

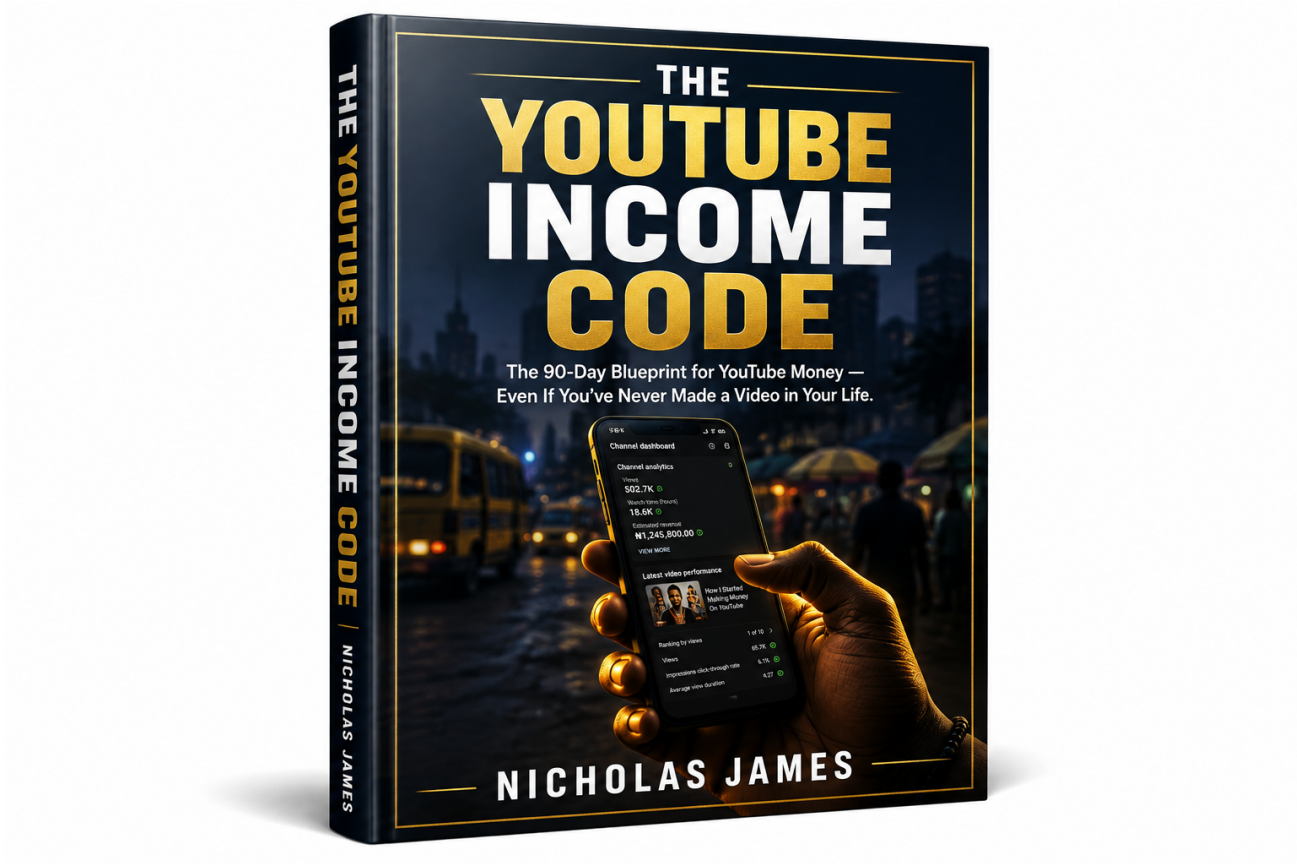
NICHOLAS JAMES

THE NIGERIAN CREATOR SERIES

The YouTube Income Code

The 90-Day Blueprint for YouTube Money — Even If You've Never Made a Video in Your Life.

By Nicholas James



Who Is This Book For?

This guide was written for two types of people.

The First-Time Creator

You have been thinking about starting a YouTube channel for months — maybe years. You have the ideas. You have the knowledge. You might even have the equipment.

But something keeps stopping you.

Maybe it's the fear of looking foolish. Maybe it's the family pressure to do something more "serious."

Maybe you've just never had someone sit down and show you the step-by-step path from a blank channel to actual income.

This guide is that person.

The Creator Who's Stuck

You already have a channel. You've uploaded a handful of videos — maybe more.

But the growth has stalled. You're not monetised yet.

You're not sure why some videos work and others don't. You've started to wonder if you're doing something fundamentally wrong.

This guide will show you exactly what to fix — and why.

ONE THING BOTH READERS HAVE IN COMMON

You are Nigerian. You understand what it means to hustle in this economy. You know what it's like to watch opportunity pass you by because nobody explained the rules.

This guide was written specifically for your reality — your data costs, your NEPA situation, your Naira income goals, and your audience of fellow Nigerians who are hungry for content that speaks their language.

This is not a guide for someone in California with a ring light studio and a fibre connection.

Everything here is built for your phone, your budget, and your YouTube opportunity.

How to Use This Guide

This guide is designed to be used, not just read.

Each chapter ends with a checklist.

Those checklists are not optional reading — they are your commitment to actually implementing what you just learned.

Every item you tick off is a real step forward. Every item you skip is money left on the table.

Throughout the guide, you'll meet Chidi — a composite of the real creators we've worked with at JP Academy.

He's 28, works in logistics in Lagos, earns ₦200,000 a month, and has been meaning to start his YouTube channel for over a year.

His story runs through every chapter so you can see exactly how each lesson applies to someone in a situation just like yours.

"The information here is just fuel. The engine is you. And that engine starts the moment you decide that watching from the sidelines is no longer enough."

A NOTE ON THE ORDER

Read this guide from beginning to end on your first pass.

Then return to individual chapters as you need them.

The Introduction and Success Stories section come first because before you learn the "how," you need to feel the "why" in your gut.

The chapters build on each other — Chapters 1 through 3 get you started, Chapters 4 and 5 get you growing and earning, Chapters 6 and 7 protect what you build and help it last.

The Toolkit appendix at the back is your permanent reference once you're in motion.

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INTRODUCTION

The YouTube Opportunity Nobody Is Telling Nigerians About

Every second you spend watching YouTube, someone else is getting paid.

Not a metaphor.

Literally — at this exact moment, while you read this line, money is changing hands on that platform.

Ad revenue is accumulating. Brand deals are closing.

Digital products are selling to Nigerian viewers who searched for exactly the kind of help that someone with your knowledge could provide.

The only question is whether you are on the receiving end of any of it.

THE REALITY CHECK

YouTube has over 2.7 billion logged-in users worldwide.

