

Making money

Grace F Victory

How we earn money is this big secret but I'm going to tell you guys. When I first started, no one made money and no one knew it was a thing to make money and then eventually YouTube will approach you and say "Hey! Make some revenue on this video!" and then they'll say "Hey! Make some money on your whole channel." And they'll put adverts of their choice on your videos. And there's also things like being paid to go to events. So for appearances – us YouTubers get paid for that and there's also things like sponsorship which is a massive thing at the moment. So you'll notice on YouTube if someone has got "Ad" in the title or in the description box it says "this video is sponsored" then it means that YouTuber, vlogger, instagrammer has been paid to promote that make. So you can make a living off being a YouTuber, a vlogger, Twitter and basically being a social media influencer I guess, but it is very, very hard and it took me a long time to build up my following and I guess build up a repertoire of content that brands want to work with. A brand is not going to just give anyone any money and say "Hey! Here's £300 to do this" that's not how it works.