

Chapter 1: How to Get Viewers

Chapter one will set you up for victory:

- Authenticity
- Niches
- How to find your Sub Niches
- Social platforms and how to use them for maximum growth (Twitch, Twitter, YouTube, Instagram).

Part 1: The Growth Power of Authenticity

If you're going to have a fighting chance in the VTubing arena - we've gotta answer the most fundamental question of them all...

Why do people watch VTubers in the first place?

If you can understand what audience's want, you'll know exactly how to attract them and never have to worry about slow growth ever again.

Let's break it down:

- A VTubers content is primarily long form. 2hrs or more each stream.
- The main appeal is streamer → audience interaction. The stream is not educational, informative, or sensational (doing something crazy). Therefore the VTubers reactions, interactions, and conversations are the selling point.

The last part is so crucial I'm going to highlight it.

“Unless your content is educational, informative, or sensational - your personality will be the #1 selling point for viewers.”

I'm sure you know just how true this is. We watch our oshis because we love who they are as people. Their likes & dislikes, unique quirks, voices, humour, taste, ideas, opinions, hobbies, and skills. Their appeal isn't a particular type of content they create. Their appeal is how that content **amplifies the strengths of their personality**. They're fun to watch because they're having fun themselves!

From the above info we can conclude that all viewers want 3 things:

1. To be entertained by your personality
2. To form a personal connection with you (friendship)
3. To enjoy the content you create

How do you satisfy these demands? **Authenticity**.

1. If you want to entertain viewers - you must first entertain yourself.
2. If you want viewers to form a personal connection with you - you must express your authentic personality to them.

3. If you want viewers to enjoy the content you create - you must enjoy that content yourself.

The selling point of your content is YOU. The best ideas are the ones you love most. The best designs are the ones that resonate with you. The best games to play are the ones you're addicted to. Do you see where this is going?

Viewers in this industry don't just want "content". They want content that is fused with personality. They want to see VTubers creating what they love, expressing themselves, and having a bloody good time. Content without enthusiasm or passion is unappealing. Being yourself and creating content you personally enjoy is called **authenticity**.

It's the only thing audiences crave and if you can harness your authenticity you will be successful.

I'll show you how to do this soon. For now I just want to establish the basics of VTubing so we're on the same page.

The Objection to Authenticity

"Do what you enjoy" is absolutely real. If you're not genuinely enjoying yourself → you can't be authentic → viewers will struggle to connect with you → you'll struggle to grow.

HOWEVER

“Do what you enjoy bro” gets a ton of backlash as awful advice. It's only awful in isolation because growth is a 2 step process.

1. Create a brand identity you personal like (be authentic)
2. Use Content Positioning and optimisations to get clicks (appeal to viewers). Aka marketing.

Do what you enjoy bro (authenticity) + marketing = success

“Just have fun” or “be yourself” makes total sense to the pros because they understand marketing and strategy comes hand in hand with authenticity. It's common sense for them. But not for beginners. When they hear this kind of advice they scoff at how “unrealistic” it is. Pfff just do what I enjoy? You're kidding me. It's not that easy bro!

They're right. It's not THAT easy because VTuber growth is a two step process. Doing what you enjoy is step 1. Marketing and strategy to get viewership is step 2.

Look at any successful VTuber. They don't create content they dislike because they understand that **their personal enjoyment on-screen is what makes their content great to begin with**. They focus on what they personally enjoy and then use strategy to get viewership. Every idea passes through their internal filter of “would I actually enjoy this” and if not they don't do it.

Some newer VTubers merge step 1 with step 2. They abandon their authenticity and turn themselves into a living, breathing marketing strategy. A walking billboard. They modify their behaviour and create content they dislike for the sake of growth. It doesn't work out so well for them in the end.

What Authenticity is NOT

Authenticity is the expression of the true version of you. You can still pitch up your voice or use a stream persona and retain your authenticity. Unfortunately authenticity is commonly misinterpreted as being **low energy** or **unscrewing your filter** to be rude, brash, inconsiderate, and inappropriate.

