



YouTube: An Insider's Guide to Climbing the Charts

Alan Lastufka, Michael W. Dean

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Want to make a splash on YouTube? Even go viral? You've come to the right place. This book is written by two veteran "Tubers" who live their art and know what they're talking about -- especially Alan Lastufka, a.k.a. "falofautumndistro," who has over 50,000 YouTube subscribers and over 6 million views. Alan and co-author Michael W. Dean show you how to make a quality video, and how to optimize, encode, upload, and promote it. This book can't promise you'll be rich and famous, but it can tell you how to make great video art, and what you need to do to get your work seen. You'll learn about:

- Storytelling and directing
- Shooting, editing, and rendering
- Creating your very own channel
- Broadcasting user-generated content
- Re-broadcasting commercial content
- Cultivating a devoted audience
- Fitting into the YouTube community
- Becoming a success story

Join Alan, who makes part of his living from YouTube, and Michael, a successful filmmaker, author, and D.I.Y. art pioneer. They'll take you from the basics of gear to making it big on YouTube, with a focus on networking and interaction. You'll also sit in on informative interviews with YouTube stars LisaNova, Hank Green (vlogbrothers), WhatTheBuckShow, nalts, and liamkylesullivan.

Alan and Michael understand viral marketing -- and they know what it takes to get your work on everyone's YouTube radar. And, once you read this book, so will you.

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