

How to become a vlogger in 9 steps

Vlogging is a growing interest of many young people, both to share their ideas and to earn some money. Here are the most important steps if you want to become a successful vlogger.

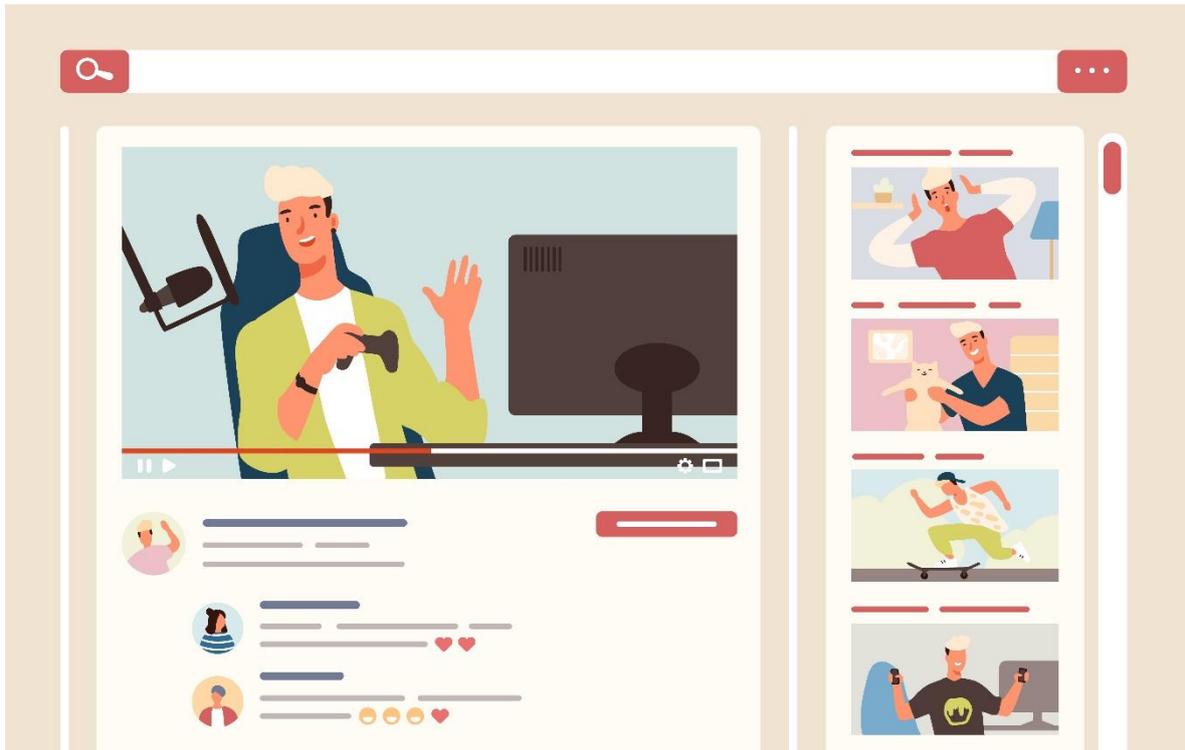


Prepare!

1 Come up with an interesting theme for your channel. The four most watched categories are beauty advice, lifestyle, the world of computer games, and entertainment. However, the most important thing is to speak about something you truly like.

2 Decide how often you want to post your videos. Occasional vloggers post only when they have something special to share. Weekly vloggers post when they collect enough interesting material. Those who post daily usually do it as their job, as they need to get more views and subscriptions.

3 Invest in equipment. It is important to have a good camera, a tripod and, if possible, proper lighting. If you are just beginning, you will probably manage without most of these. However, if you decide to become more serious about vlogging, technology should be your first concern. It is what makes a difference.