If you are unfiltered / unhinged by nature that's fine. You're just being yourself (crazy). Just remember authenticity includes so much more than this. Many successful VTubers are not unhinged or unfiltered. They're still wonderfully authentic in their own ways.

If you're afraid that your authentic self is too boring - keep reading because I'll explain how to find your unique personality strengths.

In conclusion:

A VTubers selling point is their authentic personality.

To be authentic they must appeal to themselves and create content they personally enjoy.

Step 1: Be authentic (yourself at all times).

Step 2: Create a compelling brand and use marketing to get viewership.

With authenticity out of the way it's time to dig our teeth into branding.

Specifically - niches.

Niches The Foundation of Your Successful VTuber Brand

The niche is YOU

Niches will help you stand out from the crowd (other VTubers) and attract the exact type of audience you want. Niching is easy to mess up. Many fumble the niching process and create brands they dislike. Or even worse, brands that lack authenticity.

This section of the guide will set you up for success. I'll show you how to find your niche, your unique strengths as a creator, and eliminate your competition in the process. Let's dive in.

First and foremost, what does it mean to “fit a niche”? Fitting a niche is:
When your content, product, or service appeals to a specific audience WITHIN a market.

For example if you were to set up a brand within the supplement market - you could fit a ton of niches like sleep supplements, hair, skin, mental health, digestion, etc.

These are all examples of niches within the supplement market. For you it's a similar deal. VTubing is your market and you fit niches within that market.

What's the point of niching? Well it's not a waste of time. Fitting a niche will do 3 things for you:

1. Reduce competition by creating a unique brand identity
2. Target the exact audience you want to attract to your brand
3. Set a consistent brand identity so your audience knows what to expect from you

Despite how much VTuber growth discourse is dominated by “niching” everyone you ask seems to have a different definition of what niching actually means. And how it works.

There is a simple Niching formula we need to cover. Understand this formula and it'll allow you to create a unique brand and certified banger content.

“Main Niches + Positioning = Sub Niches”

Main Niches

There are only 4 Main Niches in VTubing. Every VTuber fits all 4 in their own unique way and so will you. You will attract an audience via 4 Main Niches:

- 1. Personality/behaviour**
- 2. Game choices**
- 3. Variety of Content**
- 4. Design**

Depending on your personality/behaviour, the games you play, the variety of content you create, and the design language you choose - you will attract an audience that enjoys all 4. Your 4 Main Niches combine together into something called your “Brand Identity”.

Personality + game choices + variety of content + design = Brand Identity.

If you ever hear people yapping about Brand Identity they’re talking about your 4 Main Niches. Let's run through the 4 Main Niches so you'll have a better idea of what they look like.

Oh wait, we're skipping ahead because it's a preview. Almost posted the whole book phew.

Part 2: Marketing & Platforms

The 80/20 Rule of Results

Let me introduce you to a fact that every marketer swears by:
“80% of your results are attributed to 20% of your work”

Isn't that crazy? If you figure out what that 20% is in your industry, and focus all of your efforts on it, you can attribute a whopping 80% of your success to it.

Like in advertising: 80% of your sales come from your sales message (20% of the work). That being the effectiveness of your headline, body copy, and CTA (call to action). Everything else you invest in is simply optimisation.

Master the fundamentals (your 20% work) and you'll get 80% of the way. So what is your 20% work? The stuff that truly makes or breaks a VTubers career?

- 1. Expressing your authentic self and creating a Brand Identity that resonates with you.**
- 2. Effectively using the platforms available so you can get eyes on your content.**
- 3. Pro on-stream performance skills.**

Everything else you invest in is busy work. Micro optimisations to squeeze every last drop of growth from your content.

Many smaller VTubers focus too much attention on these micro optimisations because they don't really know where the big numbers come from. Which is understandable.

This confusion is largely due to the fact that we can't actually test the performance of some aspects of a VTubers brand. Like how much does new banner art improve viewership? We don't know. All you can do is learn from other industries and deeply understand your own. Then form an educated conclusion as to what gets the numbers flowing and what doesn't. This guide will clear up the confusion.

