

I have been streaming Eternal for four years, here is what I wish I knew on day one (and other insights).

Hello everyone! I am Kasendrith, and I stream Eternal. I feel that some people here already know that, and I check reddit on occasion, but I do not post a lot here. I do see a lot of people start streaming, or consider trying it out, and I want to both encourage you and prepare you if you make the decision to try it. I want to equip you with some information that I learned through failure, experience, and successes so you can go in with a little more information on what streaming entails, and what to expect. What I hope you gain by reading this is the following:

- Equipment choice
- Growth in the community
- Compensation
- What I wish I never did
- Final thoughts

If any of the above things interest you, then let us dive in!

I am going to start right off the bat by saying that you will need some amount of equipment if you want to get started, but you don't need to spend a crazy amount. I would prioritize things in the following order and only go further down the list if you find yourself wanting to continue streaming and want to improve your stream and grow your channel:

1. Microphone: sound is extremely important, and the first few words someone hears when they load your stream may cause them to stick around or leave. This first impression can be made by the clarity of your audio. I use a Shure SM7B, and before you even look that up, I do not suggest it unless you are severely committed to this and have been streaming for a while to know you want to do this long-term. There are a lot of less expensive options that are simple USB mics like a yeti snowball, or similar mics. You can do a lot with software and filters to improve these mics to a great amount of quality. If you must decide between a webcam, or a mic; I would choose a mic every time.

2. A webcam is going to be second on my list of hardware, but if you are anxious or concerned about using one, just do not. This is in no way required, but it can benefit you if you

are comfortable with using one. You can get great quality webcams for under 50.00 now. I have used several Logitech webcams over the past couple years, and I have never disliked them.

3. Lighting: I put lighting and a webcam together in most situations. If you have a webcam, but your room/area is poorly lit, then it can almost detract from the overall look of the stream. I have found that with lighting you get what you pay for and tried to take the cheap way out twice in this situation. Both times I found myself frustrated and finally got a high-end light setup to remove this variable from the equation once and for all. One final thing here that I want to stress: if you want to get a webcam, I highly suggest including lighting with that addition.

4. Green screen: This is by no means a requirement, and I did not use one for years. My friend got me one for my birthday and after setting it up once, I never wanted to look back. The level of professionalism grows substantially, and these details can help convince individuals to hang out and see your content.

5. Fun stuff: stream deck, and other hardware additions. These are in no way necessary, and you just do not need them. These are fun luxuries that you can add to improve your setup by small amounts. This is only if you are having fun and just want to play around with new equipment setups for your stream.

Now that we looked at our equipment, we can start approaching the stream and our audience. I am going to start this with a very important thought that you should carry with you in all aspects of your stream: "if they subscribe to your stream, they are paying you for your content. Make it worth their investment". Therefore, I constantly strive to create content that is reliable, professional, and worth-while. I would say the most important thing about growing an audience is creating a schedule and sticking to it. Are you available to stream Monday mornings from 9-12? Make it a regular thing and share it with people. Show them that you will always be here at that time and people will rely on that. Early on in my stream I decided that I would stream Tuesday and Thursday evenings, as well as Saturday and Sunday mornings. This schedule has been consistent for the past 4 years, and I rarely change it.

Now that you have created your schedule, it is time to gain stream experience points. Start to get better at reading chat while playing. Practice engaging with your audience and carry-on conversations with your viewers. This is so important in keeping an engaged audience that will continue to spend time in your stream. I like to hear about how the individuals in my community are doing. This is something that I was not naturally good at when I started, and I learned and got better as I streamed more and more. I look back at some of my early streams and cringe at how bad I was. This also shows me that I have improved over time, so stick with it and level up that stream skill!

After you have started and you can customize your channel, it is time to get some art going! Affiliates can change their sub badges, and add emotes, and soon you will have follower emotes too that are free to anyone that follows your chat to use in your chat. I invested a lot into making sure that my emotes are both great quality and recognizable. I want people to want to use my emotes. If I load up a stream and enjoy their content but I dislike their emotes or their sub badge is the basic star, it may make me hesitate to subscribe to this streamer. I see that they are not utilizing all the resources at their disposal.

Emotes, sub badges, and advertisement ties into compensation, but let us not get too ahead of ourselves. I say this many times, but I feel the need to say this again before we dive into this: If you are streaming “game x” to make money, you are better off elsewhere. Let us assume you are wildly successful streaming Eternal, and you maintain 100 subscribers every month. This means that you would make \$250.00 (a little less honestly) in subscriber revenue not counting taxes which will take approx. 30% out of this. That means that your 20-hour stream week pays approx. \$2.00 an hour. Ad revenue is extremely low (maybe 5-15 a month). I want to make sure people understand that this is not a job, the odds of being a “Ninja” are lower than winning the lottery. Should this deter you from streaming? Absolutely not. I love streaming, and I feel that I am compensated through non-monetary means in the form of the community’s happiness and success in learning through my content.

Alright, it is time... let us talk about failures and what I wish I never did. I am a bit hesitant about this one since I prefer to bury my failures and never talk about them again. If I can help you make a better decision by bringing them up, it will help you.

- Invest in good lighting: I brought this up already, but if you are going to invest in lighting, make it good lighting. Do your research and don’t go cheap on this one. I wasted over 300.00 in trying to find cheaper ways to properly light my stream only to then buy a professional setup for 400.00. It would have been much cheaper to just take the right route at the start.

- There are three variables in most businesses, and this applies to streaming as well. There is speed, quality, and cost. You can only have two of these variables at the cost of the third. My method of growth in streaming was quality and speed at the cost of.... Well... cost. Things like paying a lot for quality emotes, weekly sub giveaways, contests, and tons of other giveaways were my method of being known as quickly as possible. This still took time, but a lot less time than it would take if I chose a less costly route. There is just no way to have all three of these variables and understanding this can help you a lot in the growth of your channel.

- Do not fake it: are you having a bad day? Do not put on a false smile for the camera, maybe you are not in the right mindset to stream that day. Streaming should come naturally, and if you are not having a great time, it will show.

Whew, you made it this far, and for that I thank you! I hope that my insight has given you the insight and information you need to stream and enjoy every moment of it. Streaming is one of my favorite things that I have ever done, and I am constantly rewarded in so many ways. I have grown as a person, and in my career through my skills gained in streaming. I became a more confident person, and handle group situations much better due to my amazing hobby.

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