

Hey Harry, Happy Tuesday!

Last week YouTube made me \$26k...

But I only have 70 subscribers.

Makes 0 sense right?

Well, it's pretty simple.

Here's how I did it...

**Tip #1: stick to a micro niche.**

This is super important especially when you have under 100 subscribers.

YouTube wants to see that you're catering to 90% of a small group of people with the same interests and desired outcome, not 0.0001% of the entire platform.

The goal is to build trust with viewers and establish yourself as an expert in your field.

**Tip #2: be a repurpose machine.**

Deploy your YouTube content through multiple platforms.

We all know how social media works at this point.

Don't be afraid to shamelessly use your content across every platform, heck, even Pinterest might be a place your ideal client hangs out.

Post the thumbnails with deep links in your Instagram stories, and send relevant videos directly to potential clients through DMs.

**Tip #3: long-form trust:**

To be honest with you Harry, short Instagram reels are great for getting attention online.

But when it comes to making the big bucks, and building trust with clients who are going to invest in your high ticket offers, long-form (10-15 minute)

YouTube videos are the best way to build trust at scale.

Give so much value in your longer-form content that makes people think...

"What the hell is in his paid services?"

If you want the full story of how I made \$26k on YouTube with 70 subs, be sure to check out the full video ***here***

See ya soon!

Ridge