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Growing a YouTube channel can be tough and complex.

Here’s the framework I've used to reach almost 4 million subscribers:

1■■ Get Going
2■■ Get Good
3■■ Get Smart

1. Get Going

The biggest resistance to success is just getting started.

You're probably using one of these 3 things as an excuse to not start:

• You’re worried what people will say
• You don't have the equipment
• You’re not sure what video to make first

All you have to do is turn your thinking around.

• No one actually cares, they'll probably think it’s cool
• You literally need a phone camera to start
• You can make videos about anything, and at the start, you should

Just start by making one video.

Once you've made one video, try to make one video a week.

Be okay with publishing one video at a time and don’t worry about the bigger picture or the quality until later on.

2. Get Good

The more we create YouTube videos, the better they will be.

My answer to the content quality vs. quantity debate is that quantity leads to quality.

It’s important to know what stage you’re in with your channel, so you can direct time and energy to what’s needed.

3. Get Smart

Until you're posting regular videos, don’t worry about niching down your channel.

You'll get a better return if you focus more on making good videos and less time on planning the future of your channel. Use great sites like @fiverr to find freelance support.

@fiverr Want to follow more structures for how to improve on YouTube?

We've just launched cohort 8 of the Part-Time YouTuber Academy. Check it out here ■ https://t.co/vLHhUgxiOE