



# **How to Make Money with YouTube: Earn Cash, Market Yourself, Reach Your Customers, and Grow Your Business on the World's Most Popular Video-Sharing Site: ... Video-Sharing Site (How to Make . . .)**

*Brad Schepp, Debra Schepp*

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## “How Can I Profit from YouTube®?”

Ever since its creation in 2005 the video-sharing phenomenon has been newsworthy not only for videos: users were making media appearances about how they parlayed their hobbies into six-figure incomes, but they've been tight-lipped when it comes to their secrets.

Luckily, e-commerce experts Brad and Debra Schepp have written this complete guide to using YouTube for fun and profit. By the time you're done with this book, you'll know everything there is to know about:

- Planning, creating, and sharing your own videos that "don't suck"
- What makes a video go viral
- Harnessing YouTube's power for branding, advertising, and fundraising

Inside you'll find real-life YouTube success stories—from video makers who used the site to launch successful consulting businesses to a company's humorous “Will It Blend?” videos that brought thousands of new customers to its Web site.

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