In Nigeria alone, millions open the app every single day — on commutes, during NEPA blackouts, late at night.

A massive chunk of the content they're searching for doesn't exist yet. That gap is your opportunity.

What Nigerian Viewers Are Actively Searching For

- Personal Finance & Investment — With the Naira under pressure, Nigerians are desperately searching for content that addresses their actual economic reality — not American 401k plans.
- Business, Entrepreneurship & Side Hustles — Nigeria runs on hustle. Content about starting, scaling, and surviving the Nigerian business environment is consistently among the most watched and shared.
- Tech, Digital Skills & Remote Work — The demand is growing faster than creators can keep up with. Most tutorials are made by Americans for Americans — the gap for a Nigerian voice is enormous.
- Faith & Spirituality — Religion is central to Nigerian life in a way that is difficult to overstate. Channels that engage seriously with faith build some of the most loyal audiences on the platform.
- Relationships, Marriage & Family — The Nigerian conversation around dating, gender roles, and family pressure is completely different from anywhere else in the world.
- Comedy & Entertainment — We are a people who love to laugh — deeply and loudly. Comedy creators are building audiences that brands pay serious money to reach.
- Food & Nigerian Cuisine — A surprisingly powerful niche that attracts both local viewers and diaspora Nigerians thousands of miles from home, hungry for something that tastes like where they grew up.

"The gap between what Nigerian viewers want and what exists right now? That gap is your opportunity."

Can Nigerians Actually Make Real Money on YouTube?

Yes. And not just "some money." Real money — with multiple income streams that build on each other.

AdSense pays less per Nigerian viewer than per American viewer — that is just the reality of the global advertising market.

But AdSense is only one income stream, and not even the most important one.

The Nigerian creators who are genuinely earning well have figured out what this guide will teach you: YouTube is not a salary. It is a platform.

The platform gives you an audience. The audience is where the real money lives.

REAL CREATOR PROOF

Nigerian creators at 10,000 subscribers are closing brand deals worth ₦150,000–₦500,000 per video.

Creators with 50,000 subscribers are earning ₦2M+ per month across multiple income streams. The five creators profiled in the next section started with nothing but a phone — and built all of this from Lagos, Port Harcourt, and from bedrooms nobody else knew about.

And here is the thing about being a Nigerian creator that most people underestimate: the diaspora.

There are millions of Nigerians in the UK, US, Canada, and Europe who are actively hungry for content that sounds, feels, and thinks like home.

Your potential reach is global from day one.

What This Guide Is Going to Do for You

- Chapter 1 gets you clear on your niche, your audience, and what makes your channel different from channels that never go anywhere.
- Chapter 2 shows you how to start recording today with whatever you have — and exactly when and how to upgrade as your channel grows.
- Chapter 3 gives you the content formula that keeps people watching, sharing, and coming back for more.
- Chapter 4 teaches you how to work with the YouTube algorithm and build a community that grows your channel for you.
- Chapter 5 covers every single way a Nigerian YouTuber can make money, with practical steps for each income stream.
- Chapter 6 covers the legal and financial basics most creators ignore until something goes wrong. Don't be that person.
- Chapter 7 is about building a channel that doesn't depend entirely on you showing up every day.

"There is a version of you that reads this entire guide and never uploads a single video. I am not writing for that person."

Oya. Let's build.

BEFORE YOU START: YOUR CHECKLIST

- ☐ Open YouTube and search for three Nigerian creators in a niche you're interested in. Watch at least one full video from each.
- ☐ Write one sentence describing what your channel will be about and who it's for.
- ☐ Record a two-minute video on your phone of yourself talking about anything. Watch it back. Yes, it will feel uncomfortable. Do it anyway.
- ☐ Check your phone storage right now. Clear at least 2GB so you are ready to record.
- ☐ Tell one person in your life about your YouTube idea. Pay attention to their reaction — not to let it stop you, but to start practising how you explain what you're building.

THE SUCCESS STORIES

Five Nigerian Creators Who Started With Nothing But a Phone and a Decision

Before we get into the how, let's talk about the who. Not celebrities. Not people who were handed anything.

Five ordinary Nigerians who looked at the same platform you are looking at right now — and decided to press record.

Tayo Aina — Travel, Real Estate & Business

Before the million subscribers, before the international property tours, before the brand deals — Tayo Aina was driving Uber in Lagos.

Let that land for a moment.

In 2017, he picked up his camera and started uploading.

No formal filmmaking training. No mentor. No production budget.

Just deep, genuine curiosity about places, businesses, and the people building things across Africa.

Today, 1.27 million subscribers later, his channel generates brand deal income that routinely exceeds ₦10 million per month.

He built it one honest video at a time.

"The lesson: Your first video does not need to be impressive. It only needs to exist. Everything that follows — the skill, the growth, the income — comes from that first decision to publish before you feel ready."

Mark Angel — Comedy

Mark Angel started making comedy videos from Port Harcourt at a time when most Nigerians did not believe you could make a real living uploading content to the internet. He believed anyway.

He created simple skits rooted in the textures of everyday Nigerian life.

No expensive sets. No professional actors.

What the videos had instead was recognition — the deep, almost uncomfortable familiarity of watching your own household turned into comedy.

Today, over 9.6 million subscribers follow a channel that started in a bedroom in Port Harcourt with no guarantee that anyone would ever watch.

"The lesson: You do not need to create content for everybody. Create for real people — your people — with stories that reflect their actual lives. When enough people see themselves in your work, they don't just watch. They bring their friends."

Sisi Yemmie — Food & Lifestyle

Sisi Yemmie built her audience one meal at a time.

She started in her own kitchen, showing real food, sharing real experiences, inviting people into the actual texture of her life.

While other creators chased trends, she focused on something simpler and more powerful: showing up consistently as herself.

Over time, viewers stopped coming only for the recipes. They came for her.

Today, 1.11 million subscribers later, her platform is one of Nigeria's biggest food and lifestyle channels — and she has expanded into cookbooks generating passive income entirely separate from AdSense.

"The lesson: People may discover your channel because of your content. They stay because of your personality. Give them both — but never sacrifice the second for the first. Your audience can find information anywhere. They can only find you in one place."

Fisayo Fosudo — Technology

Most tech review channels sound like they were written by the product manual. Fisayo Fosudo decided to do something different.

He explained technology the way a brilliant friend would — directly, clearly, in language that an ordinary Nigerian could understand without a computer science degree.

Today, nearly 800,000 subscribers follow his channel, and international brands compete for the right to be reviewed honestly by someone his audience genuinely trusts.

"The lesson: Clarity is a superpower more rare than talent. If you can take complicated things and explain them in a way that makes people feel capable instead of confused, you will always have an audience."

SamSpedy — Comedy

SamSpedy understood something that takes many creators years to figure out: the most universal stories are often the most specific ones.

