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**Reboot Your
Business.
Reboot Your Life.
Your Future
Depends on It.**

Mitch Joel

**President of Mirum and Bestselling Author of
*Six Pixels of Separation***

**ultimate youtube hacks for
music retailers**

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read this – sixpixels.com

get personal – mitch@sixpixels.com



think channel not video

Even YouTube Stars With 1.4 Million Monthly Viewers Earn Less Than \$17,000 a Year, Research Shows

You should probably buy lottery tickets instead.

in f 🐦



By **Minda Zetlin** *Co-author, The Geek Gap* 🐦 [@MindaZetlin](#)



...so why do it?...

from a retailer perspective



*World's
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NORMAN'S
RARE GUITARS

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Normans Rare Guitars

311,144 subscribers

SUBSCRIBED 311K

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Description

Check out Norman's Rare Guitars, a world known vintage guitar store in Tarzana, California. 818-344-8300

Be our Fan on Facebook at www.facebook.com/normansrareguitarscali

Follow us on Instagram @normansrareguitars & Twitter @normansguitars

Stats

Joined Mar 4, 2010

114,651,984 views

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- Phillip McKnight
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Details

For business inquiries: [VIEW EMAIL ADDRESS](#)

Location: United States



Play (k)

0:56 / 4:09

12-Year-Old JADEN LEHMAN playing a 1964 Fender Stratocaster

4,763,829 views

31K 1.6K SHARE SAVE ...

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Electric

TURN IT UP!

A CELEBRATION OF THE ELECTRIC GUITAR



FEATURING:
TURN IT UP

A history of the electric guitar, hosted by Kevin Bacon. This celebration features interviews and performances by B.B. King, Slash, Les Paul, Robby Krieger, John 5, Paul Stanley, Skunk Baxter, Jerry

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from a consumer perspective



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Impression Blend
10K views • 1 week ago



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Margaret X
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Ibanez Guitar
1.2K views • 9 hours ago



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Giovanni Scardoni
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From the guys who wrote Deadpool





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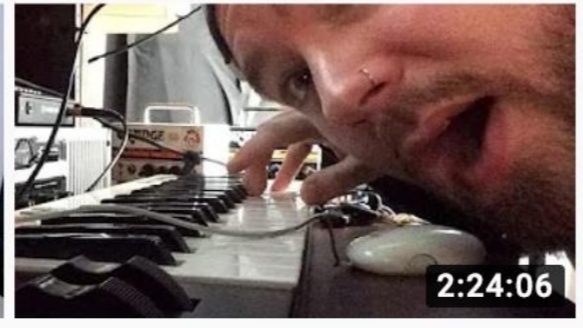
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 ForBassPlayersOnly
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 WatchMojo.com ✓
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Adding Epic Orchestration To A Metal Song LIVE!
 Gear Gods ✓
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Metallica - Lars Ulrich Singing in the Tuning Room...
 MetallicaLiveHD
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 Jocko Podcast
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Ibanez ATZ100 Electric Guitar - Andy Timmons New Signature Model

1,241 views



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Ibanez Guitar

Published on Jan 21, 2019

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Fred Armisen Tells Jokes On Musicians Will Understand - Team Coco

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bang goes the bell



nerds love content



i come to you as a journalist



1. (for all) no idea

Andertons

GUITAR DEPT.

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Andertons Music Co ✓

515,698 subscribers

SUBSCRIBED 515K



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Description

Welcome to the Andertons Music Co. Youtube channel!

Andertons Music Co. has been a family run business since 1964, so it's fair to say we know a thing or two about guitars!

This channel is dedicated to guitars, effects pedals and amps. Showcasing all of the best gear as well as legendary guest players like John Petrucci, Paul Gilbert

Stats

Joined Dec 17, 2007

134,288,957 views



FEATURED CHANNELS

Andertons Drum Dept.

SUBSCRIBE

Andertons Synths, Key...

SUBSCRIBE

Rob Chapman

lee anderton – managing partner



2. honesty (is such a lonely word)

“Most of the success has come from perseverance and not expecting any sort of pay back in the early days. Most importantly it's about being 100% honest with the audience and loving what we do. **The honesty bit may be difficult to process for some retailers.** It does require you to (sometimes) say that you don't like something that you sell. I have had suppliers complain about videos we've made where their products don't come out on top. But for me, as long as you're honest with your customers and sensible with your suppliers, you'll be OK..”