What is VTuber marketing?

Some will consider every aspect of a VTubers operation as marketing. I don't and that's just me. Creating content you enjoy or having fun with people on Twitter is not marketing. That's a mentality/attitude that helps you grow.

Coming up with great ideas is a mentality. Performing well on-stream is a mental skillset. Positioning yourself in a Sub Niche is also a mentality more so than marketing. All marketing is growth strategy. But not all growth strategy is marketing. Do you see what I'm saying?

Some VTubers take the internet by storm without understanding a lick of marketing. They unintentionally win because their approach to content creation is correct from the get go. They create what they personally enjoy, have fun, and use the platforms available to them.

So where does marketing come in? Marketing is how you package or position your content to attract new viewers and retain them. You can do this via:

1. Understanding social media platforms
2. Content Positioning

Twitch Strategy

I won't beat around the bush let's just fire the sauce out at maximum voltage.

You have 5 growth vehicles on Twitch aka sources of growth.

1. Categories (game choices)
2. Raids
3. Collabs
4. Audience funnelling
5. Tags

See it this way: A growth vehicle is like a bus. You have tens of thousands of potential viewers scattered across the internet and they need to take a quick bus ride to reach your Twitch account. There are 5 different bus routes they can take to reach you. These are your 5 Growth Vehicles.

You don't need to use all 5 of them. Use whichever vehicles suit your Brand Identity and personal preferences. You can hit 30k without collabs. But you'll need to compensate via other vehicles like categories and raids. BUS LINE 3 IS OUT OF SERVICE PLEASE RELOCATE TO LINE 2.

1. Categories (Games)

In terms of discoverability the best categories are the ones with large followings but few VTubers/streamers engaging with them. When you play games of this type your competition with other streamers is massively reduced. Therefore viewers will have an easy time finding you. Good news!

While researching I found that the most successful VTubers right now often play older games. Games that were hot a few months or years back.

These games still have high watch times but few streamers playing them. This is a prime environment for you because the competition is low.

If your on-stream performance skills are good enough you can mop the floor. Your competition won't stand a chance against you in such categories. Use Sullygnome to research these games. You can input your average view count and Sullygnome will calculate your estimated position in a given category. Extremely useful.

Find a game that has ideally less than 50 average channels streaming in the last 14 days. Some big VTubers used to compete in categories with under 10 average channels. Remember that 10 is just the average. It's not the total number of streamers. Some days could have significantly more or less than 10.

If too many people are streaming in a category you'll get buried alive. If too few are streaming you won't get enough viewers because the game is dead. You must strike a balance.

Hot tip: In Sullygnome expand the categories stat page to see exactly when your chosen games are streamed. You should try to stream during the games lull period because there's practically no competition. For example a game could be streamed with high viewership on Tuesdays, Wednesdays, and Fridays, but low viewership on Thursdays.

The audience in that category will have no other choice but to watch you. Blessing or curse?

Experiment with these categories. I'd recommend researching what your peers are playing or have played a few months ago. Particularly VTubers between 5k and 30k followers. They're trying to growth maxx on Twitch so their game choices are often calculated.

Now - does it really make a difference to min max your game choices? Will you rake in massive numbers by calculating the best games to play and the exact days to stream them? No. At the end of the day your personal enjoyment of a game is the most important thing. You will also get 10X growth from other growth vehicles and strategies.

I mean think about it. If you're amazing at streaming you'll win no matter what you play. I've decided to include the category growth vehicle because it could help you win. Small growth numbers can add up after all.

That's all for the preview! Just need to say something because my Twitter notifications are on fire:

I'm not a pro writer (I wish). My guide IS scuffed around the edges. There are people more qualified than I am to make a guide but they haven't. I figured a guide would really help new VTubers so I gave it my absolute best shot. And no I'm not trying to grift or scam (as much as some would love that to be true). This took 10 months to make. I genuinely wanted to create something valuable. Did I? Who knows.

Want to thank you for reading this. I never expected many people to see it because I had 6 followers when I published the book. Anyway yeah. Hope you learn something valuable in these pages.