His videos were built around situations that every Nigerian who grew up in a Nigerian household carries in their memory.

Strict parents. Dramatic punishments. The particular chaos of African family life.

Today, over 4.5 million subscribers follow a channel that was built, one recognisable truth at a time, for people who already knew exactly what he was talking about.

"The lesson: When people know exactly what you stand for, growth gets easier. Clarity — a specific voice, a specific world, a specific promise to your viewer — is what makes a channel memorable. Be known for something. Then be the very best version of that thing."

What These Five Have in Common

None of them started with certainty.

The beginning looked the same for all of them: ten views on a video they spent all weekend making.

A comment section with nothing in it. Uploading again even though the first video didn't perform.

They continued.

That is the only reason they are in this section.

Not because they were more talented than you.

Not because they were luckier.

Because they started — and then kept going long after most people would have stopped.

YOUR NAME BELONGS IN A SECTION LIKE THIS ONE

There are stories that need to be told that only you can tell — shaped by your specific life, your specific knowledge, your specific experience of being Nigerian in this moment in history. The viewers who need your voice are already on the platform. They just haven't found you yet.

CHAPTER 1

Find Your Lane — Niche, Audience & Channel Identity

Chidi had been saying he would start his YouTube channel "next month" for eleven months.

He had ideas. He had a phone. He even had a ring light his cousin gave him for his birthday.

What he did not have was clarity — and without clarity, the channel never started.

This chapter is going to give you what Chidi was missing.

Why 'I'll Just Post Videos' Is a Plan That Fails Every Time

YouTube is a search engine — the second largest in the world, after Google.

When someone opens the app, they are either searching for something specific, or being shown something the algorithm thinks they will want to watch.

In both cases, YouTube is trying to match a viewer with content that satisfies a specific need.

If your channel is about "everything" or "whatever I feel like posting," what need does it satisfy?

Nobody searches for "everything."

The channels that grow are channels with a clear identity, a specific topic, a defined audience.

This is what we call your **niche**.

THE THREE-CIRCLE FORMULA

- Circle 1: What you know, love, or have genuine experience in — your fuel.
- Circle 2: What Nigerians are actively searching for and need — the market.
- Circle 3: What's missing or underserved in the current space — your edge.

Your channel concept needs to sit right in the middle where all three circles overlap.

The Most Profitable Niches on YouTube in Nigeria Right Now

- Personal Finance and Investment — The hunger for this content is enormous. With inflation eating savings, Nigerians are searching for someone who explains money in their actual economic reality. Not American 401k plans. Nigerian realities.
- Business, Entrepreneurship and Side Hustles — Nigeria runs on hustle. Content about starting businesses, scaling them, and surviving the Nigerian business environment is consistently the most watched and shared.
- Tech, Digital Skills and Remote Work — Demand is growing faster than creators can keep up with. A creator who covers this clearly for non-technical Nigerians has an enormous audience waiting.
- Faith and Spirituality — Religion is central to Nigerian life. Channels that engage seriously with faith build some of the most loyal — and commercially valuable — audiences on the platform.
- Relationships, Marriage and Family — Vastly underserved. The conversations happening in Nigeria around dating, marriage, and family pressure are completely different from anywhere else in the world.

- Comedy, Skits and Entertainment — We love to laugh — deeply, loudly, collectively. Nigerian comedy creators have built some of the fastest-growing channels on the platform.
- Food, Cooking and Nigerian Cuisine — Attracts both local viewers and diaspora audiences who are nostalgic for home. "How to cook jollof rice" is searched thousands of times every single day.
- Parenting and Family Life — Nigerian parents are navigating a complex environment — raising children between tradition and modernity. Content that speaks to this honestly builds devoted communities.

How to Define Your Ideal Viewer Before You Record a Single Second

Before you name your channel, before you buy equipment, before you write a script — you need to be able to describe your ideal viewer in specific detail. Not "young Nigerians." A specific person.

MEET YOUR IDEAL VIEWER: CHIDI'S VERSION

Her name is Adaeze. She's 26, lives in Enugu, works as a nurse, earns ₦120,000 a month.

She watches YouTube in the evenings on her phone, mostly finance and lifestyle content. She feels like the advice never applies to her salary. She has ₦50,000 saved and has no idea what to do with it.

She wishes someone who understood her exact situation would just tell her the truth about money in plain Nigerian English.

Chidi's channel is for Adaeze. Every single video answers a question she is already asking.

The exercise: write a paragraph describing your ideal viewer. Name them. Give them an age, a location, a job, a specific problem, and a specific thing they wish existed on YouTube that doesn't yet. That paragraph is your north star.

Naming Your Channel

Your channel name does not have to be perfect. It has to be clear, memorable, and searchable.

Make it easy to say and easy to spell. Let it hint at what the channel is about.

Don't overthink it — serious creators have grown massive channels with names that seemed ordinary at first. The content builds the brand. The name just needs to not be a barrier.

A Word on the Family Conversation

If you are Nigerian, this is already sitting in the back of your mind.

Your family does not fully understand what you are trying to build.

Your parents think YouTube is where people go to watch music videos, not where you go to build a career.

"Don't over-announce. Start quieter. Tell them you're working on a project. Let the first payment alert do the talking."

CHAPTER 1 CHECKLIST

Do these before you move to Chapter 2. Each one is a commitment that moves you forward.

- ☐ Write your three circles: what you know and love, what Nigerians need, and what's missing in the current space. Find the overlap.
- ☐ Choose your niche. Write it in one clear sentence: "My channel is about [topic] for [specific audience]."
- ☐ Write a paragraph describing your ideal viewer — name, age, location, job, problem, and what they wish existed on YouTube.
- ☐ Search YouTube for five existing channels in your niche. Watch at least two videos from each and take notes on what they do well and what's missing.
- ☐ Read the comments on those channels. What are viewers asking for? What are they frustrated about? Write down the patterns.
- ☐ Write three potential channel names and test them on two people — can they remember it five minutes after hearing it?
- ☐ Draft your channel description: what the channel is about, who it's for, how often you'll post, and why you're the right person to make this content.

CHAPTER 2

Set Up & Show Up — Equipment, Lighting & Recording on Any Budget

Chidi spent three months convincing himself he needed better equipment before he could start.

During those three months, a creator in his niche uploaded 24 videos, grew to 3,000 subscribers, and closed his first brand deal.

Chidi had better equipment than that creator. He just hadn't used it.

THE TRUTH ABOUT QUALITY

Video quality does not determine whether your channel grows. Value determines whether your channel grows.

Think about the last YouTube video you shared with someone. Was it the most professionally produced video you'd ever seen?

Or was it a video that taught you something useful, made you laugh, or showed you something you'd never seen before? People share value — not production quality.

