

NOAH KAGAN'S YouTube

GROWTH HACKS

STRATEGIES FROM THE MOST
SUCCESSFUL CREATORS



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Quick Intro From Noah

Howdy,

Growing a YouTube channel is HARD.

That's why I try stuff successful people are doing and figure out what works for me.

You don't have to reinvent the wheel to grow on YouTube.

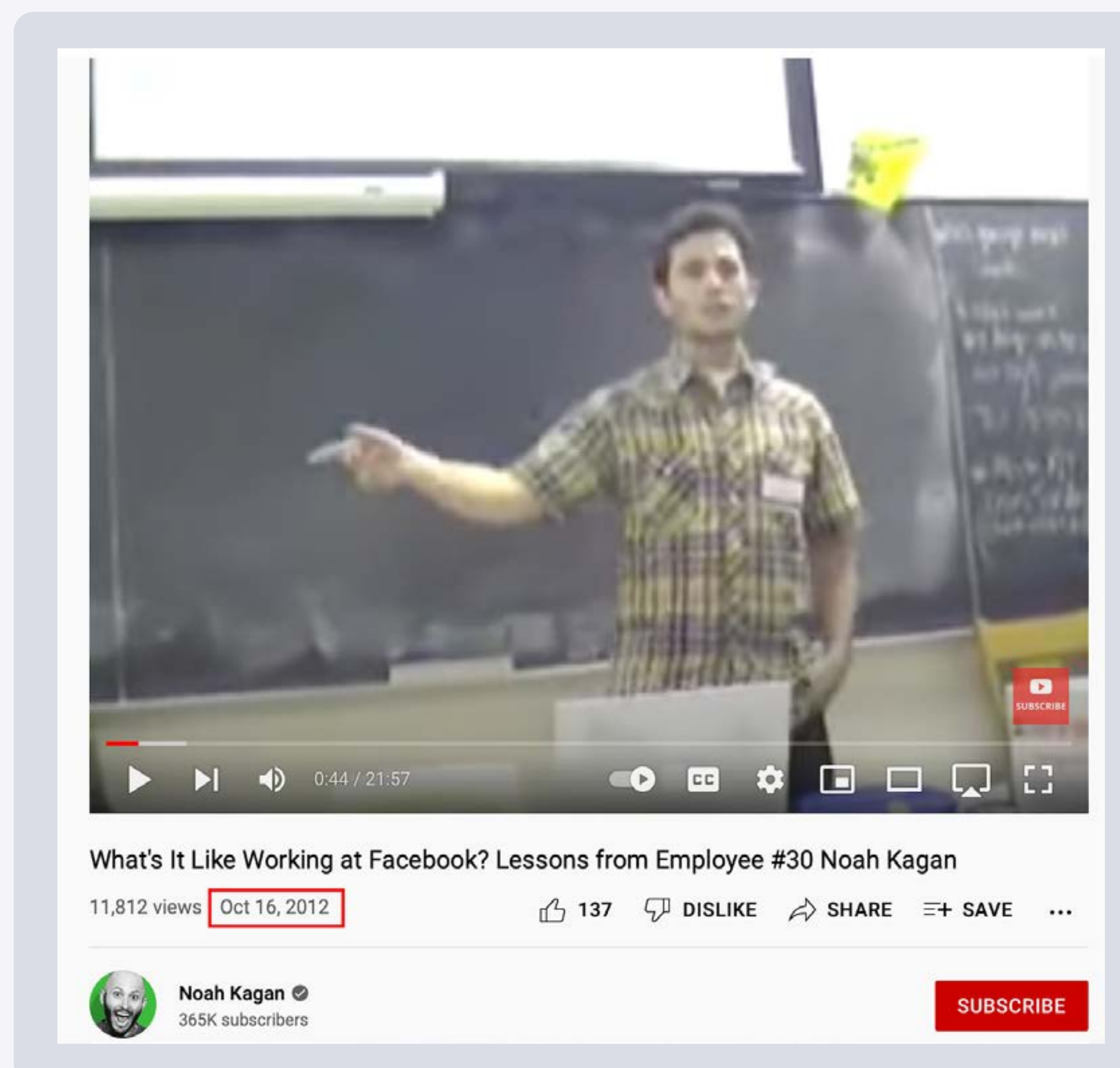
Just learn from others!

These are the exact tips I used to grow my YouTube channel.
Hopefully, they'll work for you, too.

Be epic,
Noah

P.S. Shoutout to Mitchell and Nikki for helping me put these tips together.





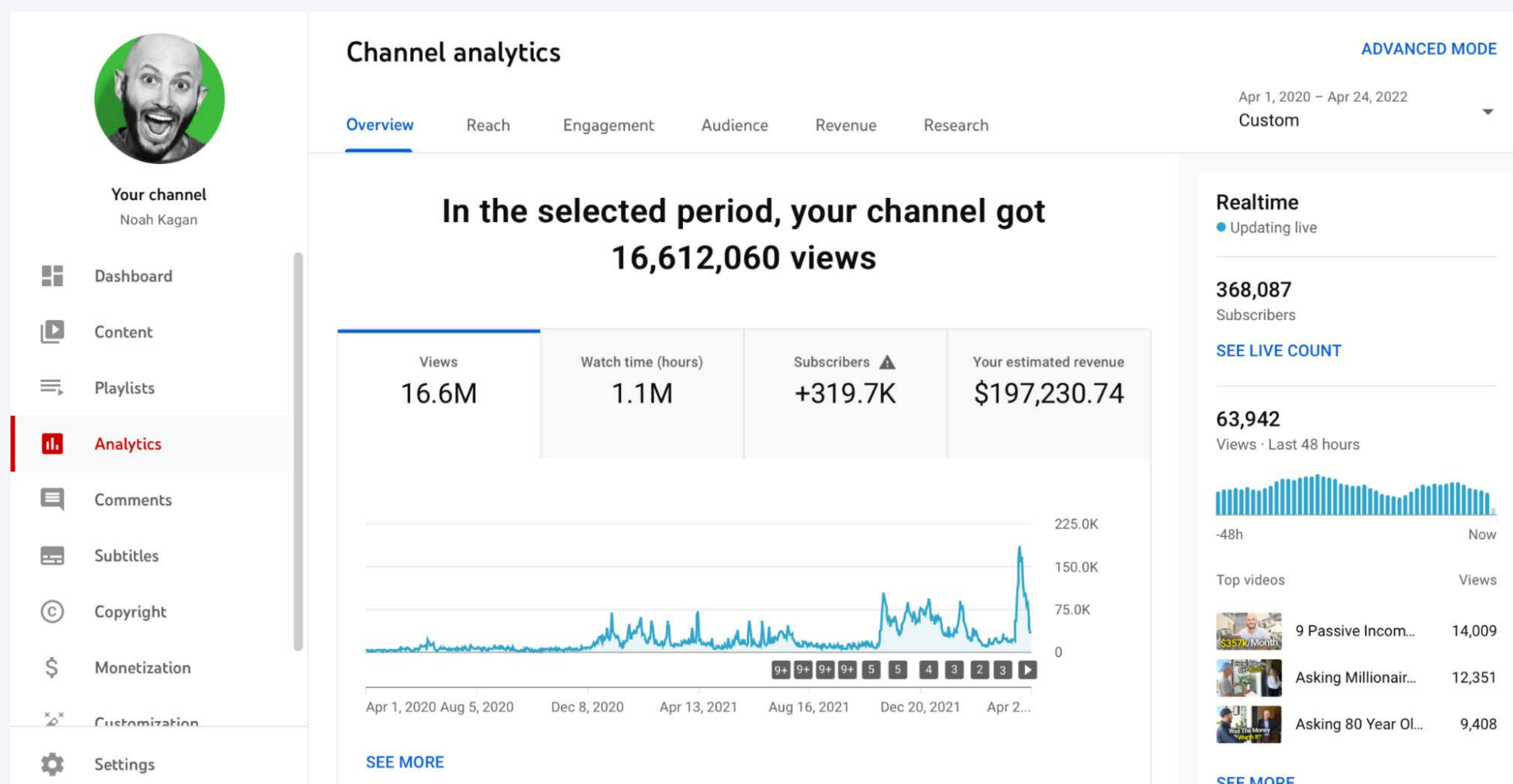
I've been posting on YouTube for a long-ass time.

At first, I had NO CLUE what I was doing.

So reached out to some friends who are legit YouTube EXPERTS.

And grew [my channel](#) by copying everything they said.

Let's dive into the top tips that worked for me.



How to Get Discovered



1.1 Make Catchy Titles

Me and my team spend A LOT of time coming up with the right title for a video. We pitch 40+ video ideas per week, and only a select few make it through.

What are we looking for?

A title that WE would click on.

If it's not something we would click on, we don't make a video about it.

When we pitch video ideas, we pitch them as what the FINAL title would be, and we don't explain the concept. Our viewers won't get any explanation — they'll just see the title and the thumbnail, so it needs to be strong enough to stand on its own.

1.2 Make AWESOME Thumbnails

Enticing thumbnails are the #1 key to growing on YouTube.

People 100% judge a book by its cover, so give your video the best chance at success by having an epic thumbnail.

On my channel, we come up with the thumbnail concept BEFORE we even start shooting the video so we know it's something we're excited to do. Sometimes we shoot 50+ images just to make sure we get the right one for the thumbnail.

It took us time to figure out the best style for the channel, and now I work with a thumbnail designer who SPECIALIZES in making amazing thumbnails for top YouTube channels.



**9 Passive Income Ideas -
How I Make \$357,000/Month**

6.4K views • 4 hours ago

**Asking 80 Year Old
Millionaires If It Was Worth It**

1M views • 2 weeks ago



**I Started A \$1,000,000
Business In 24 Hours**

85K views • 4 weeks ago



**Asking An NFT Expert How
To Make \$1,000,000**

53K views • 1 month ago




**Day In The Life Of A \$270
Million Entrepreneur**

179K views • 2 months ago


But you can do it yourself.

