

YouTube Famous: Making it big on the internet

Rosie Matheson

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Rosie Matheson : YouTube Famous: Making it big on the internet before purchasing it in order to gage whether or not it would be worth my time, and all praised YouTube Famous: Making it big on the internet:

3 of 3 people found the following review helpful. Overpromised and underdeliveredBy Tara Alemany, Emerald Lake BooksIt's clear from the author's writing that she enjoys the YouTube Crew and had fun learning about their growth on YouTube. However, this book overpromises and underdelivers when it comes to its subtitle and book blurb. It reads more like a celebrity tabloid than a book on how to make it big on the internet.While the author initially started to offset tips for setting up your own YouTube channel, after the first few, they are abandoned for the rest of the book.It will not show you how to build up your own channel, it only offers anecdotes as to how this close-knit group of the YouTube Crew did it and, by the way, they all match the same demographic and target the same viewing audience. So

if you're 35+ hoping to build a brand that's not centered around make-up tutorials or youthful pranks, there's little for you here. I truly enjoy case study books, where the reader can learn from someone else's success. How did they do it? How can I apply that to my own journey to success? However, to have profiles that were all so similar to each other misses out a huge segment of a reading audience interested in succeeding with YouTube as well. More variety and more of the "how did they do that" would have made for a much more compelling book.

0 of 0 people found the following review helpful. Why? By DarrenIngram_dot_com Well, what is the point of this book? A book that looks at 20 of the world's most successful YouTube stars. Really? They may be known in their niche and have high YouTube viewing figures but is this really stretching the definition of stardom? Maybe this reviewer is not the typical reader for this book. Yet who would be? If "YouTube Star" really grabbed my attention there is this new-fangled invention called a search engine and one can imagine that "YouTube Star" is hardly shy and retiring, so they will be falling over themselves to tell the world their news and back story. Fans will already be obsessing about their favourite stars anyway, so what value does this book add? It offers up also tips about building your own YouTube channel and spreading the word, yet it hardly appears to be a secret source of information towards YouTube stardom. Luckily this book is cheap, a disposable read, something you could pick up on a whim and maybe not feel that you've wasted your money on afterwards. Yet is it really, truly that engaging to make you want to buy it in the first place? It is a harmless book. If you have nothing to read, you could buy it and maybe they fear for the future of mankind if this is the future? I'd rather watch a cat video, and I don't particularly care for felines.

0 of 2 people found the following review helpful. THIS. SUCKS. By CustomerOkay, I know I'm not a very good writer, or much of a judge either. But I can tell you this, This book sucks. Who cares about who's famous on a stupid website called "YouTube"? I just don't see the point of this extremely idiotic "book", if you will. To summarize this "book", it's HORRIBLE. Very BAD. One of the worst "books" I've ever seen/read.

YouTube has changed the viewing habits of millions around the world and it was pioneering vloggers such as Zoella Sugg, Jack and Finn Harries, Caspar Lee, Marcus Butler and many others who built their channels up from scratch, that broke the mould and put their lives online for all to see. They used to be called 'the most famous stars you've never heard of', but since then they've gone on to win worldwide fame (by popular demand, Zoella and Alfie Deynes even have their own waxworks in Madame Tussauds). Complete with tips to help you produce your own content, this is their story.