



OVERVIEW

What does it take to become a full-time YouTuber? Learn from one of Call of Duty's most famous voices, FaZe Apex. From celebrating his first 1,000 subscribers to now sitting on a throne of almost 4M, he shares his personal journey for taking YouTube from hobby to career. Join Apex in the Dojo and learn how you can start coming up with viral video ideas, learn the ins and outs of shooting and editing, and grow your fanbase like never before.

1. PLANNING & CREATIVE PROCESS

2. SHOOTING AND EDITING

3. SCHEDULING

4. DAYS OFF

5. CREATIVE BLOCKS & ADVERSITY

6. KNOWING YOUR OPPONENT

7. APPLYING PRESSURE

8. WINNING BIG/LOSING BIG PT. 1



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If you want to make good content you need to plan it out and brainstorm ideas on what you want to do.”

1. PLANNING AND CREATIVE PROCESS

KEY TAKEAWAYS

PLANNING OUT CONTENT

TITLES & DESCRIPTIONS

REVERSE ENGINEERING

TAKE SOME NOTES

PLANNING OUT CONTENT

1. Brainstorm Ideas: At the beginning of every week, jot down topics and ideas for video content.

- Keep all of your notes in a centralized location to improve organization and increase output/quality of your content
- Look at others videos and your old videos for ideas.

2. Create a Process: Develop a method of organizing a calendar to schedule out content for each day of the week.

- Sticky notes, content calendar, white board etc.

TITLES, THUMBNAILS & DESCRIPTION

Note: All of YouTube is filled with clickbait these days, so think of a thumbnail and title that are attractive and somewhat relevant to your content.

- Useful Tool: Google Chrome extension, **VidIQ**

REVERSE ENGINEERING

- Start with a title that you think that people are going to watch and reverse engineer the video that you want to make based on the title.

- Example: If there is something big happening in the news, in gaming or in general, figure out a attention grabbing title that aligns with the event and record your video around that point.



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“ Focus primarily your content at the beginning, make it as entertaining and engaging as you can”

2. SHOOTING AND EDITING

After you have brainstormed and planned out what videos you want to shoot, it's time to execute. Always focus on quality; editing often takes longer than shooting the video, but it all depends on what type of video you are looking to make. You DO NOT need the best equipment. If you are just starting out, use your phone or any camera you can get your hands on

HARDWARE

- Camera: If you are looking to spend some money on a camera, Logitech has a range of cameras. Apex currently uses the **C920**. Anything that records HD will suffice.

- Capture Cards: El Gato, Avermedia, Hapog, HDPVR

- Microphones: Blue Snowball, Razer Siren, Audiotechnica.

EDITING SOFTWARE

- iMovie
- Final Cut Pro
- Sony Vegas (what Apex uses)

Note: Expensive software does not mean better videos. Find something that you can learn to use and master it.

- Find tutorials on the internet if you don't have experience, remember - everyone started with little to no knowledge so embrace the learning curve.

KEY TAKEAWAYS

HARDWARE

EDITING SOFTWARE

TAKE SOME NOTES



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“Scheduling is one of the core skills that you will need to be able to successfully run your YouTube channel.”

3. SCHEDULING

When you are just starting off, don't try to upload everyday, it can be a hassle and you can quickly run into a creative block. Find a frequency that makes sense based on your current schedule and find time to record around it.

PLAN, SCHEDULE, SHOOT

1. Decide what video you want to go up each day
2. Schedule out when you can/will make each video so they can go up on the day you planned.
3. Shoot the videos to align with your schedule and use YouTube's scheduling function to drip out your videos.
 - Start off with 1-3 videos a week
 - If you know that there is a time that you won't have time to consistently upload, pick a day or two and dedicate it to recording content to fill the days you'll be busy.

MANAGE EXPECTATIONS

- When you have a routine, make sure you stick to it. You can't slow down once you have momentum, it can seriously affect your channel.
- When you have an idea of what you are going to make and when it is going to go up you will start to produce higher quality content.

KEY TAKEAWAYS

PLAN, SCHEDULE, SHOOT

MANAGE EXPECTATIONS

TAKE SOME NOTES



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When you rush a video just to get content out, it will likely be a low quality video. If you decide to take the approach of just doing what you enjoy... You are going to keep making videos because you enjoy it.

4. DAYS OFF

Like any job, there comes a point where you need a day off, and that is OK. Taking a break allows you to get out of your head; when you are clear minded is when you will find you produce the best content and have the best ideas.

BENEFITS OF SCHEDULING

- You can take days off without compromising your schedule.
- Gives you time to work on videos that need editing, researching new topics, and come up with new ideas.

BENEFITS OF TAKING BREAKS

1. Increased Productivity
2. Lower chance of burning out
3. You'll be in a better overall mood

START YOUR CHANNEL OFF AS A HOBBY

The more you allow yourself to enjoy the creative process, the better the output will be.