Use a tool like [Canva or its alternatives](#), and mimic the thumbnails that top YouTubers in your niche are making.


Take a look at these examples.




Surviving the Coldest City on Earth (-64°C,-84 °F) Yakutsk
889K views • 4 days ago




At the Ukrainian Border
1.3M views • 2 weeks ago




Can't Leave Airport Until a Stranger Buys Me a Flight
1.5M views • 1 month ago




Knocking on Doors... to Fly A Stranger Around the World...
1.8M views • 4 months ago




Surviving Kidnapping by former CIA Agent
1M views • 4 months ago




I TRADED \$0.01 FOR A PLANE TICKET AROUND TH...
1M views • 4 months ago




([Yes Theory](#))




I Survived The Arctic With Only 1 Match
5.1M views • 3 months ago




Why It's IMPOSSIBLE To Beat Him At Arm Wrestling...
8.4M views • 4 months ago




I Survived \$1 VS \$100,000 Vacation!
10M views • 4 months ago
CC




\$120,000 YouTuber Ping Pong Competition!
3.3M views • Streamed 5 months ago



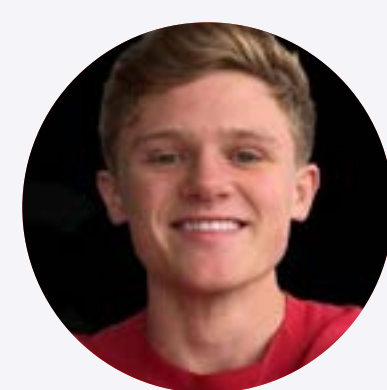
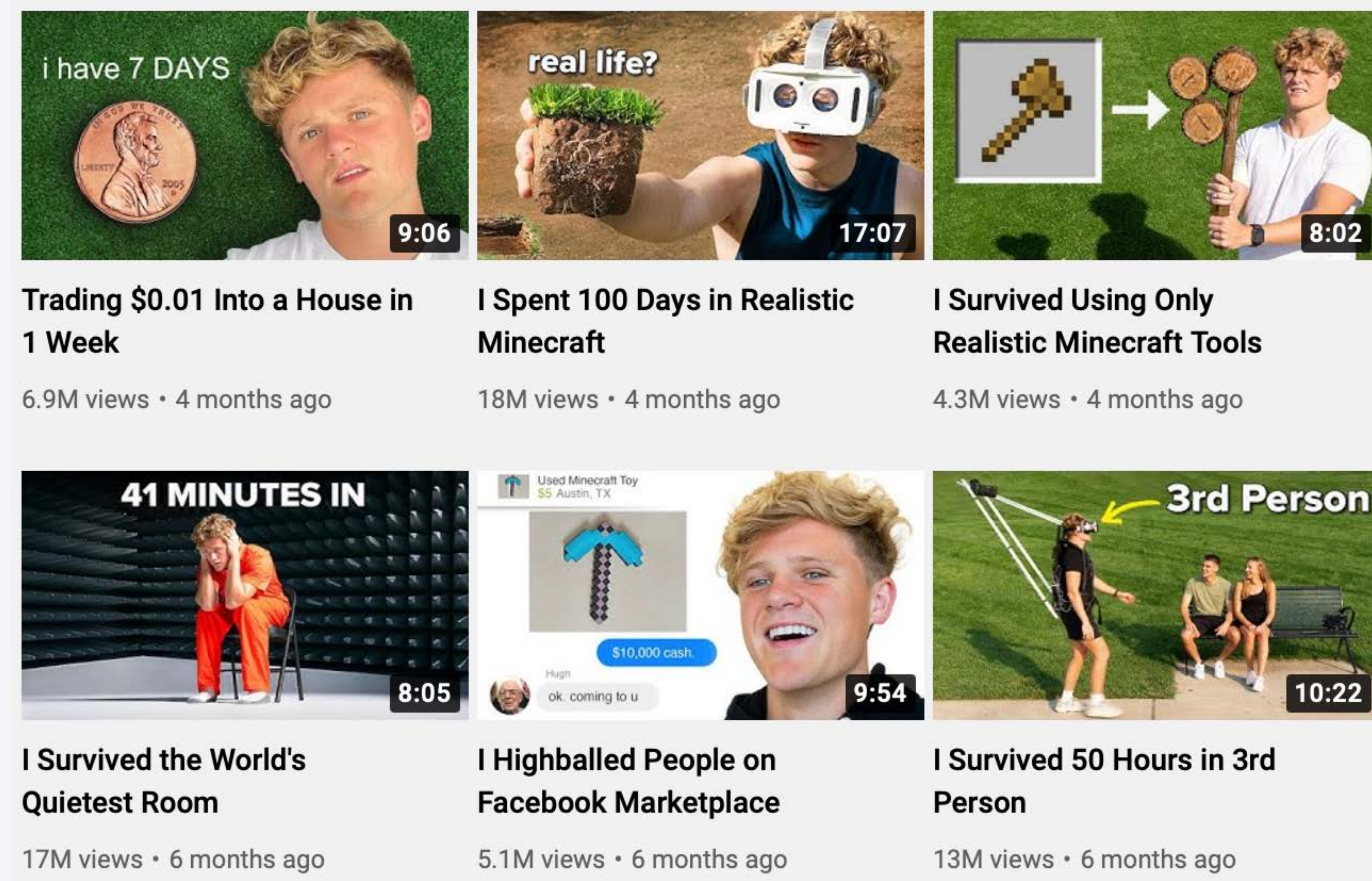
Facing 100 Fears In 24 Hours!
6M views • 5 months ago



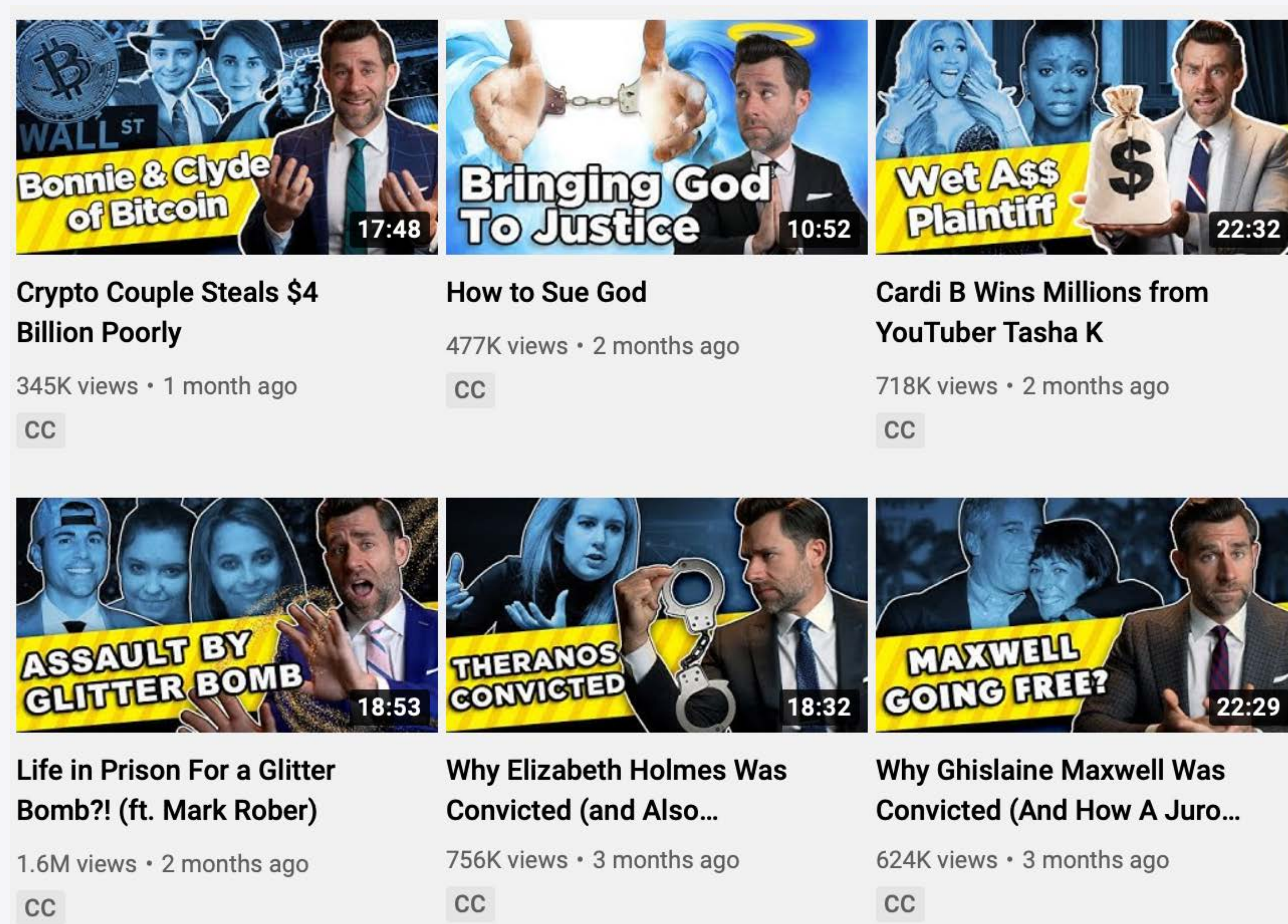
Sneaking Into Festival As Fake DJ!
6.7M views • 5 months ago



([Airrack](#))



([Ryan Trahan](#))



([LegalEagle](#))

As you can see, you want your thumbnails to be consistent so people recognize your brand.

You also want to use a consistent color palette and font, include a picture of you and/or the subject of the video, and add part of the title.

1.3 Find and Use Keywords

Keywords are popular words or phrases that people search for on YouTube.

