

## PRAISE FOR *VLOG LIKE A BOSS*

“Mastering the art of the ‘jab’ through vlogging means learning from Amy Schmittauer. I don’t consume a lot of video, but Amy knows how to crush it to get attention. She got mine. Take notes.”

—Gary Vaynerchuk, Four-Time *New York Times* Best-Selling Author and CEO of Vaynermedia

“If you want to say, “Wow, I love my boss,” then Amy Schmittauer is your girl! I’m so happy to call her an internet friend, and now you can too! Amy is charming, witty, smart, and fun as she drops all the vlog knowledge you need in one place. She’s the best #VlogBoss ever!”

—Justine “iJustine” Ezarik,  
YouTuber and *NYT* Best-Selling Author

“Amy Schmittauer is the most authoritative voice in the how-to vlogging space. She is by far one of my favorite thought leaders and educational resources for all things digital and video. Her mentorship has contributed to my growth and success as a social media marketer and video producer.”

—Tyler Culbertson,  
Social Media Manager for Tony Robbins

“The art of vlogging looks deceptively simple, but Amy does a masterful job of navigating through the many, many subtleties that turn a decent vlog into a great one.”

—Austin Evans, YouTuber

“With *Vlog Like a Boss*, Amy has served up a slice of vlogging reality for both beginners and experienced vloggers that’ll help anyone take their online video strategy to the next level. Fun, full of frolics and simply fantastic, this book is one I’ll personally refer back to time and time again.”

—Chris Ducker, Founder of Youpreneur.com, and  
Author of *Virtual Freedom*

“Amy is brilliant. They say if you can’t explain something to a five-year-old, you don’t understand it well enough. Amy breaks down topics in marketing, blogging and video well enough to have a five-year-old vlogging like a boss in no time!”

—Marques Brownlee, YouTuber

“Only fools will try to start a video series without reading this book first. *Vlog Like a Boss* is a perfect mix of inspirational and tactical advice. Highly recommended!”

—Jay Baer, President of Convince & Convert, and  
Author of *Hug Your Haters*

“If you’re not doing online video right now then you’re missing a serious opportunity for fame, business exposure, storytelling, or plain old-fashioned connection. Kids (and their parents) all over the world are killing it with video. In this book, YouTube sensation Amy Schmittauer unpacks the precise steps she herself followed to conquer online video so that you can do the same. Amy’s a double-threat: fantastic on-camera and just as good at telling you why she is and how you can be, too. Buy this book.”

—Matthew Kimberley, Author of *How To Get A Grip*

“Amy’s authenticity and passion are inspiring. She makes it easy to learn from her, and I have learned a lot.”

—Michelle Tillis Lederman,  
Best-Selling Author of *The 11 Laws of Likeability*

“When I need help vlogging, Amy is the first one I contact. She knows her content and communicates it effectively through her proven process. She recently spoke at my conference and the sold-out crowd gave her a standing ovation at the conclusion of her session. Read this book to save time and money and start vlogging like a boss.”

—Kary Oberbrunner, Author of *Elixir Project*,  
*Day Job to Dream Job*, *The Deeper Path*,  
and *Your Secret Name*

“Simply put, Amy gets video. It is clear that Amy has mastered the art and science of how to leverage video as a powerful marketing vehicle. It’s that mastery that has allowed her to generate such a rabid following and positioned her as one of the smartest video marketers in the industry.”

—Erik Harbison, CMO for AWeber.com

“Amy combines 9 years of video experience with 30-ish years of being a human into the ultimate resource for anyone looking to start vlogging or any business looking to increase their online presence with video. When it comes to being human in front of a camera, there is no one better than Amy Schmittauer.”

—Vincenzo Landino, Creative Director for Aftermarq

“Being able to teach others to vlog is Amy’s specialty. She does it with not only knowledgeable tips, but when she tosses in her own personality, humor, and grace, you know you have a winning combination. When looking to start vlogging, Amy is your “boss lady” to give you the most valuable tips to start you out on the right foot. Start reading the book, press record, and click the “publish” button—it’s time to VLOG!”

