

The Vagabond's guide to

BUT MAKIN' 'EM
CHEAP!

Successful YouTube Production

while living in your van
(and making money at it)



by Wazooloo

**The Vagabond's Guide to Successful (but makin'em cheap)
YouTube Production While Living in your Van
(and Making Money at it)**

First edition

Copyright © 2013 Ian Juby
www.LivingInYourVan.com

ISBN-13: 978-1483915098
ISBN-10: 1483915093

All rights reserved. This book contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system without express written permission from the author / publisher.

Dedicated to;

the reason I'm here, Dad & Mom (who's been through so much),

my sister who is one of the best editors on planet earth,

(*snort*-ed's comment)

my brother who put me through so much,

and most of all to the Lord Jesus Christ without whose influence I
wouldn't be here today writing this book.

And a special thanks to Beaver who helped take so many
photographs for the book, and had a such an impact on my life.

Note:

For your convenience, the sample video clips and tutorials mentioned in this book can all be found listed on the website for this book: www.LivingInYourVan.com

Easy to follow links can be found there.

Contents:

Chapter 1:

[I Blame My Mother](#)

Chapter 2:

Living In Your Van

Chapter 3:

Can You Hear Me Now?

Chapter 4:

Cameras

Chapter 5:

Animation

Chapter 6:

Lighting, Studio, Field Gear and Tricks (Cheap!)

Chapter 7:

Special Effects (Cheap!) and the Versatile Green Screen

Chapter 8:

Getting YouTube Viewership and "Why YouTube?"

Chapter 9:

Making Money via YouTube

Chapter 10:

Maximizing YouTube

Chapter 1: I blame my Mother

While I joke about living in my van all the time, it's at least partly true. I spend months on the road, traveling from one place to the next, often six months or more before I actually get "home." Which actually is where I'm writing at the moment, sitting comfortably in my office.... If you could call this comfort, seeing as how my office looks like a scene from "Hoarders."

Hmmm.....come to think of it, my bedroom also looks like an episode of "Hoarders," as does my workshop...and my van... There seems to be a pattern here. I'll have to mention this to my psychologist next time I see her. I think she's really pretty and really smart. And after three years of (very expensive) counseling sessions with her, she *still* won't go out on a date with me. Every time I ask (which is about every time I see her), she mutters something about OCD and goes into counseling mode. Ah well, maybe she'll say yes this week?

Anyway, I certainly *enjoy* doing what I do for a living, even if it does involve living in my van for months on end. Every morning you wake up to a different view. Sometimes you wake up to the view of the side of a transport. Other mornings, it's a brick wall. Some mornings it's a beautiful mountain or a river, and, I kid you not – more than once I have woken up to a deer nibbling on grass not four feet on the other side of the tinted glass windows. Then there's those mornings where, after having pulled over to sleep in a rather dicey location, you wake up to the wonderful view of a gun pointed in your face, but I won't go there right now.

I speak on Creation and Evolution from a young-earth creation perspective, and have artifacts and exhibits that I bring with me to show at my lectures. Being a young-earth creationist means I'm poor. It means I can't afford amenities like motel rooms (except on a very rare occasion), but I'm also a video addict. I live, eat

and breathe video production. Have been for many years. In fact, I was getting ready to pitch a weekly creation show to some broadcasters here in Canada when YouTube came into existence. Literally in the time frame of making my pilot episode and beginning to discuss pitches with producers, (a matter of *months*), YouTube had altered mass media as we know it. I'll go into more detail in that, as YouTube is one of the focal points of this book, but suffice it to say that YouTube literally changed everything.

I've been on international television in front of millions of viewers many times. I now have my own weekly television show which got its start on YouTube, and now airs internationally. I know what makes a good show. I know what's involved in television broadcasting and production. I also know that I can't afford the equipment for it. But I've learned it's astounding what you can do with cheap equipment, a little bit of creativity, skill, one person, and a decent used video camera.

While I was already a video producer, what inspired a lot of my living-in-my-van budget video production was my Mother. My first year on the road, my mother complained on the phone one day that I “never write home.” Which was sadly true. You just could *not* motivate me to take a half hour out of my stinkin' time to write a letter. And if I did write a letter, it would probably sit in its envelope on the dash and get wrecked before I finally got around to finding a mailbox to drop it in. However, oddly enough, I was willing to make a *video* (that usually took hours to make) and *email* that to her.