Things like:

- Best Side Hustles
- Passive Income Ideas
- How to Retire Early

And they help new people discover your videos.

Use tools like [KeywordTool.io](#) to find keywords to target and [AnswerThePublic](#) to get hundreds of autofill suggestions. Or just search YouTube directly and see what topics are popular.

Once you have some target keywords in mind, there are strategic places you can plant these keywords to get the best results.

Let's go through the top ones.

Important note: this is mainly to get your creative idea juices flowing. Not necessarily to try to “rank” for keywords. More so to come up with awesome video ideas.

1.3.1 Add to Your Title

We prioritize having a catchy title that makes someone want to click over having a keyword-friendly title, but it's good practice to include keywords in your title.

We often do two things...

First, we'll post our video with a catchy title.

Then once the video takes off with our subscribers, we'll switch the title to include the keyword we're going after, and that keyword-optimized title will get new people to click on the video.

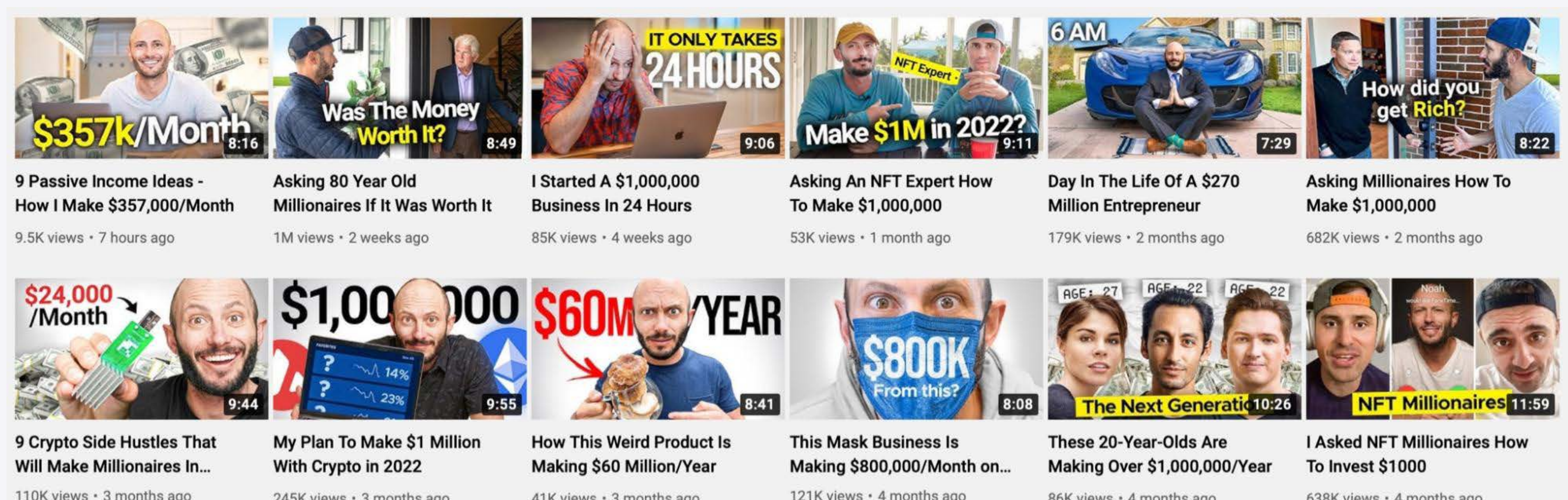
So catchy title > keyword title.

But test out adding keywords in later to see if it boosts your reach.

Also, make your titles more appealing and improve Click-Through Rate (CTR) with these tips:

- Put a number in your title
- Use parentheses, colons, or dividers
- Make the title between 30-45 characters

Adding numbers really works on my channel.



1.3.2 Add to Your Description Box

The description box should mostly be for your audience so they can find links.

But it doesn't hurt to add a few keywords in there too to help the algorithm know what your video's all about.

- Put your target keyword in the first 25 words
- Make sure the description is at least 300 words
- Include your keyword 2-4 times

Here's a template you can use:

- Strong intro (2 to 3 sentences)
 - ▶ Summarize the video
 - ▶ Add the target keyword in the first 1 to 2 sentences
 - ▶ Include a call to action (subscribe, affiliate link, etc.)
- Link to things mentioned in the video
- Timestamps for subtopics (optional)
- Promotional links
 - ▶ YouTube Channel Subscribe link
 - ▶ Subscribe link for your newsletter
 - ▶ Social media links
 - ▶ Courses/affiliate links
 - ▶ Ways to contact you
- Affiliate or sponsorship disclaimer (optional)

Here's an example from my buddy [Ali Abdaal](#). (Yours doesn't have to be as long, this guy's just super thorough.)

How To Start a YouTube Channel - Beginner's Guide to YouTube

356,149 views • Mar 3, 2022 • PART-TIME YOUTUBER ACADEMY:

🎁 My 6-week live online course: <https://academy.aliabdaal.com>

🚀 Part-Time Creatorpreneur Waiting List: <https://aliabdaal.com/creatorpreneur-...>

📺 YouTube for Beginners Course: <https://go.aliabdaal.com/course/YouTu...>

I started making videos in 2017 and I had no clue what I was doing on YouTube. But, I recently hit 2.7M subscribers and I wanted to share what got me there with a simple three step framework that you can use to get started on YouTube. Enjoy x

00:00 Intro

01:15 Level 1 - Get Going

04:33 Choice #1 - break up

04:33 Choice #1 - casual relationship

06:50 Choice #1 - serious relationship

07:31 Level 2 - Get Good

10:17 What makes a "good" video?

11:46 Good - Intrinsic

13:08 Good - Extrinsic

15:24 Choice #2 - hobby or business

18:51 Level 3 - Get Smart

21:00 The "Get Smart" Framework

21:32 Workflow

MY FREE ONLINE COURSES:

🚀 Productivity Masterclass - Principles and Tools to Boost Your Productivity -

<https://go.aliabdaal.com/course/produ...>

📺 Video Editing with Final Cut Pro X - From Beginner to YouTuber -

<https://go.aliabdaal.com/course/video...>

🎓 How to Study for Exams - An Evidence-Based Masterclass -

<https://go.aliabdaal.com/course/studying>

MY FAVOURITE GEAR:

📹 My YouTube Camera Gear - <https://kit.co/AliAbdaal>

⌨️ My Keyboard - Wireless Coral mechanical keyboard (Cherry Blue) -

<https://go.aliabdaal.com/keyboard>

📱 My favourite iPad Screen Protector - Paperlike - <https://go.aliabdaal.com/paperlike>

📅 My Desk Accessories + Todo List - Ugmonk - <https://go.aliabdaal.com/ugmonk>

MY FAVOURITE SOFTWARE:

📖 The best summaries of books (Shortform) - <https://go.aliabdaal.com/shortform>

📖 How I remember what I read (Readwise) - <https://go.aliabdaal.com/readwise>

🎵 Where I get my Music (amazing for YouTubers) - <https://go.aliabdaal.com/epidemicsound>

🎧 My weekly podcast - <https://www.notoverthinking.com>

My brother and I host a weekly podcast where we discuss happiness, creativity and the human condition. You can find it by searching "Not Overthinking" on any podcast app (eg: Spotify, Apple Podcasts, Google Podcasts etc).

BE MY FRIEND:

💌 Sign up to my weekly email newsletter - <https://aliabdaal.com/newsletter/>

🌐 My website / blog - <https://www.aliabdaal.com>

📷 Instagram - <https://instagram.com/aliabdaal>

🐦 Twitter - <https://twitter.com/aliabdaal>

💙 The Friendzone Discord - <https://discord.gg/Dh2kGavffd>

WHO AM I:

I'm Ali, a YouTuber, podcaster, soon-to-be author and ex-Doctor working in London, UK. I make videos that explore the strategies and tools that help us live happier, healthier and more productive lives. I also have a weekly podcast called Deep Dive (<https://www.youtube.com/channel/UCHfo...>), and I write a weekly email newsletter that contains some quick thoughts + links to interesting things (<https://email.aliabdaal.com>).

GET IN TOUCH:

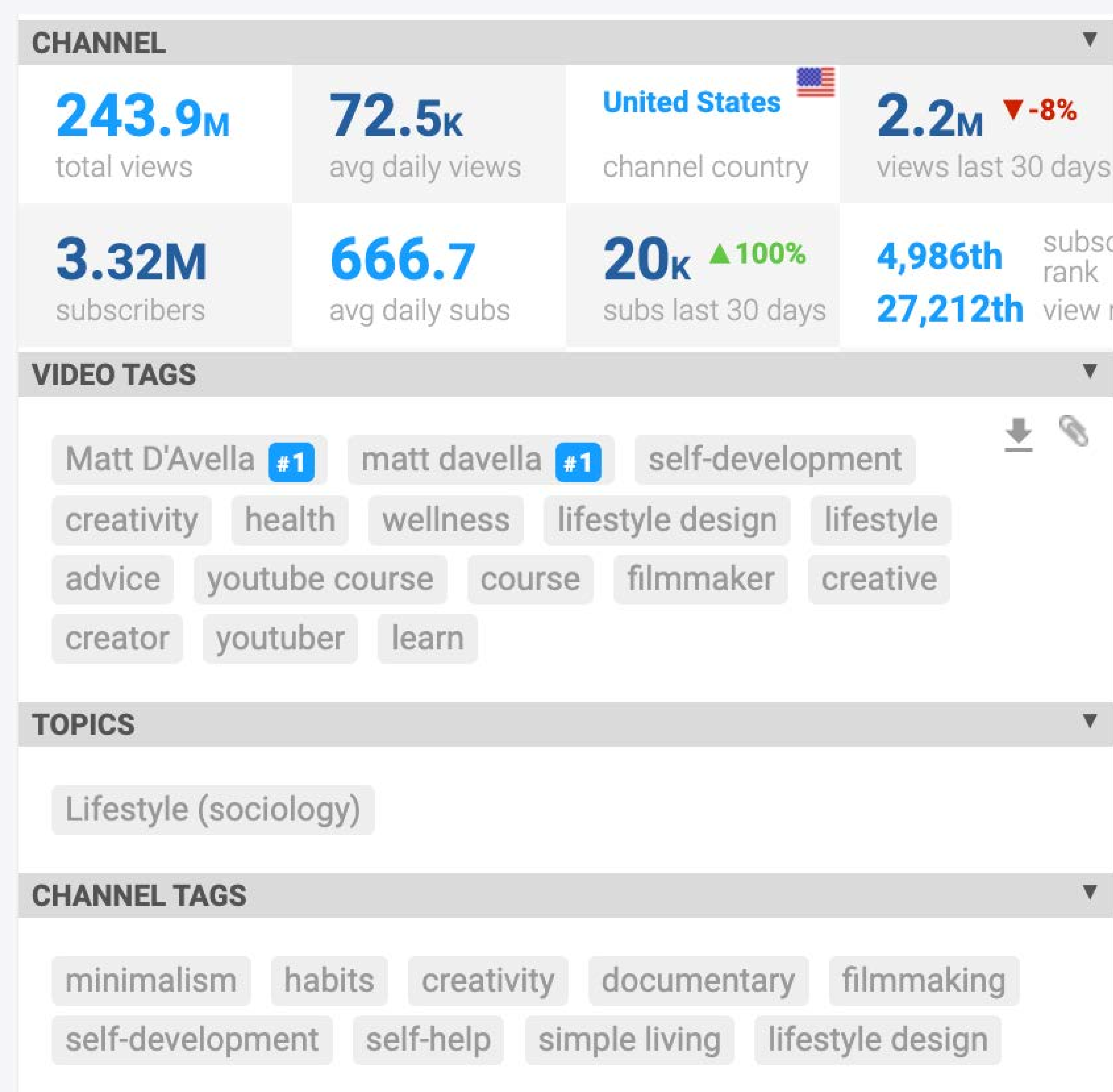
If you'd like to talk, I'd love to hear from you. Tweeting @AliAbdaal directly will be the quickest way to get a response, but if your question is very long, feel free to email me at hi@aliabdaal.com. I try my best to reply to things but there sadly aren't enough hours in the day to respond to everyone 😞

PS: Some of the links in this description are affiliate links that I get a kickback from 😊

1.3.3 Add Video Tags

You can add tags when you're uploading your video to YouTube, and it's the best place to add your keywords because no one but the YouTube algorithm is going to see it.

Use the [vidIQ browser extension](#) to see the tags that other YouTubers use on their videos to get inspo for your own.



1.3.4 Say Keywords in your Video

YouTube recognizes what you say, so slip in your keywords as you speak.

But keep it natural. You don't want to sound like a robot.

This is super helpful because your videos get automatically transcribed by YouTube, and if you make any subtitles or closed captions, your keywords will show up there, too.

1.3.5 Add Keywords to Chapters/Timestamps

Another GREAT place to add your keywords is in your video chapter titles.

Chapters are already great because they help viewers find the part of the video they want to watch. But the chapter title is another place to slip your keywords in so the algorithm knows exactly what your video is about.

And it helps YouTube suggest a snippet of your video in Google search results.

Google sometimes likes to suggest YouTube videos to searchers, but they often suggest the most relevant section rather than the whole video.

By breaking up your video into chapters and naming those chapters with keyword-optimized titles, you do the hard part for YouTube and Google which can make them more likely to suggest your video over another one.



1.4 Post Consistently

The number one factor that can predict long-term success is CONSISTENCY.

Something that helps me stay consistent is committing to the Law of 100.

You can do this for anything, but in this case, commit to making 100 YouTube videos before you think about whether or not to quit.

Don't think about how many views you're getting or how many subs — not yet at least. Just post 100 videos and then evaluate where you're at.

Make CONSISTENCY the goal. And then you'll usually see everything else grow with it.

1.5 Optimize your End Screen

YouTube loves it when people stay on their platform.

Think about it: the longer people stay on YouTube clicking from video to video, the more money YouTube makes from the ads that they watch. (Cha-ching!)

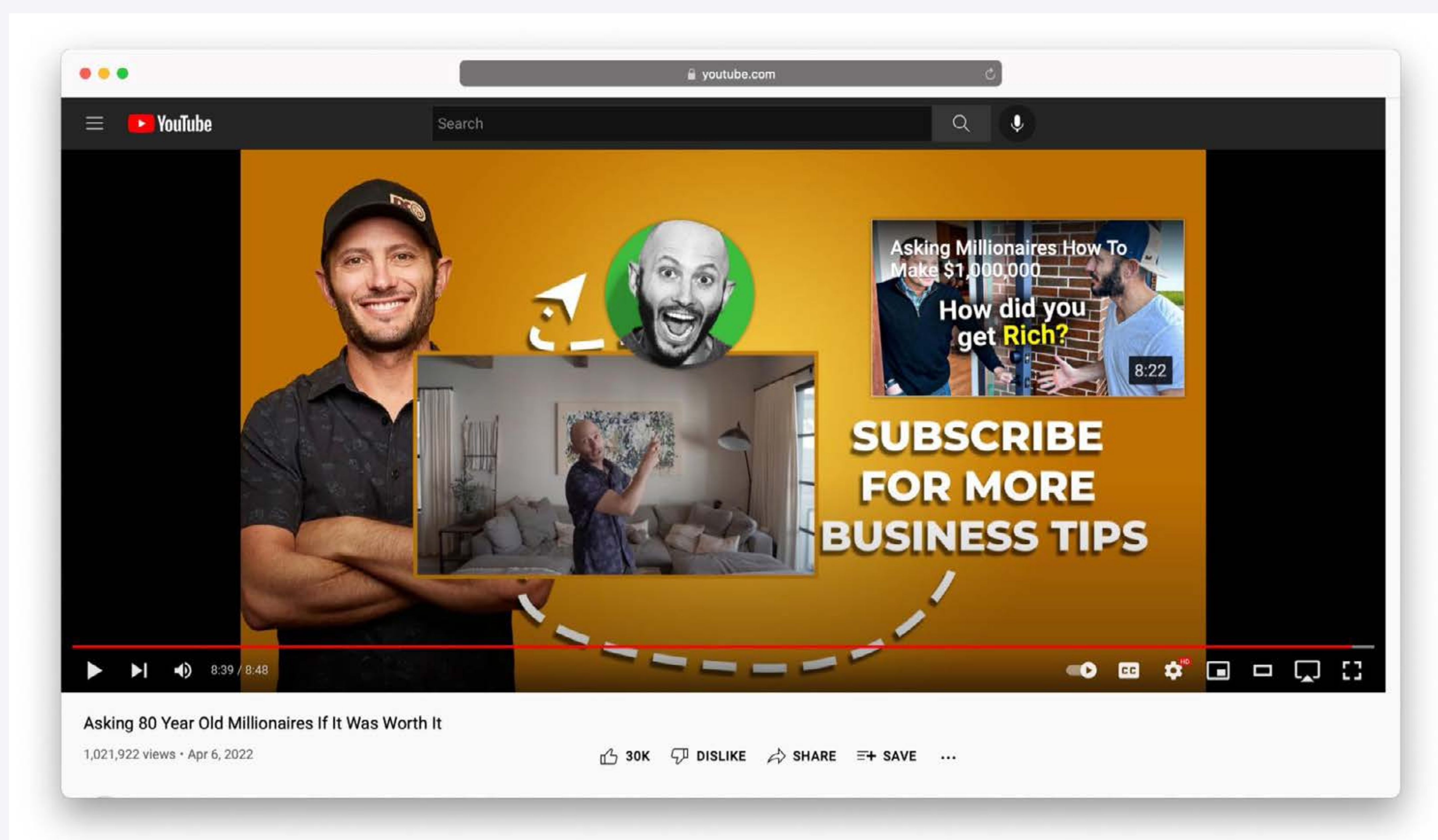
So YouTube likes to reward creators that keep people on the platform longer.

If someone watches one of your videos and then clicks on another one of your videos, YouTube will reward you by showing your video to more people. Plus, you'll get more eyeballs on your content which is a win for you too!

So keep people watching your content by adding an end screen to every video.

It's super easy to do. Get the step-by-step instructions [here](#).

Here's what mine looks like.