There is a baseline: your audio needs to be clear enough that people can understand you, and your video needs to be stable enough that it doesn't give people a headache.

But that baseline is much lower than the equipment industry wants you to believe.

Your Phone Is Enough: How to Get Great Results Right Now

- Use the rear camera, not the selfie camera — The rear camera on almost every smartphone is significantly better. Yes, it's harder to frame yourself. The improvement in quality is worth it.
- Shoot horizontally, always — YouTube is a horizontal platform. Videos shot vertically leave black bars on both sides. Turn your phone sideways. Make it a habit you never break.
- Lock your exposure before you record — Tap and hold on your face in the frame to lock focus and exposure. Nothing makes a video look more amateur than constantly shifting exposure.
- Get close to your subject — Fill the frame with your face and upper body. This creates intimacy with the viewer and naturally reduces background noise pickup.
- Record in the highest resolution your phone allows — Go into camera settings and confirm you're recording at 1080p minimum. YouTube rewards higher resolution content.

Sound Matters More Than Picture

"Your viewers will tolerate average video. They will not tolerate bad audio. Have you ever kept watching a video where the audio was distorted or hard to understand? Almost certainly not. You clicked off within thirty seconds."

- Use earphones with a built-in microphone — The earphones that came with your phone will produce dramatically better audio than the built-in mic. This one change alone will make a noticeable difference from your very first video.

- Find the quietest spot in your space — Walk around your home and listen. Where is the generator noise loudest? Where does street sound come through most? Find the spot where all of these are minimised.
- Yes, the wardrobe trick is real — Clothes absorb sound. Recording inside a wardrobe full of hanging clothes will give you audio quality that sounds like a professional studio. It looks ridiculous. It works brilliantly.
- Know your NEPA schedule — Generator noise is one of the hardest things to remove from audio in post-production. If you can avoid it by timing your recordings for when NEPA is on, do it.

Your Three Equipment Tiers

- Tier 1: ₦0 (Your Phone As It Is) — Phone camera, basic earphone microphone, natural light, quiet room. This is your starting point. Do not leave this tier until you have uploaded at least ten videos.
- Tier 2: ₦30,000 – ₦150,000 (The Noticeable Upgrade) — Ring light (₦5,000–₦15,000), basic lapel microphone (₦10,000–₦40,000), phone tripod (₦5,000–₦15,000). Most successful Nigerian YouTubers operate at this tier.
- Tier 3: ₦200,000–₦500,000+ (The Serious Setup) — Mirrorless camera, condenser microphone, three-point lighting. Grow into this — only invest when your channel is already generating income to reinvest.

THE KEY UPGRADE PRINCIPLE

Upgrade in order of impact: audio before video. Microphone before camera. Lighting before backdrop. The improvements your viewers will notice first should come first.

Three Free Tools That Will Make Your Videos Better From Day One

- [Adobe Podcast Enhance](https://podcast.adobe.com) (podcast.adobe.com) — Free noise removal and audio enhancement. Upload any recording and it removes background noise and produces broadcast-quality sound. Run every recording through this before you edit.
- CapCut — Free video editing app that works beautifully on mobile. Edit your entire video, add subtitles, transitions, and music — all from your phone.
- [DaVinci Resolve](https://www.davinciresolve.com) (for laptop editing) — Industry-standard professional editing software — completely free. The same software used by Hollywood film editors.

CHAPTER 2 CHECKLIST

- ☐ Go into your camera settings right now and confirm you are set to record at 1080p minimum.
- ☐ Find the quietest spot in your home and test it at three different times of day. Identify your best recording window.
- ☐ Record a 60-second test video using only your phone and your earphone microphone. Watch it back critically.
- ☐ Upload that audio to Adobe Podcast Enhance and listen to the difference it makes.
- ☐ Try recording inside your wardrobe. Compare that audio to your open-room recording. Be honest about which is better.
- ☐ Walk around your space and identify the best natural light source. Record a 30-second test facing it.
- ☐ Check your phone storage right now. Clear enough space to record freely.
- ☐ Write down your NEPA schedule — when does your area typically have power? That is your primary recording window.
- ☐ Charge your power bank fully and leave it next to your recording spot permanently.

- ☐ Download CapCut and spend 20 minutes playing with it. Edit your test clip, add a subtitle, export it.
- ☐ Write down which equipment tier you are starting at, and set a milestone that will trigger your move to the next tier.

CHAPTER 3

Make Videos People Actually Watch — Content, Scripting & Retention

Chidi uploaded his first two videos.

He got 83 views and 47 views.

He was disappointed — until he looked at his audience retention graph and saw that most viewers dropped off in the first 30 seconds.

The problem wasn't who he was. It was how he opened his videos.

What YouTube Actually Rewards

YouTube wants people to stay on YouTube.

The algorithm is constantly asking one question about every video: does this video make people stay, or does it make people leave?

Videos that make people stay get pushed to more viewers.

- Click-Through Rate (CTR) — What percentage of people who see your thumbnail and title actually click on your video.
- Average View Duration — How many minutes of your video does the average viewer actually watch. The longer, the better.
- Audience Retention Percentage — What percentage of your total video viewers watch on average.
- Engagement — Likes, comments, shares, saves. These tell YouTube that people were moved enough to do something.

The Anatomy of a YouTube Video That Keeps People Watching

- The Hook (First 30 seconds) — The single most important part of your video. A good hook makes the viewer feel that leaving now would be a mistake. It creates a promise, a question, a tension, or a revelation that can only be resolved by watching more.
- The Introduction (30 seconds to 2 minutes) — Briefly establish who you are, what this specific video will cover, and what the viewer will get by watching to the end. Keep it short — lead with what you can do for them, not who you are.
- The Body (Main content) — Deliver the value you promised. Use pattern interrupts regularly — anything that changes pace (a clip, a graphic, a story, a moment of humour) to snap wandering attention back. Aim for at least one every two to three minutes.
- The Close (Last 60–90 seconds) — Deliver a satisfying conclusion, then tell the viewer clearly what to do next. Do not just trail off. Close with intention.

Five Hooks That Stop the Scroll for Nigerian Audiences

- The Bold Claim Hook — "Most Nigerians who are trying to save money are actually making themselves poorer." Creates immediate tension the viewer needs to resolve by watching more.

- The Story Hook — Open in the middle of a compelling story. "I was sitting in traffic, checking my phone, when I saw a deposit notification for ₦847,000 from a brand I had never met in person." Humans cannot not want to know how a story ends.
- The Question Hook — Ask a question your ideal viewer is already asking themselves. Make it feel personal — like you reached into their head and pulled out their private thoughts.
- The Shocking Statistic Hook — Lead with a specific number that reframes how the viewer sees the topic. Vague statistics don't land — precise ones do.
- The 'Watch This First' Hook — "Before you start a YouTube channel in Nigeria, there are five things I wish someone had told me — because I learned them the hard way and they cost me almost a year of wasted effort."