This started a tradition that kind of took on a life of its own. I called them vletters (short for video letters) which I first sent to my Mom. I showed them to some friends who were promptly saying “Hey! Send those to me too! I'd like to see those!” I dunno – something about seeing my video, shot in night-vision mode as I was trying to sleep in the front seat of my van, in the pitch dark, in the middle of a horrific storm, in the middle of

nowhere in Oklahoma, with tornado warning sirens going off in the background kind of intrigued people I guess. Before you knew it, my vletters became a highlight for many a people's day. I had signed up for a YouTube channel (YouTube was hardly a year old at this point), which I still have today: <http://YouTube.com/wazooloo>. I began to post my vletters there, instead of my website server. This was before I really understood the potential of YouTube. In fact, at that time, the world was only starting to get a hold of the potential of YouTube.

I also joined Facebook somewhere around that time, and wound up moving my vletters over to Facebook, because it was so nice to be able to “tag” my friends and family in the videos. I was continuously surprised by the number of people I would run into who would spontaneously start talking about my vletters and how much they enjoyed them. People I had no idea were watching my videos.

Up here in Canada, there was a TV show called “Survivor Man” with Les Stroud. It was a fun show. I never watch TV, but that was one show I did watch on occasion. Basically, they would give Les a few broadcast-quality palmcorders, stick him out in the middle of the forest, or desert, or wherever, for days. Les would document his survival in the harsh conditions.

My vletters became hugely popular, with many, many people spontaneously saying they enjoyed my vletters much more than “Survivor man.” Sometimes I was documenting my struggle to survive (like the time I got charged by a rather angry mother bear up in Northwest Territories).



A reaaaally ticked off momma bear, who had just charged right up to me. I didn't have a gun, but like any good videographer, I did have my camera. It may not look it, but she was close enough that I could swat her across the nose.

I bring the vletters up for multiple reasons: I was producing these videos quite literally while living in my van for weeks or months on end. During that time I would get billeted into homes, cabins, camper trailers, whatever people had for me when I was at a specific location to give a lecture. So I often had power and a desk to sit at, set up my laptop and edit, for perhaps a day or two before I had to hit the road again. Many a time did I sit in the front seat of my van (because the back was filled top to bottom, front to back), with my laptop sitting on the upper edge of my beer-belly and the back edge hooked on the steering wheel cross-member, an external hard drive sitting on the dashboard (because the passenger seat was also filled), all plugged in to a power bar, plugged in to my inverter, plugged in to my cigarette lighter, while I edited video and uploaded it to YouTube in the middle of a truck stop parking lot using their wifi connection.

In 2007 while I was home, I set up my office to use as a television studio, to record what I planned to be a 15 to 20 hour video series on Creation and Evolution. I called it “The Complete Creation,” and it was intended to be an exhaustive look at the science and philosophy behind the debate. Each video would be 28-1/2 minutes long. I originally produced them to be pitched to television stations. I had just purchased a 3CCD video camera (I’ll go over technical terminologies later), and there was *just barely* enough room for the camera to get a shot of me sitting behind my desk while I gave the lecture.

I posted that video to YouTube...which shot to #1 most discussed video in the science and technology category within a few days of posting it. I was shocked, and for the first time, saw the real potential of YouTube and online video for myself. There had been much stir about YouTube and some of the overnight successes that had been as a result of YouTube.

I’ve had several extremely cool jobs in my life. One of them was working in research and development for Delta Temax, a company in eastern Ontario that made “cool suits” for working in hot environments. We actually made the cool suits for on board the space shuttle, which was a suit with veins of tubing running through it which the astronauts wore underneath their spacesuits. I was working on “hot suits” for cold water divers and snowmobiles. I cannot begin to tell you of how much education I received during my time working there. The education I received went far, far beyond the technical and how to do my job. My boss, Joe Rose, was an excellent gentleman to work for. He strove for extreme professionalism.

One lesson I took away from that job was,

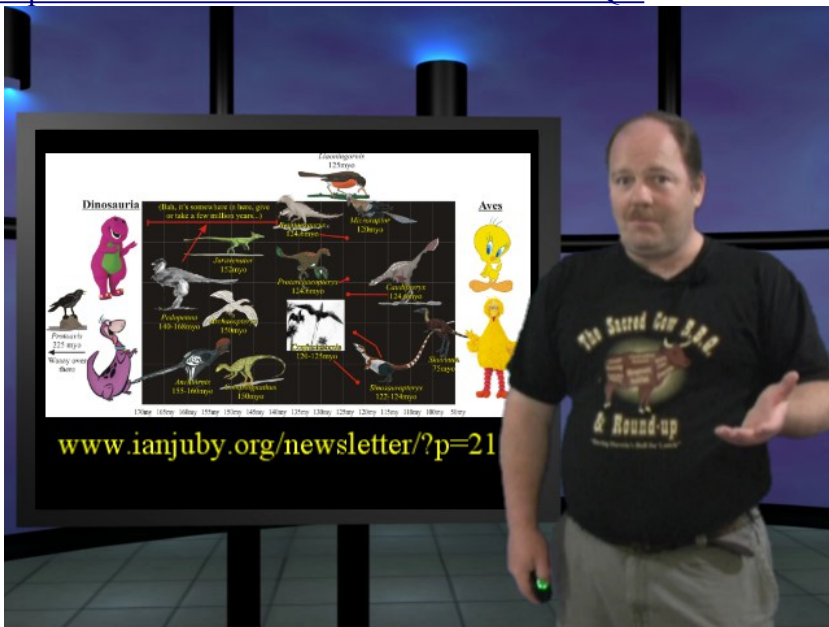
“If you act professional, look professional, and produce a professional product, *you are professional.*”

