



ZOELLA

How to vlog your way to a million pounds

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There's a new breed of media mogul vlogging their way to the top. Today's YouTube entrepreneurs show you how you can be tomorrow's.

Have you ever sat at work feeling underpaid, under-challenged and wondering, 'Is this *it*?' Do you dream of being your own boss and making money from what you're really passionate about? Well your dream job could be out there... on YouTube.

Because among the skateboarding dogs and devoted Beliebers on the internet, there's an exciting breed of new DIY media mogul: content creators - musicians, vloggers, comedians, fashion and beauty experts - who have shunned traditional paths to build a channel - and a career - on the site, which gets more than a billion unique users visiting every month, and where 500 hours of video are uploaded every single minute.

Those at the top of their game (and they include plenty of women: [Zoe Sugg](#) aka Zoella (pictured below), [Tanya Burr](#), [Pixiwoo's Sam Chapman](#), to name a few) attract higher viewing figures for their three-minute video blogs than mainstream TV shows. They have more than a million subscribers and tens if not hundreds of millions of views. It's a career game-changer: once they've grabbed the attention of their audience, they are commanding advertising revenue, sponsorship deals, TV guest appearances and opportunities to develop their own product ranges. This isn't kids playing in their bedrooms. This is savvy, young entrepreneurs building their own brands.

ZOZEEBO/INSTAGRAM

So, how does it work? In 2007, YouTube introduced a 'Partner Programme' that allowed anyone who built a channel to take a cut of the advertising: mostly 'pre-roll' video ads that run before the content starts. You can make up to £4.87 for every 1,000 video views - so you could make up to £2,435 for a video that gets 500,000 hits.

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Of the million partners around the world that earn revenue this way, YouTube's owner, Google, says there are thousands that make more than £60,000 a year - and it's on the up. Take 25-year-old Sugg, she reportedly earns around £20,000 each month from advertisers alone. The Sunday Times published new figures recently that stated the YouTube star earned nearly £400,000 in eight months of 2014.

Social media career expert Steve Ward, from recruitment company CloudNine, has seen a surge in women considering vlogging as a career over the past five years. He puts this partly down to the economic climate, but says mainly "they see an opportunity to be living each day doing something they love. As well as the attraction of mini celebrity status." Hazel Hayes, 31, of ChewingSand, is one of them. "You aren't tied down to anybody else's agenda. You are your own boss on YouTube,". Since joining the vlogging scene in 2011 Hazel has amassed almost 170,00 subscribers and around 5.1 million views for her songs, vlogs and comedy sketches (including the surreal 'Unnecessary Otter').

The majority of hit channels run by women deal with beauty and fashion, but you'll also find rising stars like Hayes performing comedy sketches and songs or vlogging about books, video games, food and fitness. It's a veritable smorgasbord or, as Lex Croucher (Tyrannosauruslexxx), 24, puts it, "a scrapbook of everything I care about and think". Whatever the topic, the thing that unifies all the most-watched channels is the fact that their creators are all passionate about their subject areas. It's this raw passions and DIY aesthetic that is so appealing to viewers - and therefore advertisers

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Hit the 50,000 subscriber mark and you're in business, because on top of advertising revenue, that's when sponsorship offers start hitting your inbox. Sponsors will pay thousands (in some cases up to to £10,000 for one video) to be linked to these young internet celebs. You might be asked to trial a certain product in one of your makeover videos, wear a particular item of clothing or respond to a creative challenge.

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Susi Weaser, head of partner management at ChannelFlip, a multi-channel network that helps connect sponsors and YouTubers, says that in the early days, brands would simply try to offer free products in return for a mention. "Nowadays that rarely happens. It's completely normal to start discussing budget and we often turn down companies that don't value our creators appropriately," she says. "Not only will YouTube entrepreneurs often reach more people than a TV ad, but it's 100 times more creative and engaging to their viewers."

Lauren Luke, 34, is well aware of the opportunities that can come your way through YouTube. She was one of the earliest standout stars to emerge, thanks to her make-up tutorial channel, panacea81. She started posting videos from her bedroom in Chester-le-Street, near Newcastle, in 2007, to promote the make-up she was selling on eBay. A turning point came in December that year when she shot a tutorial showing how to recreate Leona Lewis's make-up from her *Bleeding Love* music video. It went viral and Lauren was suddenly being interviewed by reporters, invited to appear on TV and became the subject of BBC documentary *Inside Out*. Then Barry M cosmetics came calling, asking her to create video tutorials for their website. Simple followed, crowning her a brand ambassador, she started writing a beauty column for *The Guardian*, and she was given the opportunity to create a range of brushes and a make-up line called By Lauren Luke. "I had to learn how to be a businesswoman," she says. "Particularly when it came to negotiating contracts, which I had no experience of."

If you want to go pro today, this sort of portfolio approach is critical. "All of the people on YouTube I know are diversifying," says Rosianna Halse Rojas, the London-based 24 year old who launched her eclectic channel missxrojas in 2006. "Whether it's through merchandise, events, an album on the side... you have to do something new or you die."

"We have so many fingers in so many pies in order for us not to have a day job," says Sam Chapman, 38, one half of popular make-up channel pixiwoo. "You need to get used to having lots of small revenue streams rather than one big one and be prepared for them to

brushes, launched a beauty magazine, Two, and been involved in videos for brands including Boots No7 and Avon.

BECKY MAYNES

Yet for all the conference calls and work lunches with big brands, there's a golden rule all long-lasting YouTubers live by: Never lose sight of your audience. "Only partner with products or messages you believe in. There's no point trying to make a quick buck, because in the long term you will lose the trust of the people watching," says Northampton-based Louise Pentland, 30, of Sprinkle Of Glitter and Sprinkle Of Chatter. And she should know - her esteem-boosting beauty and lifestyle channels are paying her mortgage.

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In order to build a loyal following like Pentland's, you need to upload regularly - at least once a week - and develop social media profiles beyond the video-sharing site, talking to fans on Facebook, Twitter, Instagram, Google+, via a blog and over email. "On a typical day I've already checked my social media channels and emails by 7am. TV is a monologue

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content - good or bad - so you can constantly refine what you are doing and attract more viewers."

"Not everyone can make a million on YouTube, but if you can use it as a platform to sell yourself, you will be in high demand from employers," says Drew Benvie, founder of social media agency Battenhall. Even those who don't achieve fame and fortune will learn valuable transferable skills - how to build a following, how to tell stories, how to shoot and edit video - that can help you land lucrative jobs in media and advertising. "I'm pleased the world is waking up to YouTube and realises that we should be taken seriously," says Pentland. Is the flood of new YouTubers making her feel threatened? "It just makes me up my game," she says.

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