



The Lean Channel: YouTube for Entrepreneurs

By Carey Martell

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Have you ever wanted to start a business centered around producing YouTube videos? This book serves as a guide for the complete novice instructing in how to get started on your path to becoming a new media sensation and make money. Learn everything from how to setup your channel to how to brand your show. In 'The Lean Channel: YouTube for Entrepreneurs' Carey Martell shows you the techniques he used to grow his own YouTube channel from zero to millions of views. He later used these techniques to start a YouTube multi-channel network which grew to hundreds of millions of views in nine months.

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Editorial Review

About the Author

Carey Martell is the Chief Executive Officer of Martell Broadcasting Systems, Inc. Carey formerly served as the Vice President of Thunder TV, the internet television division of Thunder Digital Media. In the past he has also been the Director of Alumni Membership for Tech Ranch Austin as well as the event organizer for the Austin YouTube Partner monthly meetups. Prior to his role at MBS, Inc. and his career as a video game developer and journalist, Carey served in the US Army for 5 years, including one tour of duty during Operation Iraqi Freedom. Carey also moonlights as the host of The RPG Fanatic Show, an internet television show which has accumulated over 3.7 million views.

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