If you want to be successful at making videos, then you need to give people something they want to watch. If your videos stink,

then you are not going to be successful. I can give you no help. So I don't want none of you jumping ahead to the “How to make money on YouTube” or “How to get YouTube viewership” chapters, got it? There's a reason I'm including all the other chapters.

Let me give you an example of professionalism. Down below are a couple of screen captures from one of the pilot shows for my weekly YouTube show called “Genesis Week.” You can watch the original show here:

<http://www.YouTube.com/watch?v=7k0B80oJIQw>





Here you can see my studio. In fact, in the second picture, I'm actually having an argument with myself. (Hey – I'm on a budget! I can't afford none o' them expensive actors!)

Watching the video or seeing these images, one would not think that I was actually shooting this video in a log cabin, in the middle of nowhere, in Manitoba. The studio and set *do not exist*. They are what are called a “virtual set.” I am in front of a green screen, and while you can buy virtual sets, I made this one, myself, for free, using a free program you can download.

If you act professional, and produce a professional product, you *are* a professional. No one needs to know you're shooting your videos in your parent's basement.

There are many reasons why I live in my van when I'm on the road. In fact, if I were rich, I would probably still live in my van quite regularly. Money is, however, a big reason why I worked so

hard to fit a bed into the back of my van, in amongst all the displays. I gave up a very nice, well paying job with a nice steady paycheck to sleep in the front seats of my van the first two years I was on the road. I have no regrets. It cracks me up to hear the haters online accuse me of being “in this for the money.” If only they knew.

However, in this book I want to focus on some of the things that I'm sure most producers on YouTube can relate to: We want to be successful on YouTube. We'd like to make money while doing what we love. We have little to no money, but some skills, a camera, a computer, and an internet connection. Heck – with the advent of the iPhone 4S, you don't even need a camera or computer anymore! You can shoot with your phone and edit right on there, then upload the video to YouTube via the phone's wireless internet connections. You may not even have a home. You might be living in a van down by the river. But I'm here to tell you that you can make successful video productions, get decent viewership on YouTube, and even put YouTube to work for you to make income. If you're living on the cheap (if you bought/borrowed/stole this book, then chances are you are in this category, whether you live in a van or not) then yes, there are numerous people who are making their living strictly off their revenue earnings from YouTube. It's difficult, but it can be done.

I need to temper the mentality of many a wanna-be successful YouTuber though: Expect a long, hard slog ahead of you. A lot of hard work. Do not expect an overnight success and to be the owner of the next viral video. Yes – overnight success can happen, and has happened to many people. But the vast majority of YouTubers work hard to get fifty views on their video. While there is some technique behind making a video “viral,” the reality is that many videos that had everything needed to be an incredible viral video, turn out to be an incredible viral flop.

In this book I'm going to cover a wide spectrum of subjects: From

the technical aspect of production (on the cheap while living in your van), tips and tricks for special effects (on the cheap), maximizing YouTube viewership, making money via YouTube, and even making your own DVD's, all with the most basic of gear (usually cheap, hopefully gear you have already) and your neighbour's stolen wifi connection. I will show you how, with extremely limited equipment or facilities, you can produce very professional videos that catch the attention and viewership of YouTubers. I'll use real examples of videos (and a weekly YouTube show) that I produced, sometimes in the most difficult of circumstances (out in the middle of the desert in Nevada, for example). And I hope to inspire you to go out and have as much fun as I am while making a name for yourself via internet video.

Even if you have *no* equipment, please read through this book. There are a pile of options now with the incredible technology that is out there. At least you'll be able to get a handle on what you need to do, and what your options are. You'll please notice that many videos on YouTube have garnered *millions* of views, yet the producer didn't even use a video camera.