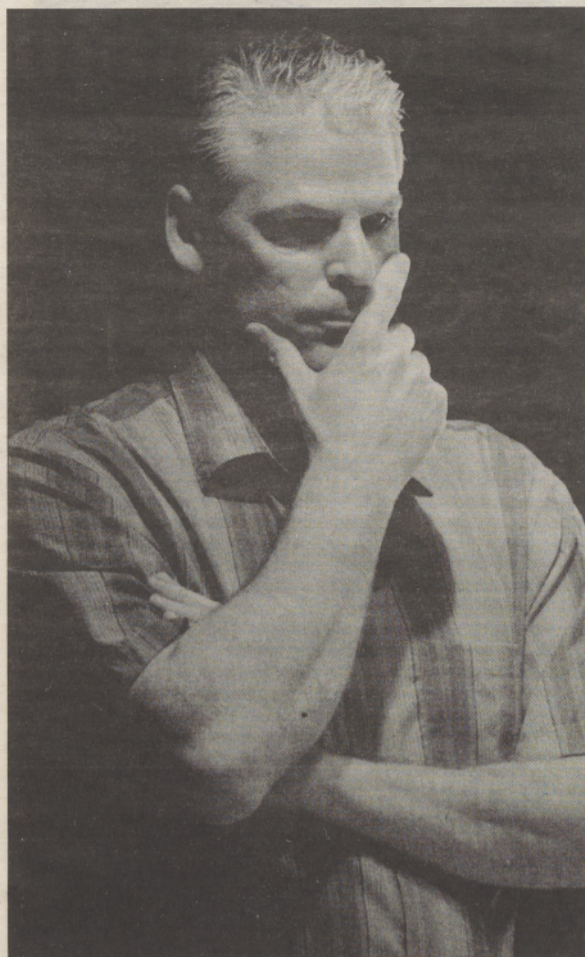


Channel your inner moneymaker



Brittany Bell The Clackamas Print

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News Editor

How does a person make money on YouTube by just simply posting videos – without selling a product, without joining some ponzi scheme and without ripping off your viewers? On Wednesday, Feb. 20, Clackamas offered a Making Money on YouTube luncheon presentation to the community for a \$5 admission fee per person.

The speaker was Carl Jacobson, who is a self-employed woodturner, which differs from other forms of woodworking because the piece of wood is continuously moving while a stationary tool is used to cut and shape it. He sells the products he makes in his YouTube videos but makes more money from the ads that play before his videos or show on the side of his page.

“When I first set up my account, I was just using it to watch cat videos,” said Jacobson. “YouTube is free to watch.”

Jacobson started by making videos in his garage as a side project to teach people about woodturning.

“At the time YouTube was a new way to teach people, because people want to learn things,” he said. “With this you can do anything.”

After a while, YouTube suggested that Jacobson become an AdSense partner; both programs are owned by Google. Once you have a YouTube channel, you can either create an AdSense account or request permission for a partnership through YouTube’s monetization settings.

Having an AdSense account is important because it is how you get paid for ads. How this works is a company will pay YouTube or

Google to run their ads based on views. When you allow ads on your site, you get a portion of the money that the advertisers are paying.

“You don’t have a choice of what ads play, but you can decide where and when they run,” said Jacobson.

You may want to have advertisements showing on the side of your page, which will bring in revenue, as long as viewers are interested enough to click on them. Or you could have a video advertisement play before yours begins. The type and number of ads depict your revenue and the more relevant the ad is to your video, the more you will get paid.

“If I put a video up on YouTube, people will share it, and they have a group of people, and a couple of them will share it,” said Jacobson.

This shows one way that your video can get more views and in turn bring in more revenue. Other ways might be to post a link to your video on other social media or forum sites relating to your topic.

Throughout the presentation, Jacobson fielded questions from the audience. One of the questions was from Bill Briare, Dean of Arts and Sciences.

“Is there a threshold for ads on YouTube?” asked Briare.

“There used to be, but there’s not anymore,” replied Jacobson.

Jacobson convinced a friend to post a video of making a Barbie doll cake. It is called “How to Decorate a Barbie Doll/Princess Cake with Icing” and has been up for about six months. This video has made over \$5,000 from ads on YouTube already, with approximately 30 percent of views playing through the whole video.

“This is the reason I’ve been so successful. I have 15,000 viewers on

my channel, I reply to all the comments. I answer all the questions,” said Jacobson. “I try to keep that up more than anything.”

Some things you should remember when uploading a video to YouTube are to include a title, a description of the video and tag words that are related. You shouldn’t put a title or keywords that are unrelated to your video just because it is a commonly searched tag or to get hits. People will find that annoying.

AdSense can be used for other sites such as Blogger and personal websites as well. You can also put a link in your videos that suggests another one of your videos to viewers.

This event was co-sponsored by the Customized Training department and the Business and Computer Science department. Funds from the departments and the admission fee provided the speaker an honorarium pay.

The crowd was a diverse group of students, community members, professionals, CCC faculty and a wide age range, who all chatted casually before the presentation began.

Business and Computer Science Department Chair Sharon Parker invited the attendees to take courses related to the presentation that are offered at Clackamas. Some of the relevant classes that will be offered spring 2013 would be BA 101 Introduction to Business, BA 146 Entertainment Law and New Media and DMC 199 Experimental Filmmaking.

This was the first presentation luncheon offered, but there may be more to come.

“We are exploring the possibility of more of these ‘lunch and learn’ kind of things in the future if there’s an interest,” said Parker.



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