I like my end screens to have these calls-to-action (CTA):

- Subscribe to my channel
- Watch another video

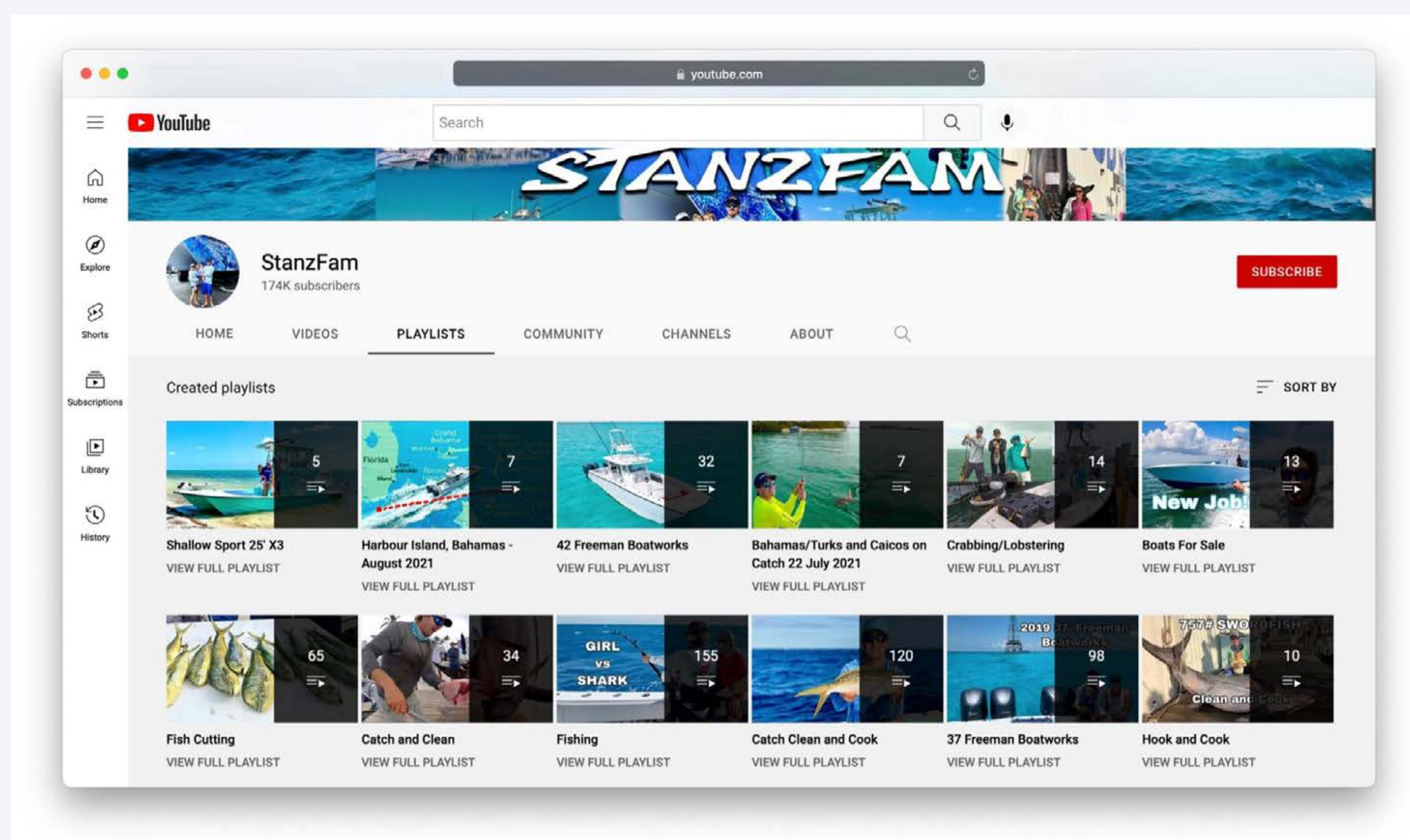
1.6 Make Playlist

Playlists aren't going to make or break your channel.

But they do make your videos more discoverable.

Especially for someone new to your channel who likes one type of video that you post, by organizing your content into playlists they can easily find similar videos to watch.

One of my favorite channels, [StanzFam](#), does this really well.



It keeps viewers happy and watching your content, plus it keeps people on the YouTube platform, which rewards your channel in the end. Win-win!

1.7 Increase AVD

Average View Duration (AVD) is one of the most important metrics to pay attention to.

It tells you how long viewers are watching your content, and that tells YouTube how good your content is. So the better your AVD is = the more YouTube will promote your content organically.

So my team and I focus a lot on increasing our AVD and we do it 3 ways:

- **Have a hook:** This is something we say at the beginning of the video to instantly get people interested.
- **Tease upcoming content:** Throughout the video, we tease what's coming up to keep people watching.
- **Show don't tell:** We show screenshots or B-roll footage whenever possible. People want to SEE what you're talking about, not just hear about it.

Think about how you can increase AVD and keep viewers engaged for as long as possible.

1.8 Ask for Engagement

I'll be honest.

I hate asking people to like and subscribe.

It just always feels awkward.

BUT I do it anyway. Because it works.

More people subscribe when they're watching your video rather than from your main channel page because they're seeing the value that you provide. So I always include a quick mention in the middle of the video (or a couple of times if it's a long one) to remind people to like and subscribe.

How to Get More Views



The million-dollar question every new YouTuber wants to know?

How to get more views.

You've created the perfect video and optimized it. Now you need to get more people watching it.

Here are some ways I've found to really increase our views.

2.1 Collab with Creators

It's a super cliché saying, but it's true:

Your network is your net worth.

And it applies to YouTube too.

Collaborations are KEY for growth. And they have a couple of other benefits too:

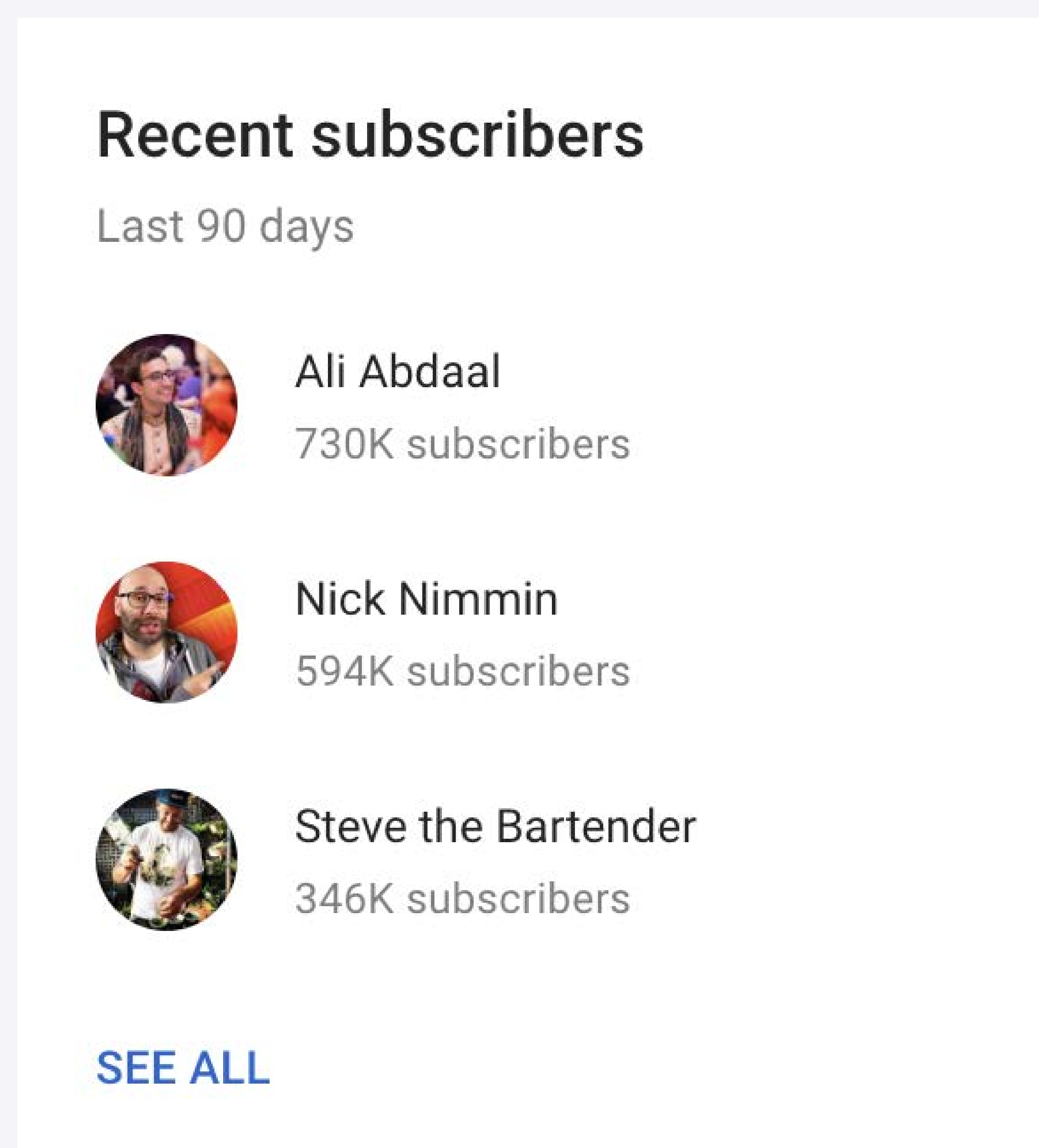
- They don't cost anything
- You get to make cool connections
- You get insights into how other YouTubers make videos

Here's how to find creators to collaborate with.

2.1.1 Find People that Subscribe to Your Channel

In the Creator Studio, under “Dashboard,” click “SEE ALL” in the Recent Subscriber box. It’ll show you all your subscribers, along with how many subscribers they have.

They don’t have to have hundreds of thousands of subscribers to be worth collaborating with — even a small audience will help you out if you’re starting from scratch.



Then, go to their “About” page and click “View Email Address” to get their contact information and reach out!