—Stephanie Carls, My Savvy Life on YouTube

“You may think video is scary, and you’re right, it is—not because you aren’t a good creator or storyteller but because you don’t have the toolkit, mindset, and plan that experts like Amy have implemented with extreme success. Amy’s ability to create engaging videos that deliver a polished message while being fun has transformed my video creation process. Beyond the social media and equipment advice, Vlog Like A Boss will be your go-to guide as you overcome your fear of video.”

—Brian Fanzo,  
Global Speaker and Founder of iSocialFanz

“Since I started following Amy, I have been able to create better videos with all of her great tips and tricks. Amy is truly connected with her community which makes it much more effective and genuine. She is always there to help! Thank you, Amy, for being such a rock star!”

—Jean Richer, Vlog Boss University member and  
Realtor at Keller Williams Integrity

“If you want to start creating video, then you need to read this book. Amy shares some video tips and tactics to get you creating video straight away.”

—Andrew Browne, Vlog Boss University member and  
IT Consultant at Aussie I.T. Solutions

“*Vlog Like a Boss* takes Amy Schmittauer’s insight to a whole new level! Amy’s spunky, on-camera personality shines throughout her book, as any loyal Savvy Sexy Social YouTube subscriber would expect. This book is filled with encouragement and inspiration, but most importantly, actionable advice for any level of vlogger.”

—Meredith Marsh, Vlog Boss University Member and  
Founder of VidProMom.com

“Successful athletes never stop strengthening their mindsets and skills. They know victory is not found in their comfort zones, so they seek out winning coaches for a push, proven paths, and encouragement. Successful marketers and communicators do the same. If you want to create impactful and want-to-view videos for your business or organization, *Vlog Like a Boss* is where to start. You won’t find a better coach than Amy Schmittauer.”

—Tom Page, Vlog Boss University Member and  
Founder of School Communicators Network

“Amy’s videos have been a go-to resource for me over the last few years and will continue to be a guiding light for any of my vlogging, blogging, podcasting, strategy, tactics, and execution in the years to come. *Vlog Like a Boss* is a great addition to the Schmittauer media empire.”

—Keith Lewis, Vlog Boss University Member

*“Vlog Like a Boss* is an essential read for anybody wanting to crush it with video. It provides a logical, step-by-step approach to vlogging, but is delivered in a passionate and inspiring way. Writing for the modern world where video can no longer be an overlooked medium, Amy Schmittauer is a true thought leader in the industry, and she holds nothing back in this book to get you vlogging like a boss too.”

—Andrew & Pete, Vlog Boss University Members and  
Co-founders of [andrewandpete.com](http://andrewandpete.com)

“Reading this book makes me feel like I’m sitting next to my BFF and listening to her spill it all. Amy’s witty, to-the-point voice shines through, reminding me that video is always a good idea, no matter what excuses I’m making that day. The moral of the story is this: do the work, embrace your unique personality, and you’ll be vlogging like a boss in no time.”

—Amber Rose Monaco, Vlog Boss University Member  
and writer at The Amber Monaco Creative  
Content Marketing

“What I’ve learned from Amy—how to use video to reach more people as a teacher and have greater influence as an authority in my field—has had a huge, immediate impact on my calling as clergy and my career as a community leader. This book is the 100-proof distillation of her years of experience and expertise. If you follow it, you won’t be an overnight success—no one is—but you will experience rapid, profound growth in your authority and influence while saving hundreds (or thousands) of hours and dollars in trial and error. Thank you, Amy—my YouTube rabbi!”

—John Carrier,  
Vlog Boss University Member and Rabbi

**VLOG**  
**LIKE A**  
**BOSS**

*How to Kill It Online with  
Video Blogging*

**AMY SCHMITTAUER**

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# CHAPTER THREE

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## THE THREE FEARS

My first video had very little of me on camera and involved more technical discomfort than anything else. “Learner’s curve” doesn’t even begin to do it justice.

Eventually, I became the subject of 90% of the videos I created. As the adventure continued, there was quite a bit more to attack regarding fears.

Video is scary.

It’s vulnerable.

It’s weird.

So weird.

