

"9 Signs Your YouTube Channel Is In Danger Of Failing"

Special Report

It seems that everybody and his dog is all excited about becoming the latest and greatest video blogger on You Tube. What's not to love? When you have celebrities like David Dobrick or PewDiePie, who make upwards of seven to eight figures every year shooting videos and uploading them on YouTube. It's easy to buy into the hype.

Here's the problem. The vast majority of channels out there fail. I know. It sounds depressing. I definitely don't want to discourage you, but this is the truth. I would be doing you a massive disservice if I was going to give you rose-colored glasses and tell you that you just need to shoot a video, upload it on YouTube and all of a sudden, all of this money will appear in your bank account. if only things were that easy.

For every PewDiePie or David Dobrick, or Ryan's World, there are thousands, if not tens of thousands of obscure, totally unknown and completely forgettable channels. Of course, you know which category you'd rather have your channel fall under.

Unfortunately, as excited as you are in shooting videos, you can't just jump in with both feet and hope for the best. This is not one of those things.

There are certain things in life that you just have to trust your intuition, charge in with a tremendous amount of energy, and

everything will somehow or someway fall into place. This is especially true if you try day after day, week after week, month after month, year after year. A little bit of determination and perseverance, and tenaciousness of course, eventually pays off.

But the problem is, with YouTube, it's different. It's like banging your head against the wall, and regardless of how tough your head is and how much energy you have, eventually it's going to get old. Eventually, your head is going to crack open, and you just end up wasting your time.

The key to success is to fail quickly, or better yet, avoid failing altogether. With that in mind, here are the 9 signs your YouTube channel is in danger of failing. Be aware of these. Don't engage in denial. Be completely honest with yourself and start making changes today.

Not tomorrow, not the next day, today. Otherwise, as awesome as you think your YouTube channel video content may be, you're just wasting your time. You really are. So don't let it get to that point.

Keep an eye out on these 9 signs so you can take your video production business and brand building company to a whole other level.

#1: Lack of niche focus

The author of Rich Dad, Poor Dad, Robert Kiyosaki once said, "If you don't have a brand, you have a commodity." He is absolutely correct. If you've ever done any kind of marketing, you probably already know that selling a commodity is an uphill climb.

Think of it this way, if you're going to be selling sacks of rice or sacks of flour, what's really the only area that you can compete? If your customers expect the same quality and the same type of product, it doesn't really matter where you get your flour or rice from. The only point that you can compete on is the price.

I don't know about you, but the last time I checked, competing based on price is a losing game. You may think that you're the most efficient producer in the world. You might even think that you have everything automated, well think again. There's always room for improvement, and yes, that price can keep going down.

A lot of people found this out the hard way, thanks to globalism. Thanks to cheap Chinese manufacturing, a lot of the products that were already priced rock bottom in the United States got even cheaper. Every single year, they got cheaper and cheaper. Competing on price is not the way to go.

I raised this issue with you because if your video channel lacks niche focus, the only thing you're really selling is your personality. Here's the problem, YouTube channels are full of personality. There's really nothing distinguishing you from your competition.

There are a lot of other people who do what you do and talk about the things that you talk about. What makes you so special? What makes your brand stand out? That's what you should focus on.

The first step to that is to select a niche. These are topics that you should focus your fire power on. Develop a YouTube channel focus that is an inch wide but miles deep. That's how you dominate your niche. Once you are a name or a solid brand in that niche, then you can start moving horizontally. Otherwise, you're dead in the water.

#2: Copy and paste video scripts

I've seen this a lot. Basically, people would watch videos of their competitors and copy their video scripts. In many cases, they basically just make some changes, but it's still the same script.

Here's the problem: If your target audience members can get the same information from you that they can get elsewhere, why should they bother with your channel in the first place? After all,

they can get that information from 1,000 other competing channels. Why you? What makes you special? You're not doing yourself any favors by copying and pasting the same video scripts.

#3: You talk about the same stuff as competing channels

When you copy and paste video scripts, you're automatically talking about the same stuff. It's really hard to stand out from the crowd when you're doing the exact same things that everybody else is doing. It really is that simple. If you want to stand out, then you have to do things your way. You have to give people a reason to sit up and pay attention.

The way to do this of course is to do things differently. I'm not just talking about emphasizing your personality. Okay? Let's not go there. There are tons of personalities on YouTube, most of them are not going anywhere. It doesn't matter how bubbly you are. It doesn't matter how seemingly smart you are. At the end of the day, are you talking about the same substance?

You can't talk about the same stuff. You have to do something else. There has to be that "it factor" that Hollywood talent agents are looking for. You can't just be another pretty face in the crowd, because let's face it, there are tons of pretty faces on the wall of life. You have to stand out.