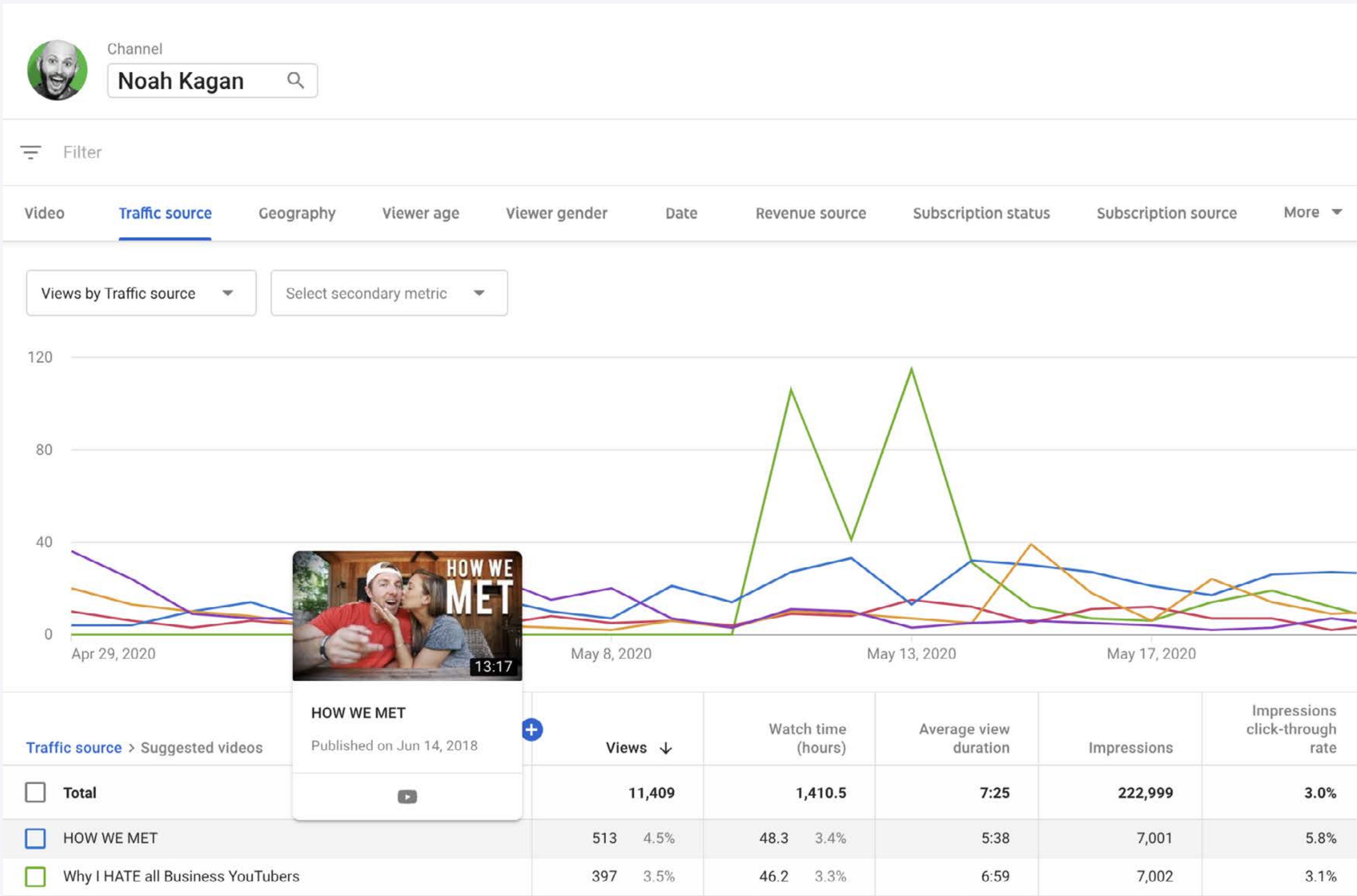
The worst thing that’ll happen is they’ll say no or ignore you.

Just make sure when you reach out that you make it clear that there’s value for BOTH of you. They need to get something from the collab, too.

2.1.2 Find Channels from Suggested Video Sources

[YouTube Analytics](#) shows you which videos are recommending yours, so reach out to those channels and ask to do a collaboration.

Go to the “Traffic Source” tab and click on “Suggested Videos.”



You already share something in common if YouTube’s recommending your videos to their audience, so there’s a crossover worth taking advantage of.

2.1.3 Reach out through Cold DMS

Sometimes the best way to get what you want is to just ask for it. If there's an epic creator you want to collab with, reach out to them.

Slide into their DMs, reach out on Twitter, comment on one of their videos, etc.

Whatever you need to do to get their attention. (Within reason, obviously.)

Your message can look something like this:

"Hey Amigo,

*Saw that we [subscribe to each other]/[make videos on similar topics].
Thought we could collaborate to introduce our audiences to each other. Win-win!*

Based on your top videos, I thought we could make a video about [this super awesome thing]. What do you think? :)"

Again, the worst that'll happen is they'll say no or ignore you. So shoot your shot!

2.2 Repurpose Content on Other Platforms

You put a ton of effort into making your videos.

Why not convert them to more pieces of content?

With all the different platforms out there (Instagram, Twitter, TikTok, Podcasts, Facebook, etc.) it's overwhelming to make brand new content for all of them. Realistically if you're just one person, you probably can't.

So repurposing is your best opinion.

You can use a website like [Headliner.app](https://headliner.app) to create 1-10 minute clips that you can share on social media.

For example, I took this video...



The Strava Story — Co-Founder Shares Early Growth & Scaling Strategies

And shared it on



LinkedIn

Noah Kagan • 1st
Chief Sumo at Sumo.com
11h •

I interviewed Mark Gainey the co-founder of the social-fitness network Strava.

Here's one of the many lessons he shares in the interview: [...see more](#)

1.00

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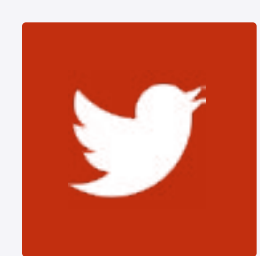
45 • 4 Comments • 1,800 Views

Like Comment Share Most Relevant ▾

Add a comment...

Noah Kagan Author
Chief Sumo at Sumo.com
11h ...

Full interview: bit.ly/stravaepisode



Twitter

noah kagan @noahkagan · 11h

I interviewed Mark Gainey the co-founder of the social-fitness network [@strava](#).

Here's one of the many lessons he shares in the interview:

🔥 Be hyper-specific about who your customer is and serve that demographic like royalty

Notice how well Mark understands his customers...

1 3 14

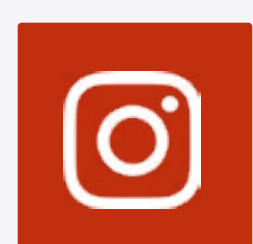
noah kagan @noahkagan · 11h

Watch the full interview on YouTube:

STRAVA

The Strava Story — Co-Founder Shares Early Growth ...
Mark Gainey is the Co-Founder of Strava, the #1 app for runners and cyclists. In this video we talk about ...
[youtube.com](#)

1



Instagram

HOW **STRAVA** SUCCEEDED BY SERVING THEIR 1000 TRUE FANS



noahkagan • Follow
Austin, Texas

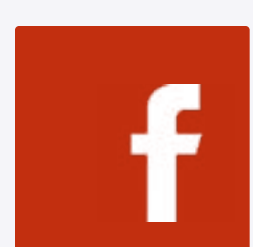
noahkagan I interviewed Mark Gainey the co-founder of the social-fitness network @strava.

Here's one of the many lessons he shares in the interview: 🍌 Be hyper-specific about who your customer is and serve that demographic like royalty.

Notice how well Mark understands his customers in this short clip.

To watch the full interview on YouTube go to: bit.ly/stravaepisode

11h



Facebook

OkDork
11 hrs · 🌐

I interviewed Mark Gainey the co-founder of the social-fitness network [Strava](#).

Here's one of the many lessons he shares in the interview:

🍌 Be hyper-specific about who your customer is and serve that demographic like royalty.

Notice how well Mark understands his customers in this short clip.

Watch the full interview on YouTube: <https://bit.ly/stravaepisode>



Notice how I posted short tidbits natively on each platform, but the CTA draws people back to YouTube to watch the full video.

You should also embed your videos [on your blog](#).

It has two advantages:

- You get more views on your video.
- People spend more time on your site which increases Average Time On Page (an important ranking factor for Google search).

I actually used this tip on one of my most popular articles: [Why I Walked Out on Tony Robbins](#).

I made a 10-minute video and embedded it under the article intro.

I walked out of Tony Robbins' seminar.

In this post, I will share why I went to Tony's event, what it was like, and why I walked out. I will also show you what I did after I left, and what I learned from the whole experience.

If you're skeptical of friends who say, "You *have* to go see Tony Robbins..."

If you're on the fence about [Unleash the Power Within](#) (\$2,000) or [Date with Destiny](#) (\$5,000)...

This article is for you.

If you'd prefer to watch a video about it:



You can make YouTube videos about popular articles and topics on your website too.

Find your most popular articles in Google Analytics.

Go to Behavior > Site Content > All Pages to see “Pageviews” and “Avg. Time on Page” for video ideas.

Plot Rows

Secondary dimension

Sort Type: Default

advanced

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		53,119 % of Total: 100.00% (53,119)	24,549 % of Total: 100.00% (24,549)	00:00:38 Avg for View: 00:00:38 (0.00%)	20,756 % of Total: 100.00% (20,756)	1.29% Avg for View: 1.29% (0.00%)	39.07% Avg for View: 39.07% (0.00%)	\$5.57 % of Total: 100.00% (\$5.57)
<input type="checkbox"/>	1. /why-i-walked-out-on-tony-robbins/	7,111 (13.39%)	3,334 (13.58%)	00:00:38	3,266 (15.74%)	0.46%	44.73%	\$0.27 (4.84%)
<input type="checkbox"/>	2. /recession-proof-business-ideas/	4,962 (9.34%)	2,359 (9.61%)	00:00:35	2,342 (11.28%)	0.68%	47.00%	\$0.47 (8.37%)
<input type="checkbox"/>	3. /	4,729 (8.90%)	2,118 (8.63%)	00:00:21	2,055 (9.90%)	1.12%	27.87%	\$20.02(359.24%)
<input type="checkbox"/>	4. /what-i-learned-not-eating-for-60-hours/	3,971 (7.48%)	1,918 (7.81%)	00:00:18	1,917 (9.24%)	0.47%	48.25%	\$0.00 (0.00%)
<input type="checkbox"/>	5. /linkedin-publishing-success/	2,716 (5.11%)	1,285 (5.23%)	00:00:38	1,282 (6.18%)	0.47%	46.24%	\$0.39 (6.98%)
<input type="checkbox"/>	6. /blog/	2,451 (4.61%)	977 (3.98%)	00:00:30	279 (1.34%)	0.72%	18.36%	\$3.89 (69.80%)
<input type="checkbox"/>	7. /ayahuasca/	1,987 (3.74%)	944 (3.85%)	00:00:46	941 (4.53%)	0.74%	46.96%	\$0.00 (0.00%)
<input type="checkbox"/>	8. /why-content-goes-viral-what-analyzing-100-millions-articles-taught-us/	1,960 (3.69%)	897 (3.65%)	00:00:27	893 (4.30%)	0.89%	44.23%	\$3.46 (62.02%)
<input type="checkbox"/>	9. /bonus/	1,623 (3.06%)	717 (2.92%)	00:00:27	157 (0.76%)	0.63%	28.84%	\$100.00(1,794.52%)
<input type="checkbox"/>	10. /how-to-start-advertising-on-facebook/	1,604 (3.02%)	731 (2.98%)	00:00:31	722 (3.48%)	0.69%	43.58%	\$0.96 (17.18%)

Show rows: 10Go to: 11 - 10 of 539

2.3 Post Shorts/Clips

A big thing on YouTube right now is posting short clips of longer videos/podcasts.

