

Links & Show Notes

Ali Abdaal — Growing a 700K YouTube Channel While in Med School

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SELECTED LINKS FROM THE EPISODE

- [Notion](#) | App
- [Bear](#) | App
- [Ulysses](#) | App
- [The sweet setup](#) by Shawn Blank | Website
- [Oura](#) ring
- [Roam](#) research | App
- [Kindle](#) | App
- [Things 3](#) | App
- [Ali Abdaal](#) email newsletter | Website
- [Show your work](#) by Austin Kleon | Book
- [Courage to be disliked](#) by Ichiro Kishimi and Fumitake Koga | Book
- [Sendfox](#) | Website
- [The Unfair Advantage](#) by Ash Ali and Hasan Kubba | Book
- [The hustle newsletter](#) | Website
- [My First Million](#) | Podcast
- [How I take notes on my Ipad Pro](#) | Youtube
- [Minimalism](#) documentary | Netflix
- [Noah Kagan Presents](#) | Podcast
- [Canon EOS C200](#)
- [RED Cameras](#)
- [Sony Alpha 6400](#)
- [ecamm](#) livestream | SW
- [StreamYard](#) livestream | SW
- [ScreenFlow](#) | SW
- [Seth's Bike Hacks](#) | Website
- [A Million Miles and a Thousand Years](#) by Donald Miller | Book
- [Storyworthy](#) by Matthew Dicks | Book
- [VideoLabs](#) course | Website
- [The E-Myth Revisited](#) by Michael E. Gerber | Book
- [Virtual Assistant: Why You Need to Hire an Assistant](#) | Youtube
- [Mastering the Rockefeller Habits](#) by Verne Harnish | Book
- [Maverick](#) by Ricardo Semler | Book
- [How I run an 8-figure company](#) | YouTube
- [Powerful: Building a Culture of Freedom and Responsibility](#) by Patty McCord | Book
- [The Vision Driven Leader](#) by Michael Hyatt | Book
- [My Body Tutor](#) | Website
- [White Claw](#)

SHOW NOTES

- Noah's starting to use Notion [2:20]
- A few apps Ali uses for project management and writing [2:47]
- Productivity and books [6:25]
- Which productivity tools do you think have significantly change your output? [7:10]
- How have you built your habits? [8:43]
- Matt D'Avella's 2-day rule [11:41]
- How to make habits and motivation sustainable [12:35]
- What are the fear phrases that people say to try to stop themselves from starting a business? [17:06]
- How to spend more time in the "joy zone" [19:00]
- Maximize content throughput [19:30]
- How does Ali balance his full-time job with his youtube channel, business, and personal life? [22:45]
- Window openers vs door knockers [25:26]
- How did Ali find his niche and personal voice on YouTube? How did Ali get to 700k subscribers in about 2 years? [27:00]
- How does Ali structure and promote his videos? [30:20]
- How much time does Ali spend learning? [32:35]
- How is Ali trying to turn his channel into the gold standard of productivity channels on YouTube? [35:40]
- How does Ali structure his videos? How to craft a more compelling story? [41:36]
- How has Ali built up his team and how did he turn a hobby into a business? [50:11]
- How does Noah manage teams and people working remotely? [55:08]
- How does Noah set goals for his YouTube channel? Numerical vs Progress vs System Goals [1:01:24]
- Noah's 4-step hiring process [1:06:00]
- What is Ali's vision and how does Noah define his vision? [1:08:25]
- How does Noah work with freelancers, manage workflow, and approach meetings? [1:19:35]
- How much does Ali make a month from YouTube? [1:28:25]
- Why does Noah recommend youtubers should hire a business person? [1:29:07]
- How does Ali approach dating and relationships? [1:40:22]

PEOPLE MENTIONED

- [Neville Medhora](#)
- [Austin Kleon](#)
- [Matt D'Avella](#)
- [Gary Vaynerchuk](#)
- [Peter McKinnon](#)
- [Marques Brownlee](#) - MKBHD
- [Shu Omi](#)
- [Thomas Frank](#)
- [Derek Sivers](#)
- [Ricardo Semler](#)

- [Keith Rabois](#)
- [Michelle Phan](#)
- [Charlie Hoehn](#)
- [Ramit Sethi](#)
- [Tim Ferriss](#)

COOL QUOTES

- Ali: "In most cases the app is just an accessory to the habit."
- Ali: "A big part of why I do what I do is that I'm trying to optimize for a future where my day job is optional."
- Noah: "It's all about trying to monetize your passion in a sustainable way."
- Noah (about content creation): "You have to cater to the medium."
- Ali: "There are so many ways in which life is actually like a video game. Leveling up in the video game of life is one of the most satisfying things that we can do."
- Ali: "The people that follow you will love you even more because you are being unapologetically yourself rather than trying to put on a more produced persona."
- Noah: "People thrive when they are their own boss."
- Noah: "The KPI's (Key Performance Indicators) are the main drivers that affect your goal. The outcomes are the activities that you do to drive the KPIs."
- Derek Sivers: "Never forget why you are really doing what you are doing. Are you helping people? Are they happy? Are you happy? Are you profitable? Isn't that enough?"