#4: You don't play up the personality of your channel

This is where things get a little tricky. A lot of people are under the impression that if they're speaking into a microphone or in front of a camera, that they automatically are highlighting their personality. Well, yes and no. On the one hand, you are tapping into your personal appeal. That's a good thing. The problem is, if your channels' personality is your personality, you're going to be in trouble.

Please understand that channels have to be treated like they have their own personality, and the best part of all of this is you could engineer that personality. It's intentional. It is made in advance. It is something that you craft together.

It is something that you think about ahead of time. Unlike your personality which just oozes out naturally because of the way you are and because of the situations you find yourself in, or the

topics you're talking about, channel personalities are more deliberate.

I hope you can see the difference, because if you can't, then there's a good chance your YouTube channel is probably going to be just an extension of your personality and before you know it, you will fail. Again, there are tons of great personalities on YouTube.

For example, I was following this channel by a makeup artist named Candy. She has a really bubbly personality, and she can explain a lot of the most complicated topics very clearly.

The problem is, she talks about the same stuff that everybody else is talking about. She emphasizes her personality too much. Pretty soon, a lot of her personal life got mixed into the scripts of her videos, it became quickly obvious after some time that a lot of her videos were completely unscripted, and she's just basically confessing to the camera. In other words, it got old quickly, all that potential for greatness up in smoke.

Please understand that you have to play up the specific, targeted, and well-designed personality of your channel, and possibly downgrade or suppress your own personality. Believe me, it's very easy to just spout off at the top of your head the things that piss you off, or your opinions on anything under the sun.

But here's the problem. If any of that falls outside your niche focus, you're not doing your viewers any favors. They'll basically say to themselves, where am I? What kind of channel am I looking at? I thought I was going to look at carpentry. I thought I was going to learn about survival skills. Why is this guy spouting on about all this random stuff?

You may think that you're highlighting your personality, you're not. You have to focus on the personality of the channel and mold it. This means self-discipline.

#5: Your videos are too long

There are certain niches where people are expecting short videos. Here's the secret to any kind of marketing success: Give your audience what they're looking for. If people are used to short two to three-minute video clips, give them those. Give them that length. That's the max you could go. There is such a thing as an industry standard.

#6: Your videos are too short

You might be thinking that a short video is something that just falls below the industry standard. Wrong. A short video is really all about the length at which you engage the viewer. When you

play music, when you start scrolling text, or when you start talking, you're engaging the viewer.

Your video length may be quite long, but if the engagement is too short, you're not doing yourself any favors. Pretty soon, your viewer ship might think that there's not as much value in your channel as your competitors.

They will start walking away. They will start unsubscribing, and you're going to have a mess on your hands. Focus on engagement. Focus on the amount of time you are giving value to the viewer or your materials.

#7: Your thumbnails are too forgettable

I remember the first few years that I was doing YouTube marketing. I was just cranking out generic thumbnails. My idea was that the content of the videos should carry the day. I focused a lot of my fire power and my ideas on the content of the video. But here's the problem.

When you gift wrap gold in used toilet paper, do you think people would want to touch the package? Even if they know there's gold in it, most people would think twice.

This really is the best analogy for YouTube videos. You spend a tremendous amount of time packing as much value into your video, and then you come up with a thumbnail that is all too forgettable. It's a garbage thumbnail that does a big disservice to the tremendous value contained in your video.

Do you see the disconnect? Do you see why a lot of people drop the ball when it comes to something as simple as their thumbnail? Do yourself a big favor and make sure that the thumbnail does justice to the content your video contains.

#8: You didn't invest in distinct channel branding indicators

"Distinct channel branding indicators is just fancy marketing talk for the colors, logos and other graphic, as well as auditory brand indicators." Did you know that the short clip that you played before your video starts is a form of branding? Pay close attention to these. Invest in these.

Thankfully, with places like Fiverr.com, you don't necessarily have to spend an arm and a leg on branding indicators.

#9: Your videos don't talk about the right topics

It's one thing to produce videos that have the right niche focus. Everything is on niche. So far so good, right? You're also playing up the personality of your channel. Amazing. Your videos are the right length.

You're engaging with your viewers for a long enough period of time. You use amazing thumbnails with great branding indicators, but something is off. Why?

Pay close attention to your competitors. What topics are they talking about? Are you just spouting out the same topics without making them your own, or you're putting your own spin? The name of the game when it comes to YouTube channel success is to develop a solid brand.

When you're just spouting out whatever everybody else is saying, you're engaged in commodity selling. That is a dead end.

The Bottom Line

If you're serious about making your YouTube channel successful, you can't just focus on grinding out video after video. You have to pay close attention to the nine signs above. Otherwise, you might find yourself throwing good money after bad.

YouTube marketing is quite brutal. It's nowhere near as fun as it's made out to be. You have to be ready for battle, and the best way to do it is to be on the lookout for signs of losing.

So pay close attention to the nine signs above so as to maximize your chances of success.