

Twitter Thread by [Adam | Wealth Builder](#)



[Adam | Wealth Builder](#)

[@Adam_DeIDuca](#)



If you want to make \$100k/year on YouTube and replace your 9-5 job, open this...

- Thread -

1. Select a profitable niche

On YouTube, the niches are in the riches

The niche you select is important because it determines:

1. Viewer interest
2. Monetization options

Here are a few niches that you can use to scale to \$100K per year:

9 PROFITABLE NICHEs (CPM)

Cost per mille or CPM is the amount an advertiser pays per one thousand views

\$13.52

MAKE MONEY ONLINE

\$12.41

SOCIAL MEDIA MARKETING

\$12.25

FINANCE & INVESTING

\$9.89

EDUCATION

\$7.31

PHOTOGRAPHY

\$4.23

AUTOMOTIVE

Credit to [jackcao.com](#) for 2022 ad rates

2. Determine video style

There are two styles on YouTube:

On-camera pros: more connection, easy to sell

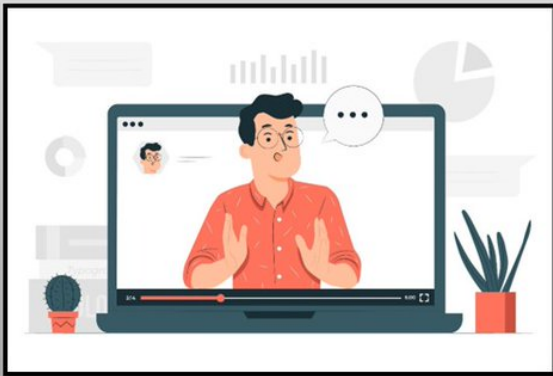
On-camera cons: more time, less flexibility

Off-camera pros: easier to outsource, less time involvement

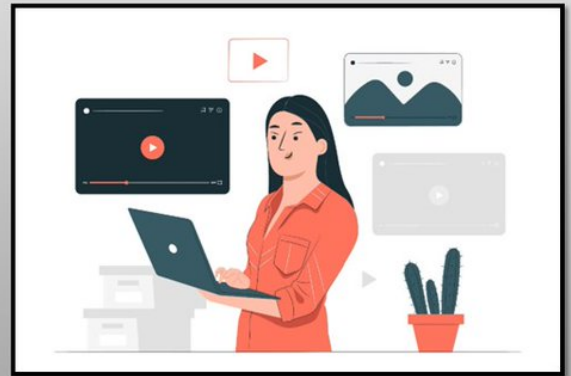
Off-camera cons: harder to sell high ticket items, less brand loyalty

Channel Format

- **Two YouTube formats to choose from**



On-Screen



Off-Screen

3. Scale up to 100,000 monthly views

You can get to 100K monthly views with:

1. Less videos but higher quality
2. More videos at lesser quality

Here's the math:

- 50 videos at 2000 views
- 100 videos at 1000 views
- 200 videos at 500 views

Here's critical advice for both...

To scale up to 100K views, focus on increasing two key metrics:

1. Clickthrough rate (CTR)
2. Watch time

A higher CTR means more views and more money

A higher watch time means that YT is more likely to recommend your videos

Be deliberate to get results...

4. Identify a niche-related offer

The truth is it's very hard to make \$100k/year just with ad revenue

As such, you need to leverage another monetization method

My favorites include:

- Affiliate offers
- Digital products
- Brand deals

Here's how each can make you over \$100K/yr

1. Affiliate offers

1.2M views x \$10 commission x 1% conversion = \$120,000

2. Digital products

1.2M views x \$25 product x 0.5% conversion = \$150,000

3. Brand deals

200 videos a year x \$500 per video = \$100,000

Then, the more views you get, the more money you make...

5. Re-invest

Once you're making money, it's time to re-invest

I like to invest my profits in three things:

1. Non-YouTube assets
2. Outsourcing
3. New YT channels

Here's why each is valuable...

Non-YouTube assets:

- Offers diversification off the platform

Outsourcing:

- Buys back time and leverages others expertise

New YT channels:

- Leverages existing YouTube expertise

Once you are making \$100K+ you can do all three easily...

If you want to start building your \$100K/yr YouTube channel right away...

Join Six-Figure Tuber (50% off today only): <https://t.co/Z2v0KlvMPP>

If you enjoyed this thread, please RT the first tweet

Follow me for more YouTube wisdom: [@Adam_DeIDuca](https://twitter.com/Adam_DeIDuca)