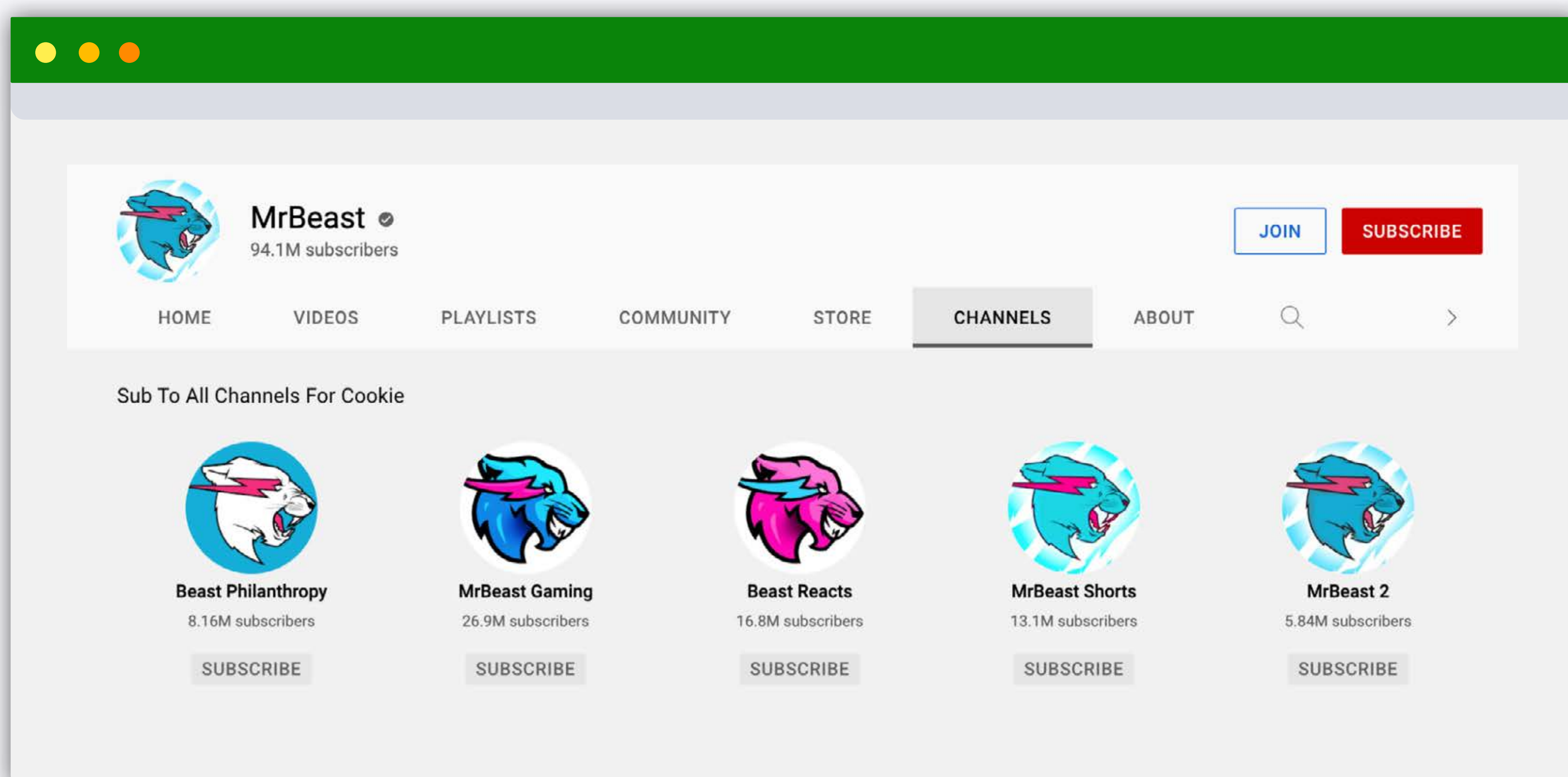
And it makes sense.

People's attention spans are short, so short-form videos are an easy way to get more views on your content.

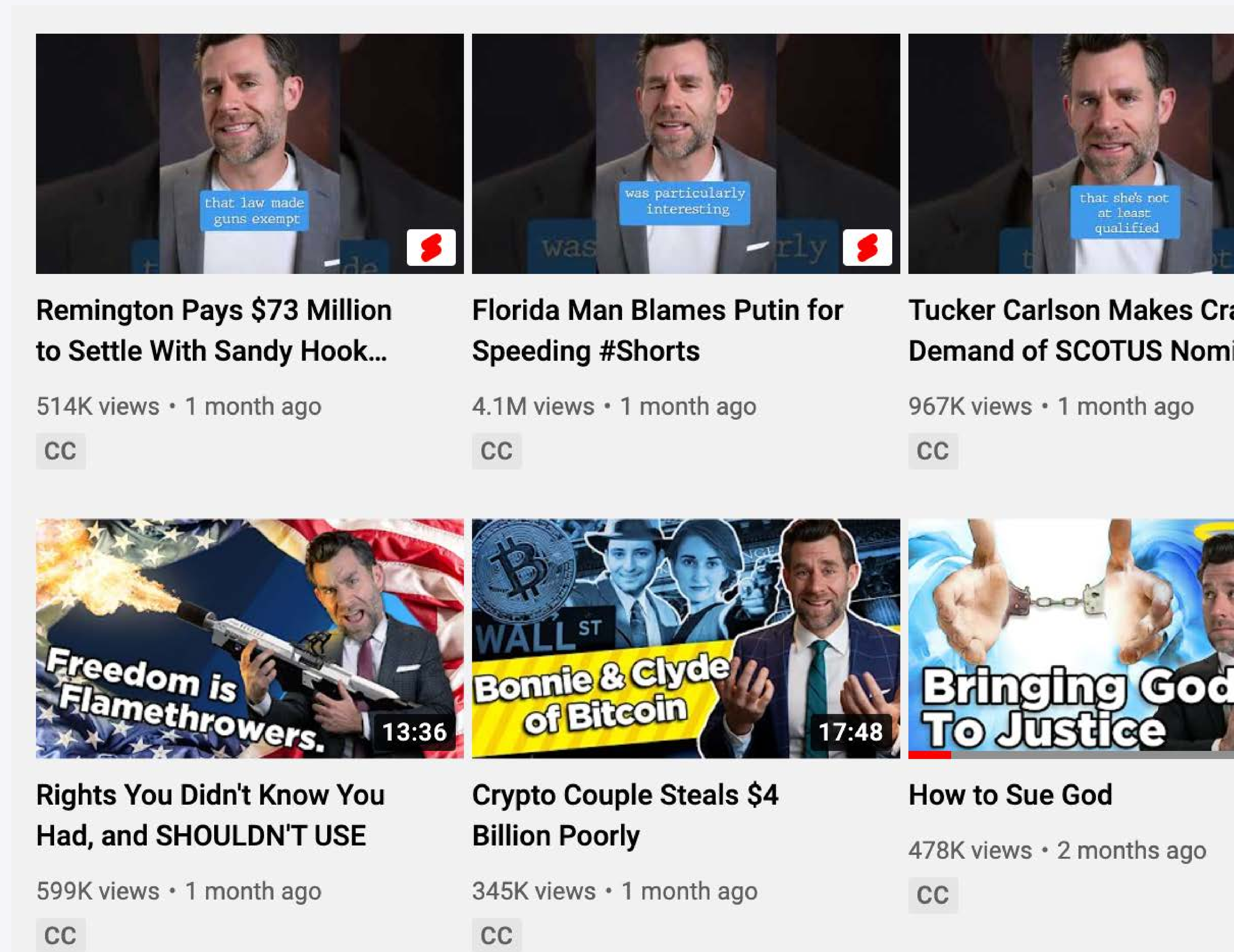
There are a couple different types of short-form content you can post:

- **Shorts:** 1-minute or less videos filmed vertically (think of them like a "Story")
- **Clips:** 5-ish minute videos that are a small chunk of a larger video

[MrBeast](#) does this really well. He even puts his shorts on a separate channel, which is a good move so they don't bog down the content on his main channel.



When you're just starting out, you might want to keep everything on one channel to help with discoverability, but some channels like [LegalEagle](#) keep their short-form and long-form content all in one place permanently.



The point here is for your clips and shorts to be super juicy so they entice people to click and watch. Maybe the viewers will funnel over to your main video to watch more of your content, which is great!

But if they don't, you still get them to view a small piece of your content anyways.

