



# The Lean Channel: YouTube for Entrepreneurs

*Carey Martell*

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## **The Lean Channel: YouTube for Entrepreneurs** Carey Martell

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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