

Twitter Thread by [Ali Abdaal](#)

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Over the past year, I've shared a lot of creator advice that I've learned along the way.

Thought I'd put them all in one thread to make it super easy for fellow YouTuber's, podcasters and writers to find■

<https://t.co/YTDojDb53x>

Here's 12 books every YouTuber should read in 2022

— Ali Abdaal (@AliAbdaal) [March 8, 2022](#)

<https://t.co/MpTJWTUAue>

Here's 10 tools every YouTuber needs in 2022

— Ali Abdaal (@AliAbdaal) [March 2, 2022](#)

<https://t.co/hwlelXnhXc>

4 years of learning YouTube distilled into 15+ lessons: pic.twitter.com/cOnOabZEXR

— Ali Abdaal (@AliAbdaal) [April 8, 2022](#)

<https://t.co/wRVtts31br>

There are loads of ways to start making money on YouTube, but I found that these 6 are the best:

1. The YouTube Partner Program (YPP)
2. Sponsorships
3. Affiliates

4. Community Earnings
5. Online Courses
6. Merchandise

Let's break them down:

— Ali Abdaal (@AliAbdaal) [July 4, 2022](#)

<https://t.co/kCVZWUm31U>

I get asked quite a bit about finding your niche, and whether it's important if you want to be a YouTuber, writer, podcaster, etc.

Here's what I've been thinking: <pic.twitter.com/lgzM5Wqzc9>

— Ali Abdaal (@AliAbdaal) [September 11, 2022](#)

<https://t.co/IG4wgjCeGg>

Here's what 5 years of building a personal brand has taught me:

1. You don't need to know everything to get started
2. If you're not enjoying your content, others won't
3. Consistency is your golden ticket
4. Aim to be a guide over a guru - people connect with people

— Ali Abdaal (@AliAbdaal) [November 11, 2022](#)

<https://t.co/TWQPgWTGQk>

Want to make better YouTube videos?

These are my 5 top tips <pic.twitter.com/8UUY3hHNwD>

— Ali Abdaal (@AliAbdaal) [November 2, 2022](#)

<https://t.co/RalscPVIDv>

If you're struggling to stay consistent with literally any goal, try applying the Atomic Habits mindset.

It helped me on my journey to 3 million YouTube subscribers, and I still use it today with things like fitness and daily journaling.

Here's how [pic.twitter.com/8UUY3hHNwD](#)

— Ali Abdaal (@AliAbdaal) [October 2, 2022](#)

<https://t.co/sml9Sd5omi>

If you're a creator, you've probably been told that you need to niche down to blow up

It's true that targeting a narrow audience gives you a better chance of growing your channel

But, how do you actually figure that out?

— Ali Abdaal (@AliAbdaal) [November 7, 2022](#)

<https://t.co/Mt8qiOYEDT>

Last night I did a 1.5 hour live stream about how to grow on YouTube, taking questions from people who've signed up to our Part-Time YouTuber Academy waiting list for the next cohort.

Here are some of the Q+A's that came out of that, in case anyone's interested

pic.twitter.com/FTJM9Gp9Fv

— Ali Abdaal (@AliAbdaal) [October 30, 2022](#)

<https://t.co/55GZ3qmly4>

I've been in the YouTube game for a while now (5 years) so I thought I'd ask some of our Part-Time YouTuber Academy alumni what their advice would be for beginner creators.

Here's what they said

— Ali Abdaal (@AliAbdaal) [November 4, 2022](#)

<https://t.co/3XgbviLBvw>

Believe it or not, I still struggle to speak to the camera.

I mess up. Sometimes I'm not in the right mood to record. I re-record things if I'm not feeling the end result.

Here are 5 things that'll help you come across better on camera

— Ali Abdaal (@AliAbdaal) [September 14, 2022](#)

<https://t.co/ZXaEtTqM31>

Making videos that people want to watch comes down to a simple strategy I like to call the HIVE framework

— Ali Abdaal (@AliAbdaal) [October 26, 2022](#)

<https://t.co/wktuR8zhvl>

Successful creators always look as though they have it all figured out.

When I was starting out on YouTube, I thought it was only me that had super frustrating problems like having to re-record a video because of lighting or bad audio.

Turns out, nothing really changes.

— Ali Abdaal (@AliAbdaal) [September 21, 2022](#)

<https://t.co/XdkEzwSk6g>

Being engaging on camera can feel really difficult.

But it's not just about your personality or what you're saying, it's about the energy that you bring. And to bring the right energy, you have to bring the right mindset.

Here's 5 things I think about before I press record.

— Ali Abdaal (@AliAbdaal) [September 9, 2022](#)

<https://t.co/plLKrXoES6>

To grow a YouTube channel to 10k, 50k, 100k and more, you need systems \U0001f9f5 <pic.twitter.com/FPoo0eY9LK>

— Ali Abdaal (@AliAbdaal) [October 18, 2022](#)

<https://t.co/FVPXDNRxP7>

This is my strategy for never running out of content ideas \U0001f449\U0001f3fc\xa0the ABC method

(thread \U0001f9f5)

— Ali Abdaal (@AliAbdaal) [October 7, 2022](#)

<https://t.co/l24CFxd6Jc>

a mistake a lot of creators end up making (at all stages of their journey) is working on content they\u2019re not excited about \U0001f447 <pic.twitter.com/nzDXiURKqY>

— Ali Abdaal (@AliAbdaal) [October 10, 2022](#)

<https://t.co/hAjlvhQSGH>

These are the 10 lessons every aspiring YouTuber should know: pic.twitter.com/44sViFyqCb

— Ali Abdaal (@AliAbdaal) [October 12, 2022](#)

What's the best piece of creator advice that's actually helped you on your journey?