RICHIE CASTELLANO



RichieCastellano.com



Richie Castellano

38,586 subscribers

SUBSCRIBED 38K



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Description

Hi, my name is Richie Castellano. I play guitar and keyboards for Blue Oyster Cult. This is my YouTube. This is a place for all of my video projects, original music and cover videos. Thanks for checking out my channel!

-Richie

Stats

Joined Jul 1, 2007

5,806,311 views



FEATURED CHANNELS

 MorningStarlett

SUBSCRIBE

RELATED CHANNELS

 Band Geek Podcast

richie castellano – host of band geek



3. consistency is king

“I’ve found that focusing on things that I find to be fun or interesting goes a long way. Trying to make viral videos - or chasing trends - is a waste of time. Viewers can definitely tell when you’re being insincere, so it’s important to make content you believe in. **Consistency helps a lot. Post often.**”

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Description

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Stats

Joined Jul 23, 2007

161,464,240 views



RELATED CHANNELS

 **Andertons Music Co**

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 **Reverb**

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 **Premier Guitar**

mitch gallagher – editorial director



Nita Strauss
Guitarist

4. listen to your users

“We invest a ton of energy into listening to our customers. Not just in the sense of data or social media monitoring, but actually having passionate humans (usually the content creators themselves) reading through every comment. This informs the content that we make. **In many ways, we are our customers' eyes and ears online, so we work hard to make content that helps them get 'closer' (both visually and audibly) to the gear they're interested in.**”



Normans Rare Guitars

311,202 subscribers

SUBSCRIBED 311K



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Description

Check out Norman's Rare Guitars, a world known vintage guitar store in Tarzana, California. 818-344-8300

Be our Fan on Facebook at www.facebook.com/normansrareguitarscali

Follow us on Instagram @normansrareguitars & Twitter @normansguitars

Stats

Joined Mar 4, 2010

114,663,881 views



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 Phillip McKnight

jen angkahan – everything digital



5. test & learn (always)

“I’ve been working at Norman’s for close to ten years. We constantly try things... and **we rarely know what will work until it’s live**. The audience always decides. We ask people to subscribe with cards at the end of the video, but we may test that by having the talent ask. When Post Malone came by the shop, that video went viral. When we posted more footage of his visit? It didn’t work as well. We’re always testing and learning. Always.”



Reverb ✓

381,166 subscribers

SUBSCRIBED 381K



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Description

Reverb.com is the online marketplace to buy, sell, and learn about new, used, and vintage music gear.

Since launching in 2013, Reverb's YouTube channel has grown into one of the world's most popular music gear channels, connecting millions of people around the world to the gear and inspiration they need to make music.

Stats

Joined Dec 29, 2012

81,282,606 views



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 Andertons Music Co

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 Premier Guitar

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 That Pedal Show

michael lux - director of video production



6. kill the script

“One of the best things about YouTube is that you have control over the content. Too much control — like relying on scripts — can come off as disingenuous. Rather than writing out your talent will say, take some time to discuss the subject and goal of each video, and **let your talent talk to your audience as if they’re having a conversation**. If you trust your talent (and you should), you’ll be surprised by what can naturally happen. One example is our video 'Why is Spaghetti Western So Cool?' After 45 minutes of Joe Shadid speaking from a script, I decided to scrap it, and let him go off the cuff. The tactic worked. That video was one of our best-performing of 2018.”



Amy Landino ✓

306,782 subscribers

SUBSCRIBED 306K



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Description

Go after the life you want. Welcome to AmyTV!

AmyLandino.com

Details

Stats

Joined Feb 6, 2011

15,240,081 views



♡ MORE FUN WITH AMY ♡

 **LIVE with Amy**

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 **Schmenzo**

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amy landino - co-founder



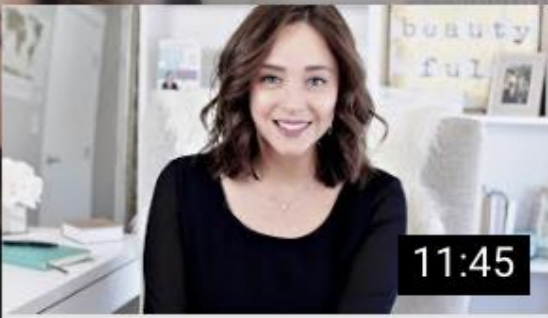
From Amy Landino



10:48

MY EARLY MORNING ROUTINE

by Amy Landino
109,855 views



11:45

MAKE TIME FOR EVERYTHING YOU WANT TO DO

by Amy Landino
161,442 views



7. it's all in the card(s)

“Use cards to 'pop in' to help the conversation flow from video to video. Cards can help to build the channel. For example, **if we see a drop in video at the 4 minute mark, we will go back and drop a card in to some other video that might be more interesting** (or that we know worked really well). In the creator studio you can also use cards to run polls, which keeps viewers really engaged as well, and it's a great source of feedback for the retailer.”



