

Lesson: Make money with YouTube



Enable your channel to earn money and get started.

Audience before income

The key ingredients for a profitable YouTube channel are a loyal, engaged community and a steady stream of great videos that are [advertiser-friendly](#). Most creators find that before they can earn money with their channels, they first need to grow an audience and make consistent videos that viewers love to watch.

All YouTube creators can apply to join the [YouTube Partner Program](#) as long as it is available in your country. After you hit 4,000 watch hours in the previous 12 months and 1,000 subscribers, your activity will be reviewed against our policies. If everything looks good, you'll be able to join the YouTube Partner Program and begin serving ads on your content. This threshold will help ensure revenue only flows to creators who are playing by the rules.

See it in action

Let's talk about money

PewDiePie tells it from the heart. And making money hasn't changed his passion for making videos -- "It's just something that I love to do" -- or his attitude and approach toward making money primarily as a creator.



Setting realistic expectations when you monetize

CTNtechnologynews explains, in his own words, his experience with tips for earning money on YouTube.

Set up your channel to earn money

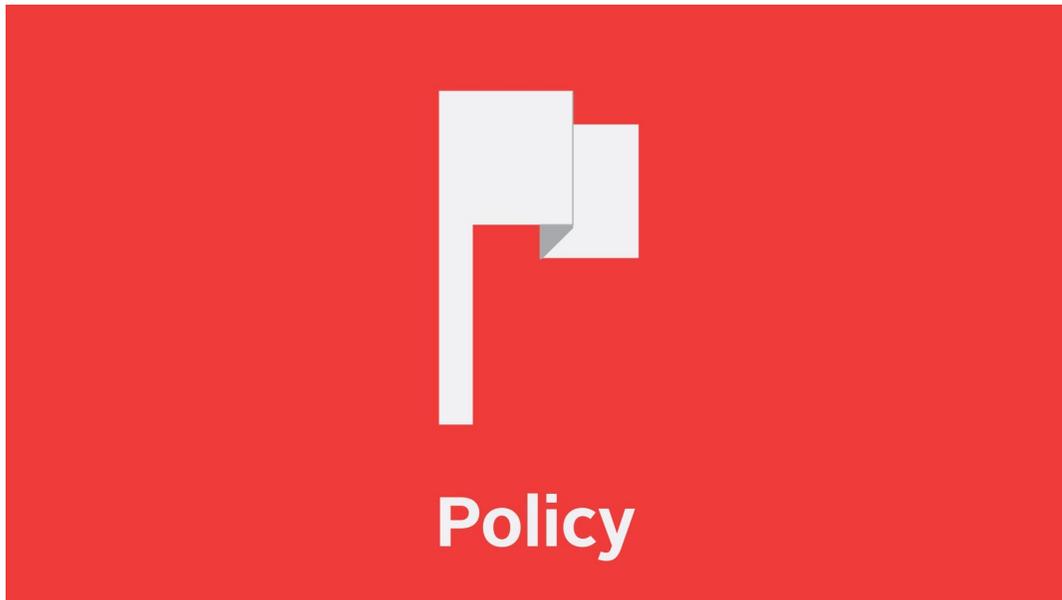
Whether your goal is to earn back some of what you spent making your videos or to become a sustainable business, YouTube's platform lets you make money with successful videos. Note: YouTube has specific [advertiser-friendly guidelines](#) that your videos must adhere to in order to be eligible for ads.

Getting your channel ready to earn:

- **Step 1:** [Enable](#) your channel for monetization from Creator Studio.
- **Step 2:** [Connect your YouTube channel to an AdSense account](#) in order to earn money and get paid for your monetized videos.
- **Step 3:** Get to know the kinds of [videos you can monetize](#) and the [different ad formats](#).
- **Step 4** [Select](#) "monetize with ads" for your videos and choose which ad formats and videos you want from the YouTube [Studio app](#) and in [video manager](#).
- **Step 5:** When uploading, be sure your videos adhere to YouTube's [advertiser-friendly guidelines](#) and tick the checkbox to agree to the policies. (If you want to upload content that does not comply with these guidelines, you should [turn off ads on individual videos](#).)

Note: Monetization is only available [in certain countries](#), and [copyright](#) or [community guidelines](#) violations can affect your eligibility to earn money.

See it in action



[YouTube policies and community guidelines can help you stay in good standing and keep your videos monetizable on YouTube.](#)

Learn why it's key to respect the community, create advertiser-friendly content, and report violations. (Video in English)

Ways to earn money with your channel

There are different ways you can earn money with your channel. Start with ads and then look into other ways you can make money.

Ads

Now that you've enabled monetization (and hopefully enabled all formats to maximize revenue!), [ads](#) can run on your videos. Keep in mind:

- YouTube connects your channel to paying advertisers so you can focus on what you do best: creating. In most cases, you get paid when viewers watch ads. We're constantly improving our ad systems so they work better for viewers and pay out to more creators.
- Some types of content may not be suitable for [advertisers](#) or [all audiences](#).
- You can also earn money from [YouTube Premium](#) subscriptions. YouTube Premium members pay a recurring fee for special benefits like watching YouTube videos without ads. The amount you earn from YouTube Premium is

calculated based on how much time members spend watching your content compared to other content.

Other ways of making money on YouTube

If you're already making money with ads on your videos and have an established audience you could look into:

- **Working with brands:** Brands and ad agencies are always looking for ways to promote their products and services. [Brands](#) can be eager to work with creators when the target audience for their product is similar to a creator's channel audience. No need to be shy if you've got a few thousand subs, take charge and prepare a [pitch](#) to a brand or advertiser -- think of it like a collab! [Learn more](#).
- **Merchandising:** Having [merchandise](#) made -- stickers, clothing, or other branded products -- can strengthen your brand and help you spread the word. Try using merch [cards](#) or [annotations](#) in your videos to help your fans find your stuff.
- **Crowdfunding:** [Crowdfunding](#) is when a community of fans contribute money to your project. You can raise funds to help support your channel by launching an external crowdfunding campaign.
- **Events:** Build an even stronger community by going to see them! Schedule live appearances in places [where your audiences](#) are most vibrant and engaged. In addition to meeting your fans in person, you'll likely gain opportunities to sell merchandise or tickets to your event.
- **Tip:** Use interactive [cards](#) to funnel viewers to your merchandise page or crowdfunding sites.

You now have more ways to potentially earn money with your videos, your community, and advertisers or brands. Think about where you are in your YouTube journey and create a blueprint for earning money that best fits you and your audience. You'll find a solution that works best for you and your community with a little trial and error.

Note: Not all of these revenue streams are available in all countries. If you are being paid or compensated to create content, make sure you understand your [disclosure requirements](#).

Try it

Write down how much time you want to spend with the following activities each week: writing the scripts for your videos, shooting your videos, editing your videos, tweaking your channel to make it rock.

Create a budget. Write down how much you want to spend in total, and then break down how much you want to spend for each item in your budget.

[Sign in](#) to save your answers.

Check your knowledge

What should you have before it becomes beneficial to monetize on YouTube?

- Detailed budget projections.
- A loyal and engaged community.
- A minimum number of subscribers.
- A plan for producing merchandise.

What do you need to enable on your channel before you connect to your AdSense account?

[Sign in](#) first if you want to save your results.

- Comments.
- Brand safety.
- Monetization.
- Subscriptions.

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