of sponsorship money and then giving it away is MrBeast. MrBeast is an extremely popular Youtuber who's rise to success came when he got a \$10,000 (yes, ten THOUSAND dollars) brand deal and gave every single penny away! Oh, you don't believe me? Here's a video of him explaining how he got the money!



<https://youtu.be/9-HphHlJS9c>

Now, I'm not saying that you'll get thousands of dollars through brand deals/sponsorships. However, this video and information show how impactful earning a sponsorship can be! They are literally game-changing towards your life and bank account! However, even if you don't get a huge brand deal or sponsorship like MrBeast, there are many other companies who sponsor growing YouTubers. I've seen many Youtube channel that has been sponsored with only 150K subscribers! Therefore, this goal of making a living on Youtube seem like more of a reality and less of a fantasy.

## 6. Merchandise

An absolutely incredible and highly recommended way of making money through Youtube is selling your own merchandise. This can literally be anything but the most common item I see is apparel. This means sweaters, shirts, pants, hats and anything else clothing related. The reason why this is an incredible way to make money is that it also serves as a marketing strategy.

If a Youtuber creates a quality shirt and you buy it, the chances are of someone asking where it's from is pretty high. Once you tell them, you're marketing for that Youtuber and getting his name out there. The kicker is that the item that you gave him money for sparked the conversation. Now he might get another viewer and/or customer.

Although it does take a lot of effort and upfront investment, it is definitely worth it. A clothing line is a good place to start because it has lower overhead cost compared to other merchandise. However, as you gain more traction, you may want to broaden your variety. This will need more time and money but will often give a greater return. A key point to focus on is quality. You must make something that is appealing, affordable and reliable. This will lead to higher reviews, returning customers, and most importantly, satisfied customers!

## 7. Affiliate Marketing

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The final way that we will be covering today is affiliate marketing. This is one of the more common ways that YouTubers use to make money. A very common niche you see this in is fashion and makeup! Often times creators will make a video with various products and say what they like about them! A lot of times you'll even get to see

YouTubers outright use the product to show you how it works and how good it may be! Throughout the video, they'll usually say that the "link to purchase is in the description". They do this because they are a part of a program where if someone clicks their link and purchases the items that they are advertising, they'll get a commission.

The commission that you get varies between companies but I've seen payouts of \$50.00+ per sale! Therefore, this is definitely a method that you'll want to take advantage of! I'd suggest promoting a product that you actually believe in. A lot of YouTubers find random products and promote them because they know it'll sell. However, I found that it is much easier to talk about and sound confident towards a product that you genuinely believe in!

## What Are You Waiting For?

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The hardest step to take is the first one! Don't let anyone tell you that becoming a Youtuber is a bad idea. Yes, it is hard to make money in it. However, just like all professions, you'll need to put in the work and dedication. Once you've become consistent you'll surely see a steady progression on your channel! So, who cares what other people think! The only way to know if becoming a Youtuber is if you actually go out and do it!

