

How We Plan a \$1,000,000 YouTube Video

A behind-the-scenes look at how the MrBeast team turns crazy ideas into reality.

1. Idea Generation

We brainstorm wild concepts that have never been done before. Some are too crazy, but a few gems always shine through.

2. Testing & Budgeting

Every idea goes through a reality check: cost, safety, and logistics. If it's scalable, it's greenlit.

3. Building the Set

Whether it's building a real-life Squid Game arena or filling a warehouse with slime, execution is everything.

4. Shooting & Editing

Filming can take days. Then, editing cuts 100+ hours into a story that grabs you from second one.

Fun Facts:

- 1 Some video ideas never get published.
- 2 We've scrapped entire shoots if they didn't feel right.
- 3 The crew sometimes joins challenges when participants drop out.