2.4 Get Shares from Your Network

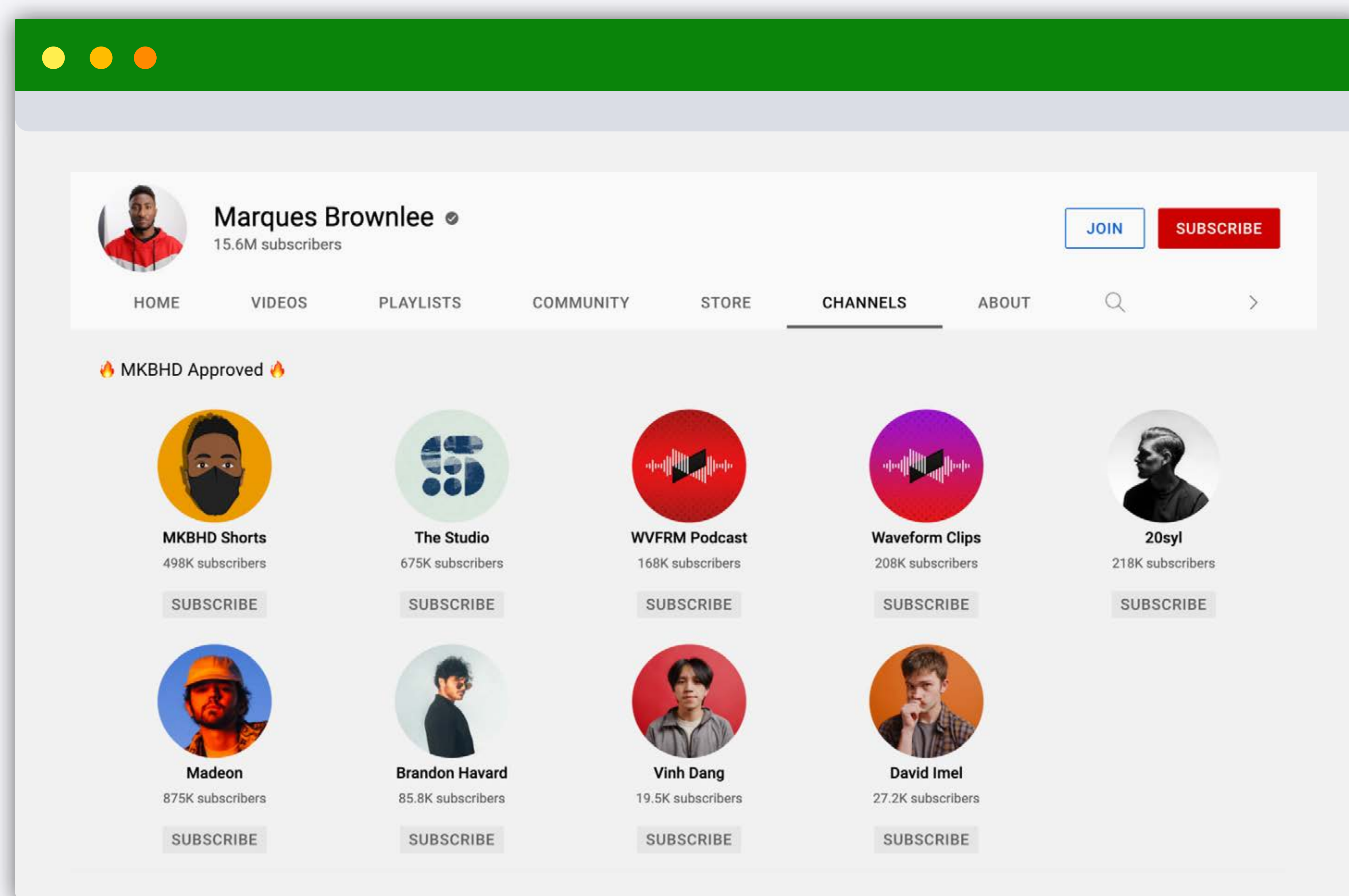
Referral marketing is powerful, so get your friends to tell their friends about your content.

If you don't have a network, it's time to start building one.

Remember I said before that *your network is your net worth*? It applies here too.

Join YouTube groups on Discord, Slack, Reddit, Facebook, etc., and make friends with other people. Share each other's content on social media and make it a beneficial exchange for you both.

I love how [Marques Brownlee](#) supports other creators with his “MKBHD Approved” section on his channel.



That's the kind of stuff that helps channels grow on YouTube!

How to Get More Subscribers



3.1 Double Down on What Works

When you find something your audience likes...

Keep doing it!

Try different ideas to start out with, but once a video gets a lot of traction or you look at your analytics and one brings in a lot of new subscribers, make more of that type of video.

Giveaways work for MrBeast...



Extreme \$500,000 Game Of Tag!

69M views • 7 months ago



Last To Leave Circle Wins \$500,000

134M views • 7 months ago



I Survived 50 Hours In A Maximum Security Prison

99M views • 9 months ago



Hit The Target, Win \$300,000

92M views • 10 months ago

Learning optimization works for Ali Abdaal...



My Productivity System (2022) 🧠🔧

426K views • 3 weeks ago



What's on My Bookshelf (2022)

238K views • 1 month ago



Money Mistakes I Made in My Teens

180K views • 1 month ago



How I Ranked 1st at Cambridge University - 20...

522K views • 1 month ago

Tech reviews work for Marques Brownlee...



I Gave the Pixel Another Chance...

2.1M views • 7 days ago

CC



The SteamDeck is Incomplete But Fun!

1.9M views • 10 days ago

CC



"The Apple Studio Display is a Bad Deal"

3.5M views • 4 weeks ago



Mac Studio Review: Double Trouble!

3.1M views • 1 month ago

Find out what works for you!

3.2 Creating Viewing “Loops”

The more content of yours a viewer watches, the more likely they'll probably be to subscribe.

So keep them watching your content.

Make viewing “loops” to keep them on your page for longer.

- **Use end screens:** I mentioned this above, and it's important for this purpose too
- **Add info cards:** If you reference something in a video that you've made a video on before, link it in an info card for viewers to check out. [Here's how.](#)
- **Make playlists:** Again, I mentioned above, but it helps viewers find the content they like so they'll stay on your channel.
- **Create separate channels:** If you make a lot of different content (like MrBeast does), put it on separate channels. This will keep your subscribers happy if they're only interested in one type of content, and you'll have more direct channels to use for cross-promotion.
- **Reference other content you've made:** Take every opportunity to mention blog posts you've done or websites you run or products you sell or courses you run. Give the user another reason to find you on another platform.
- **Link to your other content:** Always post links to where people can find you on other platforms. You want them to get to know you as well as possible and your content on other platforms will help them do that.





3.3 Run Giveaways

Giveaways are a pretty foolproof way to grow your audience.

It's literally how we grew AppSumo to be an 8-figure business. So when I started my YouTube channel, I knew I wanted to run giveaways to help it grow too.

I've done a couple types of giveaways on my channel:

- I gave away a Macbook Pro & iPads
- I gave away my Tesla
- I gave away Tesla stock
- I gave away a company

	100K Party + MacBook Pro Giveaway + Q&A (Closed 12/21) Noah Kagan ✓ 7.9K views • Streamed 1 year ago 100K Subscriber Party, Q&A, and MacBook Pro giveaway. Thanks to each of you for the support. UPDATE: Ended 12/21/20 (winner notified via community tab). Comment below to enter. 🙌 🙌 ...
	MacBook Pro Giveaway + Live Office Hours for Entrepreneurs (Closed 1/11) Noah Kagan ✓ 7.7K views • Streamed 1 year ago I'm beginning the new year with a MacBook Giveaway 🙌 🙌 UPDATE: Ended 1/11/21 (winner notified via community tab). #1 Smash the like button & make sure you're subscribed...
	Tesla Stock giveaway + Live Office Hours for Entrepreneurs (CLOSED) Noah Kagan ✓ 4.4K views • Streamed 1 year ago Doing our Entrepreneur office hours and giving away Tesla stock to a subscriber. UPDATE: Ended 1/19/21 (winner notified via community tab). To Enter The Giveaway: #1 Attend the live office...
	I'm Giving Away A Company To a Subscriber LIVE Noah Kagan ✓ 10K views • Streamed 1 year ago The title says it all... I'm going to be buying a company off of flippa.com and giving it away to a subscriber! To WIN: 1 - Subscribe. (Turn on notifications to know if you win 📢). 2 -...

Your giveaway prizes don't have to be as intense as those — do what makes sense for your channel. And if you're a small channel, you can start small with your giveaways too.

People like free stuff no matter how big or small it is.

But the giveaways were pretty successful for the channel.

The Tesla giveaway generated 3000 subscribers, but the next day after the giveaway ended, about half of those people unsubscribed.

So I was a little disappointed by that.

We spent \$60,000 dollars as a company and were only able to get 3000 subscribers, so it worked out to be about \$20 dollars/subscriber.

BUT we did a collab giveaway with Ali Abdaal and gave away an iPad which cost around \$329 dollars. And it generated over 800 subscribers!

So that worked out to 41 cents/subscriber — which is phenomenal!

The other giveaway we did was for a Macbook Pro. The Macbook costs around \$1300 dollars and we got 400 new subscribers, so it was about \$3 dollars a subscriber.

And at the end of the day, it's not about how much you pay for an audience or a customer — it's about how much they're actually worth relative to that cost.

3.4 Post to your YouTube Community

I get WAY more engagement from my posts on my YouTube community than I do on any other social platform.

It's a simple thing to do, but it's low-hanging fruit that increases your touchpoints with your audience.

Other social platforms have a lot of noise and algorithms can work against you, but I've noticed that my YouTube community posts reach more of my audience than any other platform.

Plus for new viewers who are first-timers to my channel, it gives them a history to read back on and get to know what my channel's about.



KEY TAKEAWAYS

These tips helped me grow my channel to hundreds of thousands of followers.

I hope they help your channel grow too.

But the most important thing to keep in mind is to HAVE FUN.

If you're not enjoying the process, people notice. Plus, you'll burn yourself out.

Experiment with these tips, be consistent, make it fun, and be proud of what you put out in the world.

I'm rooting for you.

Be Epic,

Noah Kagan