KEY TAKEAWAYS

BENEFITS OF SCHEDULING

BENEFITS OF BREAKS

TAKE SOME NOTES



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“Do your best not to let struggles and YouTube in general consume your life. The more you have fun with it the more it will flow naturally.”

5. CREATIVE BLOCKS & ADVERSITY

WAYS OF GETTING RID OF CREATIVE BLOCKS

- Take a shower
- Write out titles you SHOUDN'T use
- Focus on the process, not the results
- Sleep on it
- Go on an adventure
- Organize your workspace

ENGAGE WITH SUBSCRIBERS

- Ask your subscribers what types of content they like the most and what they want to see next.
- If you are loyal to your viewers, they will be loyal to you.

OVERCOMING ADVERSITY

- When you are faced with adversity, remember WHY you are doing this in the first place.
- Ignore the negative comments OR use them as constructive feedback.

KEY TAKEAWAYS

ELIMINATING CREATIVE BLOCKS

ENGAGE WITH SUBSCRIBERS

OVERCOMING ADVERSITY

TAKE SOME NOTES



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“No matter what, there are going to be hate comments, but they will always be outweighed by likes, support and positive feedback.”

6. LOVE AND HATE

EXERCISES

1. Find 10 negative comments on your Youtube channel and place them under one of two categories, 1) Trolls, 2) Constructive Comments
2. Take your constructive comments and write out 1-2 sentences on something you can do to your content to remedy that specific users feedback

DON'T GET BENT OUT OF SHAPE

- The internet and the anonymity it provides for it's many users almost promotes antagonistic behaviour on platforms like Youtube. Don't get bent out of shape, some people just like to be nasty.

USE COMMENTS AS CONSTRUCTIVE CRITICISM

- Use your negative comments as a free market research tool! Peruse the comments and find ones that are negative, but explain why they had a negative

BE HONEST WITH YOURSELF

- I know we just said not to get bent out of shape, but the other side of this is being honest with yourself. If you're getting the exact same negative comment, over and over again. It might have some truth to it. If people are constantly saying they don't like a specific type of video you put out, consider changing it up. Just remember this is a huge learning experience for everyone and NO ONE gets 100% positive feedback.

KEY TAKEAWAYS

DON'T GET BENT OUT OF SHAPE

USE COMMENTS AS CONSTRUCTIVE CRITICISM

BE HONEST WITH YOURSELF

TAKE SOME NOTES



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“Start out broad, don’t limit yourself to one specific type of video or genre, see what resonates, then get more specific.”

EXPANDING YOUR CONTENT

EXERCISE

1. Create an Excel sheet with the following tabs, "Video Title", "Thumbnail", "Views", "Likes", "Dislike", and "Comments".
2. Everytime you post a video for the next month-record it's data in here.
3. Once you've collected a months worth of data, examine the sheet and highlight your top 5 most successful videos. Do they have anything in common? Are these types of content you create often? If not-consider it.

EXPERIMENT

- Start with broad topics
- Figure out what resonates with your audience
- Play different types of games

The Nephew Effect: “One day I decided to include my Nephew in a video and my fans loved him. They didn’t respond well to me playing other games but loved the addition of a new person in my vlogs”.

POP CULTURE

- Tie in pop culture to latch onto trends for extra views
- Tie in items from the news to ride the trend wave as well

COLLABORATION

- Find a group of people who have the same goals as you
- Brainstorm & work together on videos
- Promote each other and spur growth

KEY TAKEAWAYS

EXPERIMENT

POP CULTURE

COLLABORATION

TAKE SOME NOTES



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“In anything you do, whether its a hobby or a career, settign goals and achieving milestones are very important”

8. GOALS & MILESTONES

SETTING GOALS

- Set realistic goals for yourself
- Don't hold yourself to other peoples standards
- Don't focus on the numbers

CELEBRATE YOUR WINS

- No matter how many subscribers you get up to, you're always going to want more. If anything- you'll get less excited about going from 1 to 2 million than you will over 1,000 to 100,000.
- With this in mind, make sure you celebrate your wins and milestones. At the end of the day, if you don't enjoy the process, you won't reach the end result.

BE SMART

“SMART” is an acronym that stands for:

Specific—your goals must identify exactly what you want to accomplish.

Measurable—Any goal you set around your Youtube channel will be measurable because Youtube provides channel analytics for you to use.

Actionable—start every goal with a verb, i.e. Upload, Create, Poop (just kidding). Avoid starting goals with words like “be” or “have”.

Realistic—while you should aim for the sky, if you don't set realistic goals you'll start to lose motivation. If you're just starting your channel, don't set a goal of “Acquire 1,000,000 Subscribers”. Or if you have a full time job- don't make a goal, “Stream 8 hours a day”.

Time Sensitive—A goal without a date is just a dream. Make it real, give yourself a deadline, and hold yourself accountable to them.

KEY TAKEAWAYS

SETTING GOALS

CELEBRATE YOUR WINS

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