Thumbnails and Titles

TITLE FORMULAS THAT CONSISTENTLY WORK

- How to [Desired Outcome] Without [Common Fear or Obstacle]
- The [Number] [Topic] Mistakes That Are Costing You [Specific Loss]
- I [Did Something Surprising] for [Time Period] — Here's What Happened
- Why [Common Belief] Is Wrong — And What to Do Instead
- [Specific Number] Ways to [Achieve Desirable Outcome] in Nigeria

For thumbnails: use your face (human faces get more clicks than anything else), use bold readable text (3–5 words, large enough to read on a phone screen), use contrast so you stand out in the feed, and be consistent so viewers start to recognise your style at a glance. Design for free on Canva.

Consistency vs. Perfection

"The creator who uploads an imperfect video consistently will always beat the creator who is waiting for the perfect video. Always."

Pick a schedule you can actually maintain. One video per week is excellent. The schedule you keep beats the schedule that sounds impressive.

CHAPTER 3 CHECKLIST

- ☐ Watch three successful videos in your niche with a notebook open. Write down exactly how each one opens — what is the hook?
- ☐ Write five potential hooks for your next video using the five hook types. Read each one out loud and pick the strongest.
- ☐ Write your full script structure: complete hook and intro, bullet points for the body, complete close.
- ☐ Do a full run-through of your script out loud before recording. Time yourself.
- ☐ Record your video. Watch it back fully, once, before you edit — note the exact timestamp where your energy drops.
- ☐ Write five potential titles using the title formulas. Test them on one person: which one makes them most want to click?
- ☐ Design your thumbnail on Canva. Test it at a small size on your phone. Can you read the text? Does it stand out?
- ☐ Decide your upload schedule and write it down. Tell at least one person about it to make it real.
- ☐ Upload your first video. Do not wait until it is perfect. Upload it. Learn from it. Make the next one better.

CHAPTER 4

Grow the Channel — SEO, Algorithm & Community

Six weeks in, Chidi had uploaded eight videos.

His subscriber count was stuck at 47 — his mum, two cousins, four friends, and one guy from secondary school who likes everything.

He was doing everything "right" and seeing almost nothing. This chapter explains why — and what to do about it.

THE MOST IMPORTANT MINDSET SHIFT IN THIS CHAPTER

YouTube is not a tap you turn on. It is a garden you tend.

The normal path is slow at first, then suddenly faster, then fast in a way that feels almost unreal.

You cannot get to the fast part without going through the slow part first. Use the slow period wisely.

How the YouTube Algorithm Actually Works

The YouTube algorithm is not one thing. It's four separate systems working together:

- *The Search Algorithm* — Decides which videos appear when someone types a query into the search bar. Like Google, it looks at your title, description, tags, and transcript.
- *The Browse Algorithm* — Decides what appears on a viewer's YouTube homepage. Heavily based on watch history.
- *The Suggested Video Algorithm* — Decides what appears in the sidebar or autoplay queue. One of the most powerful discovery engines on the platform.
- *The Notification Algorithm* — Decides which of your subscribers actually gets notified when you upload. Not all of them do.

Your job is not to trick the algorithm. Your job is to make videos that genuinely satisfy viewers. The algorithm will notice.

Keyword Research the Nigerian Way

- Start with YouTube's search bar — Type the beginning of a phrase related to your niche and watch what YouTube autocompletes. These suggestions are real searches real people make regularly.
- Look at what your competitors are ranking for — Go to the channels in your niche that are growing. Look at their most viewed videos. What titles are they using? What topics keep coming up?
- Use VidIQ or TubeBuddy (free versions) — Both tools show you keyword search volume and competition directly inside YouTube.
- Go after long-tail keywords first — "How to invest ₦50,000 in Nigeria as a beginner" is more specific, less competitive, and more likely to attract exactly the right viewer than "how to invest in Nigeria." Chase long-tail keywords for your first 6–12 months.

YouTube SEO: Titles, Descriptions, Tags and Chapters

- **Titles** — Put your primary keyword as close to the beginning as possible. The important words come first.
- **Descriptions** — Use the first two to three lines (visible in search results) to include your primary keyword naturally. Then write a full summary paragraph, add timestamps, links to related videos, and a call to action.
- **Tags** — Use your primary keyword as your first tag. Then add variations, related terms, and your channel name. Aim for 10–15 tags per video.
- **Chapters** — Timestamps in your description that divide your video into named sections. Each chapter title is searchable on Google. Always add chapters to videos longer than five minutes.

Using YouTube Shorts Strategically

Shorts reach a completely separate feed from regular YouTube videos.

Millions of people scroll through the Shorts feed every day discovering new creators.

Repurpose your best moments — every long-form video has at least one 60-second clip that works brilliantly on its own.

Post Shorts 2–3 times per week, independently of your main upload schedule.

Building Community: WhatsApp, Telegram and the Comment Section

Nigerian audiences are deeply community-oriented.

We don't just consume content — we discuss it, debate it, share it, and build relationships around it.

A creator who gives their audience a space to gather is building something no algorithm update can take away.

- Your most reliable notification system — engaged viewers who watch quickly and boost your early engagement signals to the algorithm.
- Your content research engine — the questions and debates in your community are free, real-time market research.
- Your word-of-mouth machine — community members who feel a personal connection are far more likely to recommend you to friends.

Reply to every single comment on your videos — not with "thanks!" but with a real response. Ask follow-up questions. Start conversations. YouTube's algorithm specifically rewards videos that generate active comment conversations.

CHAPTER 4 CHECKLIST

- ☐ Install VidIQ or TubeBuddy (free version) and do keyword research for your next five video topics.
- ☐ Go back to your last three uploaded videos and optimize their descriptions — add keywords, a full summary paragraph, and timestamps.
- ☐ Create a WhatsApp Community or Telegram channel for your audience. Write a pinned welcome message explaining what members will get.
- ☐ Add your community link to every video description you have uploaded so far.

- ☐ Reply to every comment on your existing videos — today, before you upload anything new.
- ☐ Take your best existing video and pull one 60-second clip to post as a YouTube Short. Add subtitles using CapCut.
- ☐ Make a list of five creators in your niche at a similar size. Follow them on social media. Engage genuinely for two weeks before approaching them about a collaboration.
- ☐ Write down your confirmed upload schedule — day, time, format — and put it somewhere you'll see every day.
- ☐ Set up a simple content calendar with your next eight video topics planned out.
- ☐ Search YouTube for your channel's primary keyword right now. Where do you rank? Write it down as your baseline.