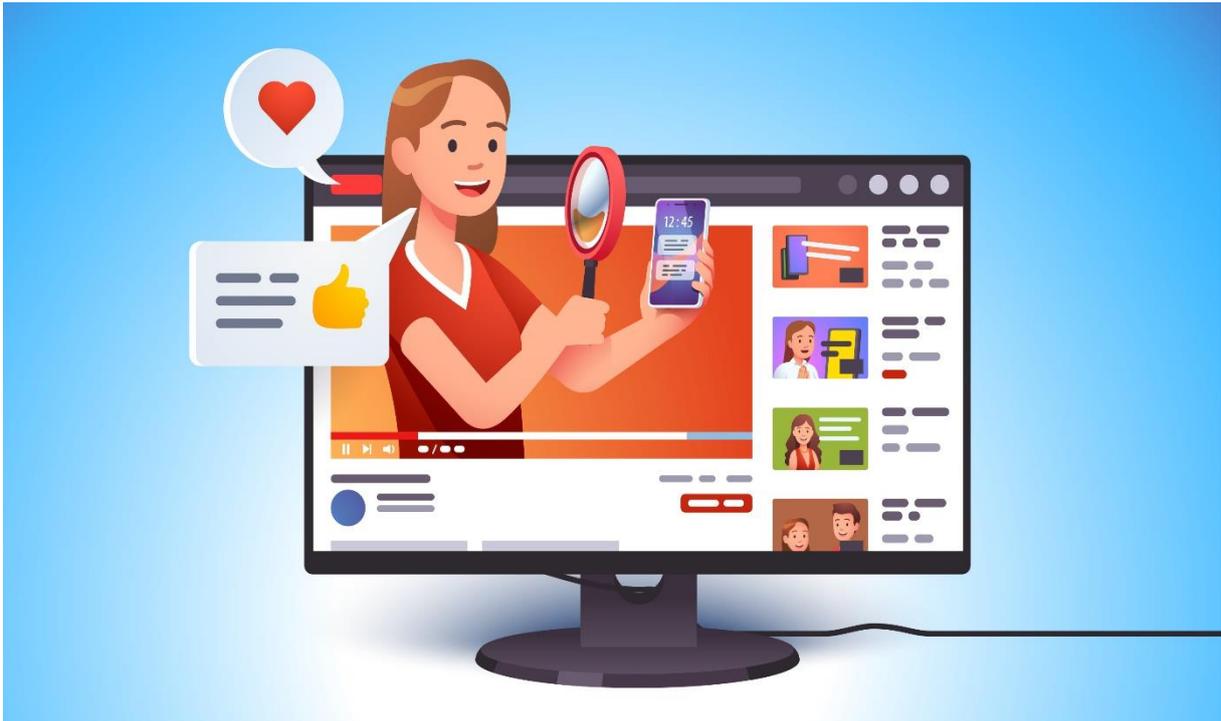


Make content!

4 When you make videos it is very important to be as natural as possible. Don't be afraid to show emotions. People prefer to watch content in which they can connect with the person speaking. Therefore, look at the camera as much as possible, instead of at your notes.

5 Don't speak too long. The best videos are only a couple of minutes long. Say everything clearly and in as little time as possible, so your audience will listen to the end.

6 Along with keeping videos short, it is important to keep your followers interested. One of the ways to do it is to ask questions of your audience. Give them an opportunity to answer in the comment section. Or, you can suggest they ask you questions. Another trick is to get off the couch, go outside and explore.



Be involved!

7 Once you have enough material, edit it and upload it. Use quality editing tools in order to make your videos the best they can be. Don't forget to promote them, first with your friends, family and acquaintances, and then through the official channels.

8 While you do this, be careful about the copyright to photos and music. If you use other people's materials, check that it is ok, or your video can be taken down.

9 Join and build vlogging communities. No hobby is fulfilling in the long run if you don't have anyone to share it with. Find other vloggers, watch them and cooperate. Listen to your audience as well – even if it is just a few people in the beginning, ask them for their opinions and ideas on what to make next.

**Task:**

Visit a channel of a popular vlogger you like, or you think might be interesting, and watch their videos on how to vlog, or how they became vloggers.

Share your findings with your class. What are their ideas about becoming a vlogger? Which advice do they consider best? Who helped them?