

Called To Both Episode 109

All right, let's talk about YouTube. This past week, my YouTube channel surpassed 60, 000 subscribers. And with that, I've been reflecting on the experience of being a YouTuber and some of the surprising things that I've learned along the way. And I'm thinking about, you know, why am I still making YouTube content?

Like, why does this still matter? And so I want to share that with you. I want to share a few things that you should know about YouTube, especially if you are also a content creator on YouTube. Or if you ever have thought about becoming one, I think these are going to be some really valuable things to know before you dive in.

The sponsor of today's episode is Riverside FM. Riverside allows you to record studio quality audio and video, either by yourself or with remote guests. It's what I've used to record all of my guest episodes here on the show from the very beginning. And there are so many reasons why I personally chose Riverside to create my podcast, but let me just share a few.

The first one is the audio quality and ease of use. I can just send a link to my guests and they can join me in the studio. I love that Riverside allows me to chat with my guests. From anywhere in the world. Even when our internet connection is a little iffy, it records everything locally to the computer, so we don't miss a beat, no more glitchy interviews, which I love another great feature is the video editor and they have an AI powered clip creation tool for quick creation of.

Social media sized clips. So this is making it so much easier for me to create those vertical clips that I need for social media. And it helps me to pick the best moments from the show, click on the link in the description and head over to Riverside to start for free and be sure to use the code joy for 15 percent off.

You're listening to call to both the podcast for ambitious women chasing both business dreams and little ones. I'm your host, joy, Michelle. I'm a wedding photographer turned business coach and founder of photo boss. I have helped thousands of photographers and creatives grow their businesses here on the show.

I teach about topics like visibility, marketing, mindset, productivity, and going after your dream life. So if you're a photographer or an entrepreneur, there is something here for you. This is not another business and marketing podcast

telling you to do more, but it's But rather how you can build your business and your income in less time and with greater ease.

Join me here each week for bite sized and actionable episodes that will encourage you on your call to both journey.

Okay. So to give you some context, I don't know if you're new to me in this podcast, or if you came from YouTube. But I'm just going to go ahead and share a little bit more about like, what is my channel? How did it start? All of the things. So my YouTube channel is geared towards the aspiring and established professional photographers who shoot either weddings or portraits.

So that's been the focus of my channel for many years from the very beginning. My channel is full of marketing strategies, personal branding tips, behind the scenes videos of me photographing weddings and engagement shoots. And. A lot of real talk about what it takes to grow a thriving creative business, especially as a service based business owner.

So that's just to give you just a bit of context around the channel. And that, I guess that like leads me into like, I'm just going to jump in. I have like a little bit of notes here, but it's mostly just going to be. A little bit of like stream of consciousness here. So my channel obviously is an education channel and it is mostly talking head videos where I'm just sitting in my office, giving you information in that very like three points or five points or you know, whatever points structure.

And so that type of channel, you can expect a little bit of a slower burn in your growth. As you can see, it's, you know, my channel is at 60, 000 subscribers, whereas, you know, there, you can make a channel about literally anything on YouTube. And so that's something that's really important to keep in mind.

And just to know before I dive into like some of the more unexpected things is that. If you're running a little bit more of an education versus entertainment type channel, you can expect a slower growth in terms of subscribers, but that is not to say that you shouldn't still start or that that's even the point.

So one thing that I've learned in my years of being a YouTuber is that there are a ton of ways to make money on YouTube, but it's actually not always the smartest. thing or strategy to go after all of them at the same time. So that's one of the biggest things I want to share with you is that there, there are just so many ways.

So I really, I like to break this down into two camps. So if you're running a YouTube channel or you think you might want to run a YouTube channel, you'll probably fall into one of these two camps. The first camp is the business that's on YouTube. So it's a business that is established with its offers and its services, and they're using YouTube as a visibility tool.

The other side of this is a YouTuber, like a YouTuber, where the videos in the channel actually are the business. So a lot of times they're aiming more towards brand deals. They're aiming more towards the Google AdSense like payout program where they want to make a certain amount every money with those ads.