@jflgags

@jflgags

/jflgags

SUBSCRIBE

Store



Just For Laughs Gags

8,461,450 subscribers

SUBSCRIBE 8.4M

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Description

Welcome to the world-famous Just For Laughs Gags channel. Subscribe to our channel and stay up to date on our latest pranks!

Links

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Stats

Joined Jan 13, 2007

4,658,346,200 views



FEATURED CHANNELS

Just For Laughs

SUBSCRIBED

Juste pour rire les gags

SUBSCRIBE

Juste pour rire

carlos pacheco – coo, truly inc.



8. don't ignore your channel!

“People think that social media is fun and that making videos on YouTube is easy. It’s not. It’s hard work, and it takes a serious commitment. You need to be publishing 1 -2 times every week for a while to see if your channel is getting any traction or not. Don’t give up. Don’t ignore it. Ignore your channel and the algorithm ignores you. YouTube wants activity. Be active!”



the recap

1. no idea what works!
2. honesty
3. consistency
4. listen
5. test & learn
6. kill the script
7. use cards
8. don't ignore your channel

there was so much more...



YouTube

memphis drum shop



Groovin' In Memphis with Carlos Sargent

“it’s every little thing” – jim pettit



CORE THESIS:

Content is not where the value lies, the content is merely a means to an end.

The value is in the audience.













avoid intros – get right to the point



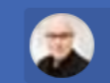
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people click more when it's a face



Norman's Rare Guitars

@normansrareguitarscali

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Norman's Rare Guitars is at Norman's Rare Guitars.

January 19 at 9:01 PM · Tarzana, CA, United States

#GuitarOfTheDay: 1962 Epiphone Coronet in Original Cherry finish with single dogear P90 here at #NormansRareGuitars! For any questions you may have or price inquires about this #Epiphone #Coronet #guitar please give us a call at 818-344-8300. So what do you guys think?

LIVE 700th Episode Celebration next Saturday!!! We will finally be giving away a guitar during a trivia section during LIVE!!! Make sure you brush up on all Guitar of the Day Episodes! Have a great weekend!



YOUTUBE.COM

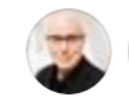
Guitar of the Day: 1962 Epiphone Coronet | Norman's Rare Guitars

#GuitarOfTheDay: 1962 Epiphone Coronet in Original Cherry finish with single dogear P90 here...

94

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Norman's Rare Guitars

January 19 at 7:45 PM

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run a contest to run up the numbers


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mitchjoel [Edit Profile](#)

762 posts 4,637 followers 664 following

Mitch Joel
Founder @ Six Pixels Group. Investor. Advisor. Author. Speaker. Media Hacker.
Books: Six Pixels of Separation & CTRL ALT Delete. All about the bass.
www.mitchjoel.com

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look towards different platforms

...and yes, i just did a
presentation on youtube
without showing any video,
playing any audio and without
an internet connection (so
there!!)

Groove – The No Treble Podcast Live Recording With Bass Legend Michael Anthony



Friday, January 25, 2019 – 5:00 pm to 5:30 pm

📍 ACC, Level 1, Lobby, NAMM Idea Center

📅 Add to Calendar

Presenter: Mitch Joel

In the past few years, Groove – The No Treble Podcast has become one of the biggest audio shows for bass players, and is building one of the largest oral histories of the bass in the world. Past guests have included Victor Wooten, Jeff Berlin, Tony Levin, Jerry Jemmott, Michael Manring, John Patitucci, Robert Trujillo and many more. In this session, Groove goes live at NAMM with bass legend Michael Anthony (Chickenfoot, Van Halen). This is an event you won't want to miss!



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**Reboot Your
Business.
Reboot Your Life.
Your Future
Depends on It.**

Mitch Joel

**President of Mirum and Bestselling Author of
*Six Pixels of Separation***

**ultimate youtube hacks for
music retailers**

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