

October 2023

Dear Friends,

I'm currently immersed in a YouTube Health Accelerator course. Although it's only an hour of webinars per week, and I am unable to attend live sessions due clashing with my clinical work.

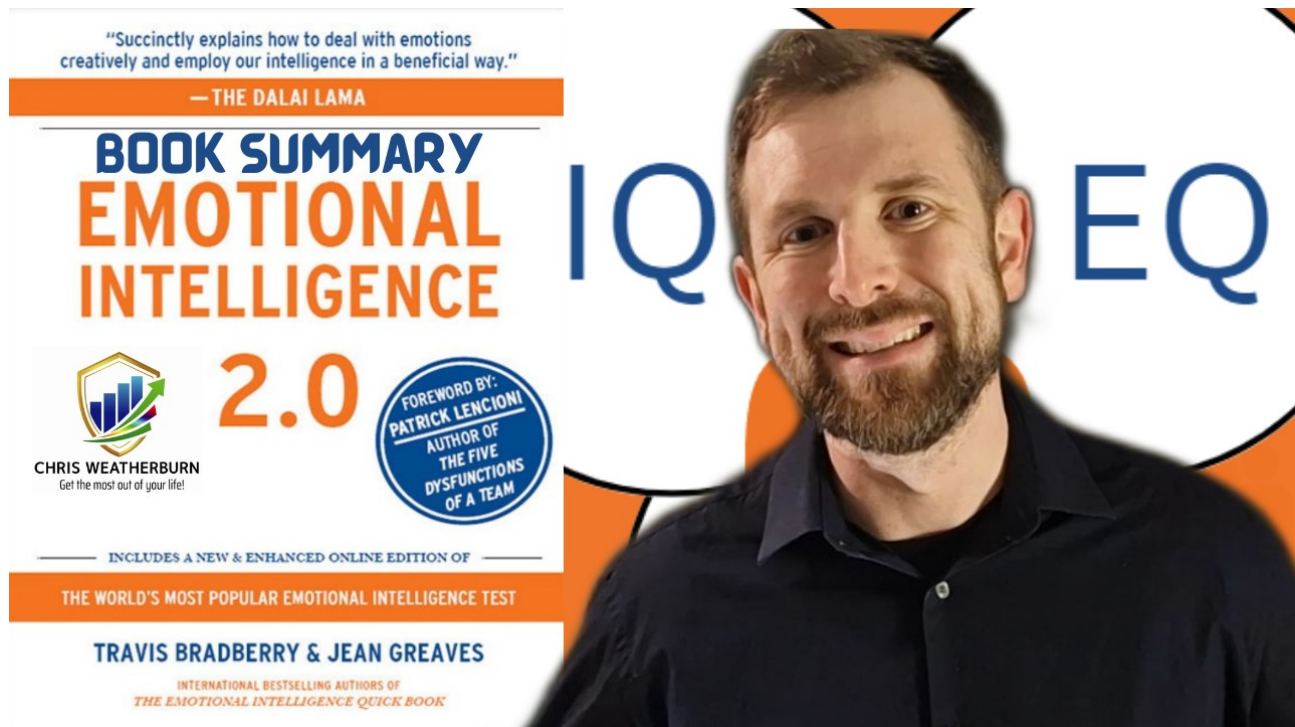
The reason why YouTube made a Health Accelerator course is as an attempt counteract health misinformation. The aim is the search 'algorithm' will tend to favour videos as written by registered healthcare practitioners about healthcare.

Being calculating with the title, thumbnail, getting to the point at the start of the video and having passion are the key learning points up until now. What struck me is that one is meant to think about their audience so that the algorithm can then target them. I've found myself pondering who my dream audience is, beyond the wonderful readers of this newsletter.

My aspiration is to disseminate knowledge at scale. It's challenging to identify a single target audience. People who want knowledge but don't like to read is perhaps not the best niche!

One surgeon mentioned that he was offered £10,000 per month for a year to just have a few adverts with him promoting bio-yoghurts. I admire the integrity he displayed as he declined the money and continues to work in the National Health Service! To me this suggests the journey building on YouTube is necessary so that you have the experience, knowledge and resilience to cope with the opportunities you may find.

YouTube Video of the Month



This was one of the first books I read on my deliberate 'self-improvement' journey. This video incorporates plenty of stock footage and takes a different stylistic approach compared to my more recent content. I'd appreciate your thoughts on it, so please give it a watch when you can.

Tweet (X) of the Month



We have had torrential rain across the United Kingdom recently. This Tweet by [@sturdyAlex](#) is worth watching.

At the time of sending this email there is a Red Alert for weather with rain and winds causing havoc. Schools have closed and trees are falling like dominoes. Hopefully if you are in Scotland you will remain well.

Here is a negotiation tip too much fear causes inaction. Perhaps take action by forwarding this newsletter your friends so they can sign up by [clicking here](#). I will give £1 to charity for every person this is forwarded to (capped at £100).

Website of the Month

<https://trends.google.com/trends/>

An excellent resource for tracking what people are searching for by country. The data changes daily, providing valuable insights. If you're into YouTube, it also lets you see what's trending in YouTube searches.

Wishing you a great month filled with meaningful experiences.

Until next time,

Chris



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Get the most out of your life!



Chris Weatherburn

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