And what's really important to sit down and differentiate between the two of these things is that as a YouTuber, I've learned that sometimes. Being both of these things means that your channel is really like in contradiction with each other. So a really great example of this is I have some videos that have gone like semi viral, like hundreds of thousands of views.

And if I were to keep creating videos like those. I could have exploded my channel. I could be well beyond 100, 000 subscribers like a long time ago, but I strategically decided not to do that. And while that may seem a little silly, essentially, I chose to be the business that was on YouTube versus a YouTuber.

That's like the videos and the channel are the business. And the reason for this is I feel like I can't You can't be everything to everyone. And if I'm going to have videos that are strategically leading to like my email list and my offers, but then I have all of these videos that were made more just to go viral and more just to be popular, then there's probably going to be a huge amount of people that come into my audience through these videos that don't have anything to do with my business or don't have anything to do with my offers.

And then they come in and they're, they're not even the right person. So that was unexpected for me. So I was like, the first unexpected thing was that there are a ton of ways to make money on YouTube, but it is not always smart to go for all of them. And it can get really confusing as the person creating content.

When you start seeing certain content, like go completely viral and crazy. So I've had a video on like flash go viral and crazy, but I don't have any sort of paid. Education on flash. So if I keep talking about flash and I become known for flash, I either need to create flash education as a photographer, or just be okay with the fact that like all these people have come in and they're expecting flash.

And now I need to monetize in another way. Maybe I like partner with a flash company or I start doing brand videos for, you know, like strobes and flash. Like basically you need to have a way to make money with this, if that's the goal, which it is for me, and it probably is for you. So really thinking down the road of like.

Is this content actually going to bring money into my business? And then choosing, like putting a stake in the sand on either side of that. Saying like, am I a business that's on Youtube, or am I being a content creator where the video is the business? And that That was like a kind of a turning point for me because for a long time, I feel like I was straddling the two of those things and I would get kind of confused.

And then on the analytics, like I can see who's watching my videos. The majority of the people watching these videos would not be the ideal demographic to then coach with me or buy my programs or join hobby to pro because I know the people who are buying that and I know who. who that ideal audience is and that's not the person who's watching this viral video.

So that was unexpected. I will say though, you can still have sponsored content and affiliate links and I have done all of those things. Like if you followed my channel for any amount of time, you will see those things. So, But just know that that's secondary. Like that's always been secondary for me. And going after brand deals is actually a really time consuming process.

And so it's something that I've, I've scaled back on a little bit. The second thing that was unexpected for me, and This, you know, this might not be unexpected for you, but in practicality, a lot of times people do get confused about this is that subscribers don't equal anything. Like they don't equal income, unfortunately.

And it doesn't really mean anything if you get a subscriber at face value, like it can mean that income will come to your business, but it doesn't necessarily mean that anything has happened. And it was funny because my niece the other day, she asked me. How many subscribers do you have on YouTube? And we were talking and she said, and how much money do you make for every single subscriber on your channel?

And I just kind of smiled. I was like, ah, unfortunately nothing like you could have a million subscribers on your channel. And you don't necessarily make anything from YouTube for having those subscribers. How we actually make

money is through the views. So I do get money every single month from Google AdSense.

I do get paid for views, even views on videos that are like four or five years old, but the subscribers themselves are not paying me anything. What actually does make me money is the community that I've built, the email list that I've built and having aligned offers for the people that come into my world.

And that's a really important note to make, especially if you are frustrated with YouTube or if you would like to get into YouTube and you're, you're wondering, okay, how is this actually gonna make me money? Knowing right off the bat that like even if you had a video go viral and you woke up to 10, 000 followers tomorrow.

You need a strategy beyond just getting subscribers and just getting people to come in and like your videos and comment on them and then subscribe to your channel if you want to have a long term strategy for success on YouTube. So like I said, building the email list, having aligned offers, creating community, and then having content that really supports all of those things together.

Super, super important. So, So one other thing that I found, this is like a really great one, so we're going to end on a great one. This is the third unexpected lesson that I have learned as a YouTuber for the past like six years. At this point, I don't even know how long I've been on YouTube. You don't have to sell as hard when you have a YouTube video.