CHAPTER 5

Get Paid — Every Monetisation Stream Available to Nigerian YouTubers

Three months in, Chidi hit 1,200 subscribers.

He applied for the YouTube Partner Programme, got approved, and in his first full month of AdSense earned ₦18,000.

He was excited for about twelve minutes — until he realised that AdSense was only one of six income streams available to him, and not even the most lucrative one.

THE KEY MINDSET SHIFT

YouTube is not a salary. It is a platform. The platform gives you an audience.

The audience is where the real money lives. Build your entire monetisation strategy around multiple income streams, not just AdSense alone.

What Real Nigerian Creators Are Earning

Milestone	Typical Monthly Income	Primary Sources
0–1,000 subscribers	₦0–₦30,000	Affiliate commissions, first digital product sales
1,000–5,000 subscribers	₦30,000–₦150,000	AdSense + first brand deals + product sales
5,000–20,000 subscribers	₦150,000–₦600,000	Multiple brand deals + growing product revenue
20,000–100,000 subscribers	₦600,000–₦3,000,000+	Premium brand deals + course sales + coaching
100,000+ subscribers	₦3M–₦15M+/month	Multiple streams, media company level

Income Stream 1: YouTube Partner Programme & AdSense

The YouTube Partner Programme (YPP) is YouTube's official monetisation programme. When you join, YouTube places ads on your videos and pays you a share of the revenue through Google AdSense.

Tier 1 (Basic monetisation): 500 subscribers, 3 public uploads in 90 days, and either 3,000 watch hours in 12 months or 3M Shorts views in 90 days. Gives access to memberships and Super Thanks.

Tier 2 (Full monetisation): 1,000 subscribers and either 4,000 watch hours in 12 months or 10M Shorts views in 90 days. Full ad revenue on all videos.

Nigerian viewers generate a lower CPM (\$0.50–\$2 per thousand views) than American viewers (\$5–\$20). This is why AdSense alone cannot be your strategy.

Create content that also attracts diaspora Nigerians in the UK, US, and Canada — their views generate significantly higher CPMs.

Income Stream 2: Brand Deals and Sponsorships

This is where the serious money lives.

A single brand deal can generate more income than months of AdSense revenue — and you do not need millions of subscribers to get them.

WHAT SHOULD YOU CHARGE?

- Integrated mention (60–90 seconds in a regular video): ~~₦10,000–₦30,000~~ per 1,000 subscribers.
- Dedicated video (entire video built around the brand): ~~₦30,000–₦80,000~~ per 1,000 subscribers.

A creator with 5,000 subscribers and a highly engaged audience of young Nigerian professionals can command:

- ~~₦50,000–₦150,000~~ for an integrated mention
- ~~₦150,000–₦400,000~~ for a dedicated video

Finance and tech creators command premium rates. Your engagement rate matters as much as your subscriber count.

To attract brand deals: create a media kit on Canva (channel stats, audience demographics, content formats, rates), reach out proactively to Nigerian brands whose products align with your audience, and list yourself on creator marketplaces.

Income Stream 3: Affiliate Marketing

You recommend a product in your video, include a special tracking link in your description, and earn a commission every time someone clicks and makes a purchase.

No inventory. No customer service. Passive income from videos you've already made.

Nigerian-friendly programmes: Jumia Affiliate, Konga Affiliate, Selar Affiliate, Hostinger (dollar commissions, very popular with tech creators), and Amazon Associates if you have international viewers.

Income Stream 4: Selling Your Own Digital Products

The highest profit margin and the most long-term leverage. You create once and sell indefinitely.

- Ebooks and guides — ~~₦2,000–₦15,000~~. An ebook selling 50 copies per month generates meaningful passive income.
- Online courses — ~~₦15,000–₦150,000~~. The natural evolution if your channel is educational.
- Templates and toolkits — ~~₦2,000–₦10,000~~. Spreadsheets, Canva templates, content calendars — lower price, higher volume.

Where to sell: Selar is the go-to platform for Nigerian digital product creators — handles Naira and dollar payments, delivers products automatically, and has a built-in affiliate programme.

Income Stream 5: Coaching, Consulting and Services

Your YouTube channel establishes you as an authority.

When someone has watched twenty of your videos, they trust your judgment.

Some will want you, directly, working on their specific situation.

- One-on-one coaching calls: ₦15,000–₦100,000+ per session depending on your niche.
- Group coaching programmes: Higher leverage — serving multiple clients simultaneously.
- Done-for-you services: If your channel covers a skill you can perform for others, some viewers will want to hire you.

Income Stream 6: Fan Funding

YouTube's built-in tools: Channel Memberships (monthly fee for exclusive perks, available at 1,000 subscribers), Super Thanks, and Super Chat during live streams.

Nigerian alternatives: Buymeacoffee, Selar 'Pay What You Want' links with Naira payment options, and Patreon for diaspora supporters.

Getting Paid in Nigeria: The Complete Dollar Account Guide

AdSense payments arrive in dollars via wire transfer once you reach the \$100 threshold.

You need a domiciliary (dollar) account at a Nigerian bank — First Bank, GTBank, Zenith Bank, and UBA all offer these.

- [Grey](#) (grey.co) — Virtual US bank account, UK sort code, and EU IBAN. Fully online setup, fast.
- [Payoneer](#) — Widely used for receiving from international brands and platforms.
- [Chipper Cash](#) — Good Naira conversion rates for international transfers.

CHAPTER 5 CHECKLIST

- ☐ Set up your Google AdSense account and link it to your YouTube channel. Apply for YPP as soon as you hit the eligibility thresholds.
- ☐ Open a domiciliary account at your Nigerian bank — or create a Grey or Payoneer account for receiving international payments.
- ☐ Sign up for at least two affiliate programmes relevant to your niche. Add affiliate links to your existing video descriptions.
- ☐ Create your first digital product — start simple. An ebook on your niche topic. Set up your Selar store and price it.
- ☐ Create a media kit using Canva. Include your channel stats, audience demographics, content formats, and your contact email.
- ☐ Write a list of ten Nigerian brands whose products align with your audience. Draft a sponsorship pitch email and send it to at least three this week.
- ☐ Set up a Buymeacoffee or Selar support link and add it to every video description.
- ☐ Define your coaching or consulting offer: who it's for, what problem it solves, what format, what it costs. Share it in your community.

- ☐ Create a simple income tracker spreadsheet — columns for date, source, amount, currency, and category. Update it every month.
- ☐ Set a target: what does your YouTube income look like in twelve months? Write down the specific number and which income streams will get you there.

CHAPTER 6

Protect Your Channel & Your Money — Legal & Business Basics

At six months in, Chidi closed his first brand deal — ₦120,000 for a sponsored video.

