

# 10 Lessons I Learned Growing from 0 to 200M+ Subscribers

1. Consistency is king — upload regularly.
2. Retention > Views — keep people watching till the end.
3. Thumbnails are more important than titles.
4. Reinvest earnings into bigger, better videos.
5. Test, fail, and test again until it clicks.
6. Care about your audience more than the algorithm.
7. Work with a great team — you can't do it alone.
8. Obsess over quality, not quantity.
9. Take big risks if you want big rewards.
10. Stay humble and keep innovating.

## Bonus: YouTube Growth Checklist

- 1 ✓ Is your thumbnail eye-catching?
- 2 ✓ Does your intro hook viewers in the first 5 seconds?
- 3 ✓ Did you remove all boring parts?
- 4 ✓ Does your video deliver MORE than what the title promises?