# Twitter Thread by Adam | Wealth Builder

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

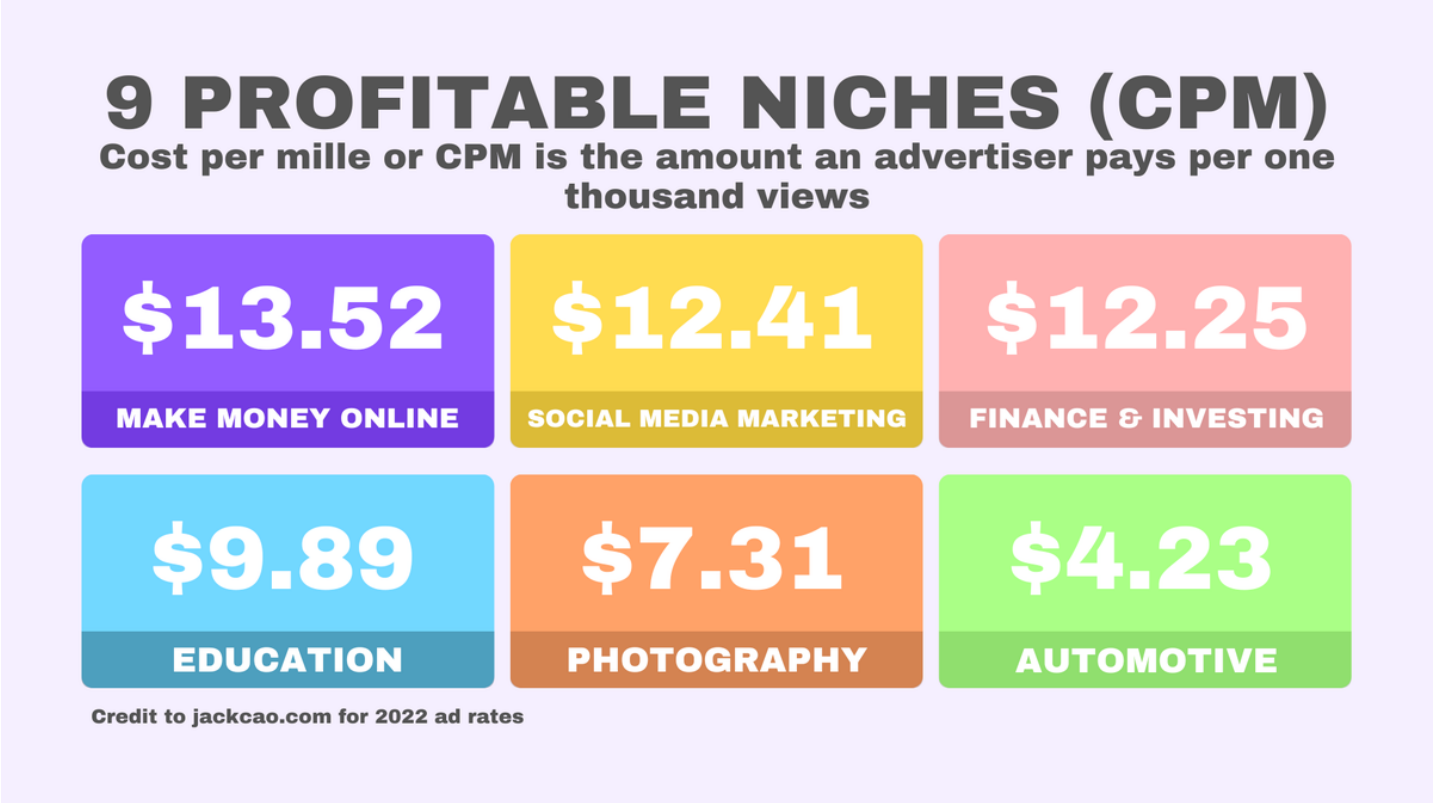
## - Thread -

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:

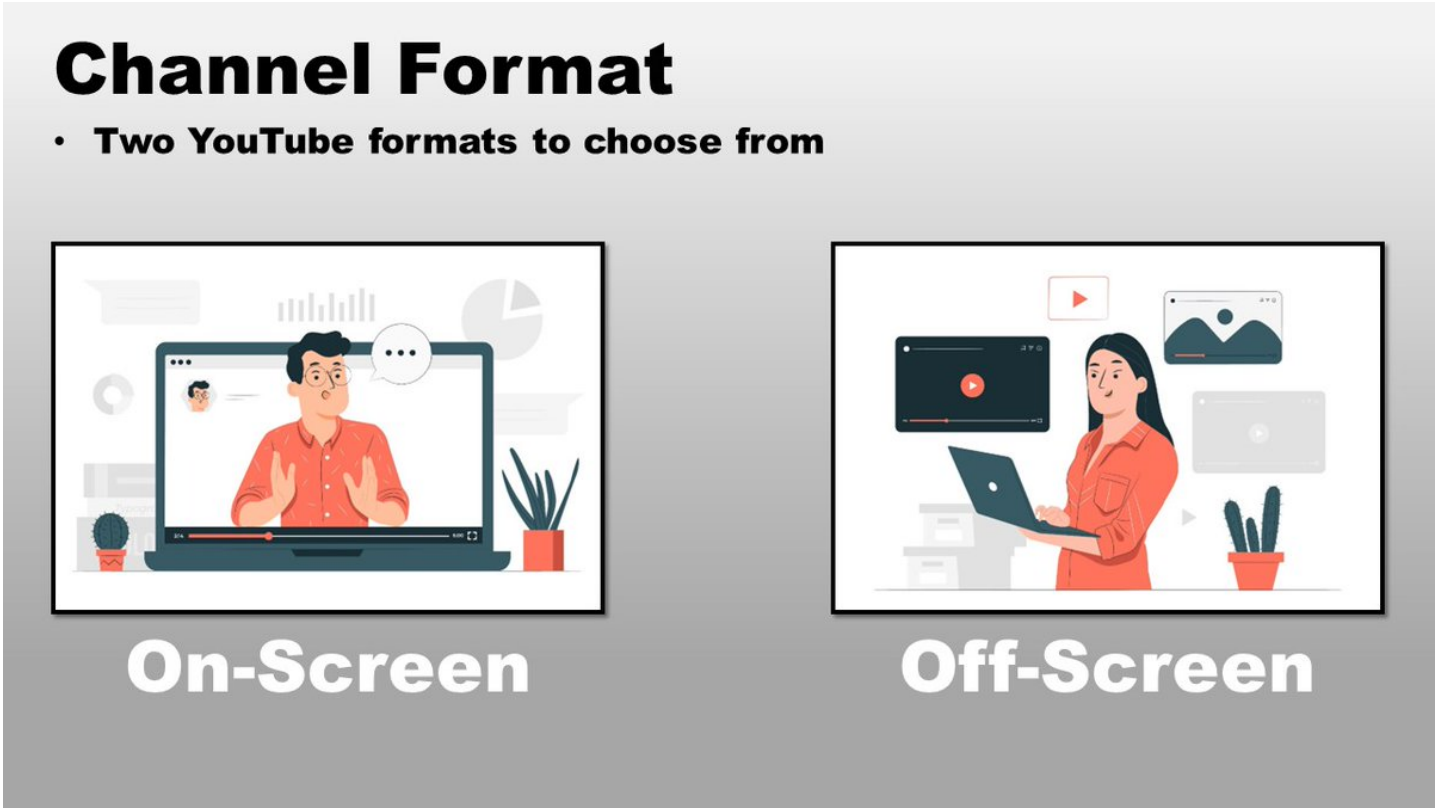


2. Determine video style

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




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/Z2v0KIvMPP

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