He was so excited he didn't ask for a contract. Three weeks after delivering the video, the brand went quiet.

No payment. No response. He had no contract, no kill fee, nothing in writing.

He lost ₦120,000 worth of work. Don't be Chidi in Month Six.

Step 1: Register Your YouTube Channel as a Business

The moment your YouTube channel generates its first Naira, it stopped being a hobby and became a business.

- Business Name Registration (Sole Proprietorship) — Register with the Corporate Affairs Commission (CAC) at icrp.cac.gov.ng. Cost: ₦10,000–₦25,000. Gives you a legitimate business identity, the ability to open a business bank account, and professional credibility with brands. Do it now.
- Limited Liability Company (LLC) — As your income grows and you start hiring or taking on significant contracts, upgrade to a registered company. Separates your personal assets from business liabilities. Cost: ₦50,000–₦150,000.

Step 2: Open a Dedicated Business Bank Account

WHY THIS IS NON-NEGOTIABLE

Every Naira that comes into your YouTube business should go into one account. Every Naira that goes out for business expenses should come from that same account.

Your personal finances and business finances should never mix.

Why: clarity (you cannot tell how much your channel actually makes if everything is mixed), tax compliance (clean records protect you if FIRS asks questions), brand credibility (brands paying into a business account see a professional), and reinvestment tracking.

Step 3: Contracts for Brand Deals

"Any brand that refuses to put a deal in writing is a brand that is planning not to pay you. A signed contract is not a sign of distrust. It is a sign of professionalism."

Every brand deal must include:

- Deliverables — exactly what you're creating, format, length, platform, specific requirements
- Timeline — when content is due, review period, go-live date, how long it stays live
- Compensation — exact amount, currency, payment schedule (always advocate for at least 50% upfront)
- Revision Policy — how many rounds of revisions are included
- Usage Rights — whether the brand can repurpose your content in their advertising (separate fee)
- Kill Fee — typically 50% of total if the brand cancels after you've done the work

- Disclosure Requirements — verbal and written disclosure that the video is sponsored

Step 4: Copyright on YouTube

Three copyright strikes within 90 days and your channel is permanently terminated. The most common ways Nigerian creators get struck:

- Music — Using popular songs without a license. Use YouTube Audio Library (free, cleared for YouTube), [Epidemic Sound](#), or [Artlist](#) instead.
- News clips and TV footage — Using clips from NTA, Channels TV, CNN or any broadcast media is a copyright violation — even if you're commenting on the news.
- Other creators' content — Brief clips used for genuine commentary may qualify as fair use — but fair use is a legal defence, not a licence to use anything you want.

Step 5: Income Tracking and Tax Basics

Your YouTube income, brand deal income, and digital product sales are all taxable.

As Nigeria's digital economy matures and FIRS increases its focus on digital income earners, this will catch up with creators who ignore it.

- Register for a TIN — Free registration at the FIRS Joint Tax Board portal. Required for every business earning income in Nigeria.
- Keep records of everything — Every payment, every business expense, every invoice. These records protect you in any tax query.
- Build a tax reserve — Set aside 15–25% of every income payment into a separate savings account specifically for tax. When your obligation comes due, the money is already there.

Step 6: The Four-Account Financial System

- Business Account — All channel income comes in here. All channel expenses go out from here.
- Tax Reserve Account — 20% of everything that comes into your business account goes immediately here. You do not touch it.
- Owner's Salary Account — Pay yourself a fixed monthly amount from your business account. This is the money you live on.
- Reinvestment Fund — A portion goes toward growing the business — equipment, software, hiring an editor, running ads for your products.

CHAPTER 6 CHECKLIST

- ☐ Register your business name with the CAC at icrp.cac.gov.ng. Budget ₦10,000–₦25,000.
- ☐ Open a dedicated business bank account using your CAC registration certificate.
- ☐ Register for your Tax Identification Number (TIN) at the FIRS JTB portal. Free, takes less than an hour.
- ☐ Download a brand deal contract template and customise it with your specific terms. Use it for every deal going forward. (We are offering one as a bonus for buying this guide early.)
- ☐ Audit your existing videos for copyright issues — music, clips, footage. Replace anything risky with copyright-free alternatives.
- ☐ Set up YouTube's paid promotion disclosure on every sponsored video.

- ☐ Create a simple income tracker spreadsheet: date, source, amount, currency, category. Record every payment from today forward.
- ☐ Open a separate savings account and begin transferring 20% of every business income as your tax reserve.
- ☐ Contact a qualified accountant with digital business experience and have an initial consultation.
- ☐ Review your video descriptions and ensure every sponsored video, affiliate link, or partner product has the appropriate disclosures.

CHAPTER 7

Scale Without Burning Out — Systems, AI Tools & Delegation

Eleven months in, Chidi had 8,200 subscribers, two active brand deals, and a Selar store generating ₦45,000 a month in passive ebook sales.

He was also completely exhausted.

His upload schedule had slipped from weekly to biweekly.

The joy that made his content magnetic was starting to drain. This chapter is what he needed.

THE THING THAT KILLS MOST SUCCESSFUL NIGERIAN YOUTUBERS

It is not failure. It is success.

The quiet, grinding kind — where you're uploading, growing, earning brand deals, managing a community, creating digital products, posting Shorts, and running your regular life simultaneously.

Somewhere around month 8 or 12, something breaks. Not the channel — you.

This chapter shows you how to build systems before you desperately need them.

The Mindset Shift: From Creator to CEO

A creator does everything. A CEO does the things only they can do and builds systems and teams to handle everything else.

As a YouTube creator, the thing only you can do is show up on camera with your unique perspective, voice, knowledge, and energy.

Everything else — editing, thumbnail design, description writing, community management — can be delegated, automated, or systematised.

The AI Tools That Cut Your Production Time in Half

- *Script Writing & Research:* Claude (claude.ai) and ChatGPT — Brainstorm video ideas, research topics, outline scripts, and generate first drafts you then rewrite in your own voice. What used to take three hours now takes forty-five minutes.
- *Research:* Perplexity AI — Searches the internet and synthesises information into clear, sourced summaries. Use it to quickly gather background information without Wikipedia rabbit holes.
- *Audio Enhancement:* Adobe Podcast Enhance — Free. Unlimited. Removes background noise and produces broadcast-quality sound. Run every recording through this before you edit.
- *Audio/Video Editing:* Descript — Edit your video by editing the text transcript. Delete a sentence and it disappears from the video. Also has an AI voice feature.
- *Mobile Editing:* CapCut AI Features — Auto-captions, auto-reframe for Shorts, beat sync — these features can cut your editing time by 30–40%.
- *Shorts Creation:* Opus Clip — AI automatically identifies the most engaging 60-second segments from your long-form video, reformats them vertically, adds animated captions, and exports as ready-to-post Shorts.