Like your whole channel or a video doing the selling for you because people feel like they already know you and like you by the time they actually reach out to you, huge, huge green flag moment. Like this is so valuable. And one thing that I've really noticed, so I've started to do more. Um, like consulting calls, like free consulting calls to see if business owners and photographers are good fit for my coaching.

And I've noticed a huge difference between people who have found me on YouTube and people who find me on Google. And it feels like night and day. It's like, if I, if they came from YouTube, They already kind of know, like they already know they want to work with me. They already know, um, what I've accomplished in my life and what I've done with other business owners and all the amazing like testimonials that I share, it's like they've, it's almost like they've already gone through this like nurture sequence just by being in that world on YouTube and watching dozens and dozens of videos.

Whereas if someone has found me on Google. We're at a totally different place. Like they're, they're a little bit of a warm lead. Like they're warm because they're in my world, but they're definitely not ready to like pull the trigger. They have got a lot more questions. And so I've noticed that like having these videos and having people find me through these videos has served me so well as someone who doesn't want to have to sit there and sell people all day long.

And now, I mean, I've gotten to the point where like, I will get on these Calls with anybody. And I will tell them what you're either are or are not a good fit for my program. First of all, like not everybody I'm even going to try to sell into my programs or my coaching or whatever it is, but you know, I'm introverted.

Like, I don't want to spend my time doing that. And what's really been such a cool thing to see is that the years of these videos are still working for me. Like it truly is like the long form content truly has such a long shelf life that. It's just, it's still working for me. And so that's been really, really cool.

Um, I think that YouTube and podcasting, I think they're kind of hand in hand, but YouTube more than podcasting, because it has that visual YouTube positions you as an authority in a way that like no other platform can. Like, none. None. Like, I cannot, I feel like, I can't think of a single platform that would build your authority and trust with someone faster than YouTube.

And the, it's just been, it's really, really, really remarkable to see. So in closing, a couple of unexpected lessons. YouTube and it's not a great idea to go after all of them. So kind of pick a camp. Unexpected lesson number two, subscribers do not equal income. Sadly, unexpected lesson number three, you don't have to sell or nurture your leads as much as you would have to when you have YouTube videos that are doing that for you.

So great news for my introverts. Great news for my busy, busy moms who are just not wanting to be constantly having to convince or sell what they're doing. And they would rather have that happen in an automatic capacity. And that's really what you get with YouTube. If you think a YouTube channel might be the next step for you in your business, then I have the perfect next episode for you to listen to here on the podcast.

It is all about how a YouTube channel could fit into your current business marketing strategy, and then a breakdown of how to get started, things to know. Why YouTube is still so relevant and why you don't want to sleep on this in your marketing today. Simply head to the show notes or head back to episode three here on the podcast.

So that's it. That was just a few thoughts that I have about the YouTube side of things. And um, I definitely plan on continuing to create content on the YouTube channel. I've taken different breaks throughout different years in my business and, um, you know, I Um, now I'm back to publishing. Now I'm like, we're more established here in Florida and I'm back to publishing.

And if you have any like video requests or ideas for me, I would love to hear them. Send me a message either on Instagram or simply comment on one of my most recent YouTube videos and let me know what you would like to see on the channel and I would love to see if I can make that for you. So thank you so much for joining me here in today's episode and I will see you next time.

Monday. Hey photographers. I know just how many steps and pieces it takes to set up a professional photography business that you can feel confident in. So I created a one stop solution. It's called hobby to pro toolkit inside hobby to pro toolkit. You will get every tool, template, and guide you need to confidently go pro.

In your business so that you can get back behind the camera and spend more time doing what you love. Hobby to pro includes email templates. I've been using for eight years in my business, pricing guides, three contracts, consultation guides, and more. It is quite literally a one stop solution for all of the business backend in your photography business to check it out, simply go to hobby to pro toolkit.

com or go to the show notes and you will find it linked there to stop the overwhelm and go confidently pro in your photography business with hobby to pro toolkit.