- *Thumbnails*: Canva AI + Adobe Firefly — Canva's background remover saves significant time per thumbnail. Adobe Firefly produces commercially safe images usable as thumbnail backgrounds.

When and How to Hire a Video Editor in Nigeria

The single highest-impact hire you will make.

Editing is typically the most time-consuming part of production — and the part that requires the least of what makes you uniquely valuable. Hire as soon as you can afford to.

When your editing time exceeds six hours per video, or when you start missing deadlines because of editing backlogs, it is time to hire.

WHAT DOES A NIGERIAN VIDEO EDITOR COST?

- Basic cuts-only editing: ₦5,000–~~₦15,000~~ per video
- Intermediate editing (colour grading, motion graphics, sound design): ₦15,000–~~₦40,000~~ per video
- Advanced editing (complex effects, animation, documentary style): ~~₦40,000–~~₦100,000+ per video

For most YouTube channels, intermediate editing is the right level. Find editors on Twitter/X (search 'video editor Nigeria'), Instagram, Upwork, or Fiverr.

Building SOPs: How to Run Your Channel Without Running Yourself Into the Ground

SOP = Standard Operating Procedure.

A written document that explains exactly how a recurring task gets done — step by step, in enough detail that someone other than you could complete it correctly.

SOPs every growing channel needs:

- Video Production SOP: from concept to upload — research, scripting, recording checklist, editing brief, upload checklist
- Community Management SOP: comment response schedule, how to handle negative comments, what to escalate to you
- Brand Deal SOP: inquiry logging, quoting process, contract template, creation/approval workflow, payment follow-up
- Social Media SOP: what to post, when, how to write captions, how to repurpose YouTube content

Batch Filming: Record a Month of Content in a Weekend

Instead of recording one video at a time throughout the month, block out one or two full days and record everything in one intensive session.

This eliminates setup time, creates a content buffer for the weeks when life gets complicated, and your fifth video of a recording day is almost always better than your first.

Your 90-Day Launch Plan

- Days 1–30: The Foundation — Finalise niche, viewer profile, channel name. Register channel with art and keywords. Set up recording space. Research niche, plan first 8 topics, write first script. Record, edit, upload first video. Share everywhere. Start WhatsApp/Telegram community. Reply to every comment. Register business name with CAC.
- Days 31–60: The Building — Upload one video per week. Create your first Short. Set up affiliate links. Create your Selar account and outline the first digital product. Set up VidIQ/TubeBuddy. Connect with three creators in your niche.
- Days 61–90: The Momentum — Review analytics — what's working? Launch your first digital product. Reach out to two Nigerian brands. Begin batch recording. At day 90: you have a real foundation, growing community, first income streams, and lived experience worth more than any guide.

"The opportunity in front of Nigerian creators right now is genuinely historic. The window will not stay this wide forever. The creators who start now, build consistently, and treat this like the real business it is will have a head start that becomes harder and harder to overcome."

The phone is already in your pocket. The platform is already waiting. The audience is already searching. All that is left is for you to press record.

CHAPTER 7 CHECKLIST

- ☐ Choose two AI tools from this chapter and spend one hour this week learning how to use them in your content workflow.
- ☐ Time your next video production end-to-end. Write down exactly how many hours each stage takes. This is your baseline.
- ☐ Write your first SOP — the video production one. Document every step from idea to upload while it's fresh in your mind.
- ☐ Plan your first batch recording day. Pick a date in the next two weeks. Write all three scripts before that day arrives.
- ☐ Make a list of tasks someone else could do with the right brief. Circle the most time-consuming one — that's your first delegation target.
- ☐ If your editing time exceeds six hours per video, post on Twitter/X or Instagram this week that you're looking for a video editor.
- ☐ Write a one-paragraph vision statement for your channel at the five-year mark. What does it look like? How does it make you feel?
- ☐ Share this guide with one Nigerian creator you know who needs it. The ecosystem grows when we grow it together.
- ☐ Open YouTube right now. Search for your channel name. If it does not exist yet — create it. Today. Not tomorrow. Today.
- ☐ Record something. Anything. Your first video does not have to be perfect. It has to exist.

APPENDIX

The Nigerian Creator's Toolkit

Every Tool, Platform & Resource Referenced in This Guide

Bookmark this page. Return to it whenever you need a quick reference.

Recording & Audio

- Adobe Podcast Enhance — podcast.adobe.com — Free noise removal and audio enhancement
- CapCut — capcut.com — Free mobile video editing with AI features
- DaVinci Resolve — blackmagicdesign.com/products/davinciresolve — Free professional desktop editing software
- Descript — descript.com — AI-powered video editing via transcript
- Riverside.fm — riverside.fm — Remote interview recording with local backup

Growth & SEO

- VidIQ — vidiq.com — Free YouTube keyword research and analytics
- TubeBuddy — tubebuddy.com — Free YouTube SEO and channel management
- Opus Clip — opus.pro — AI-powered Shorts creation from long-form videos
- Canva — canva.com — Free thumbnail and graphic design
- Adobe Firefly — firefly.adobe.com — AI image generation for thumbnails

Monetisation & Payments

- Selar — selar.co — Nigerian digital product sales platform with Naira + dollar payments
- Grey — grey.co — Virtual dollar, pound, and euro accounts for Nigerians
- Payoneer — payoneer.com — Receive international brand payments
- Chipper Cash — chippercash.com — International transfers with good Naira conversion
- Jumia Affiliate — affiliate.jumia.com.ng — Nigerian e-commerce affiliate programme
- Buymeacoffee — buymeacoffee.com — Fan support platform

Legal & Business

- CAC Business Registration — icrp.cac.gov.ng — Register your business name
- FIRS TIN Registration — apps.firs.gov.ng/tinverification — Free Tax Identification Number registration
- YouTube Audio Library — studio.youtube.com (Audio Library tab) — Free copyright-cleared music and sound effects
- Epidemic Sound — epidemicsound.com — Paid subscription, high-quality licensed music

Writing & Research

- Claude — claude.ai — AI assistant for script writing, research, and ideation

- Perplexity AI — perplexity.ai — AI-powered internet research with sourced summaries
- YouTube Studio Analytics — studio.youtube.com — Your primary data source for every content decision

Community & Distribution

- WhatsApp Communities — WhatsApp app — Nigerian audience community — most accessible platform
- Telegram — telegram.org — Channel + community group combination for creators
- Flutterwave Store — flutterwave.com/store — Nigerian digital product and payment storefront

Oya. Press record. Your story starts today.

— JP Academy

The YouTube Income Code

The 90-Day Blueprint for YouTube Money — Even If You've Never Made a Video in Your Life.

Nicholas James