If you can get past all of that, you can make bigger moves in this world than you could ever imagine, for the same reason TV and movie stars have so much influence and impact on the average person. They’ve touched us in some way thanks to the scalability of their talent through video.

You don't have to want to be famous to leverage the vlog, but you do have to have a purpose in your message. Is it important enough to share? So important that you would be willing to break down your fears of video to share that message in a way that would set you apart from the noise?

If that answer is yes, then let's start breaking down those fears now so we can start to make this vlog thing happen for you.

Let's start with my favorite fear, and the one I hear about the most:

## The Fear of Gear

You want your videos to be excellent, so your first instinct is to have the nicest equipment to get the job done beautifully.

But, then what?

You're just getting started with video, so that means you need to go out and spend thousands of dollars on the best kit? It's not realistic. Nor is it encouraging.

Because this is the natural instinct of newbies, video never gets created. Thus, the fear of gear. "We don't have the right stuff to get it done, but when we do..."

Yeah. I've heard that one before.

We live in a world in which we can create beautiful content just by pulling our smartphones out of our pockets. You don't even question it when something is going on around you: your child taking her first steps, the dog doing a funny trick, your favorite band playing at the local venue when you're in those prime seats. Smartphone video is the perfect option in these cases.

When it's time to think about your brand awareness plan and video production, though, you stop short at the

thought of a phone being your tool of choice. It just doesn't make any sense. Why are you doing that to yourself?

“Do what you can, with what you have, where you are.” Theodore Roosevelt. Brilliant. Incredible vlogger. (jk)

The most successful people do whatever they can with what they have, make the most of it, and then upgrade when the time comes. You don't have to have the best gear right now to share your message! Every day you postpone, you're falling further behind.

Your smartphone is powerful. It's one of the most sophisticated cameras ever created. Let's put this in perspective.

The United States put a man on the moon. One of the most incredible achievements in human history.

We take it for granted. Think about this—we put a man in a tin can and sent him to the moon, and he danced around up there while streaming it to the world.

That's unbelievable!

That was in 1969.

I'm not sure if you're an aerospace nerd or not, but you don't need to be. I'm definitely not. Even the nerds probably haven't looked up what technology we were dealing with to achieve such an incredible task.

The Apollo Guidance Computer helped make this whole thing happen. You'll never believe the specs on this thing:

- Processor Speed: 1 MHz
- Memory: 2,048 words (about 4kB)
- Display: Save-Segment Numeric
- Weight: 70 lbs.
- Price: \$150,000
- Camera: *Nope*

This is laughable at best. We seriously put a man on the moon guided by this device that's just a few steps away from an overpriced Tinker Toy.

Can you imagine \$150,000 in 1969, for a 70-pound computer?

The state of devices back then was interesting enough, but they're even more incredible now because of how far we've come.

Keeping the Apollo computer in mind, let's take a look at a popular smartphone today—the Apple iPhone 7:

- Processor Speed: A10 fusion chip with 64-bit architecture
- Memory: 32-256 GB storage
- Display: 4.7-inch retina HD LED-backlit wide-screen
- Weight: 4.87 ounces
- Price: starting at \$649
- Camera: 12-megapixel camera with 4K video recording (30 frames per second) and 1080p HD video recording (30 or 60 frames per second)

The little guy in your pocket is an incredibly complex and wonderful device, isn't it? Who says smartphone video isn't good enough?

When I finally launched Savvy Sexy Social, I used the Flip camera, but it was just not what I needed. (Apparently, everyone else felt the same, because they've been discontinued and are now only found on eBay.) I couldn't see myself to make sure I was in the frame. The lens was not wide angle, so the camera had to be very far away to get a decent picture of my upper body. Oh and then that's an audio issue when you're not close enough, right? Yeah, it wasn't my favorite.

But it didn't stop me. I just kept going until I could get the camera I wanted. I proved to myself that I needed it before I made the jump. I executed first so I could feel the pain of that need, not just make it up in my mind. That's the best time to buy a product you know you're going to get your money's worth on. Make yourself feel pained without it on a regular basis because of how much easier it would make your life if you did have it.

When that time came, I still didn't have the budget for a \$1,000 camera. I went back to my trusty Canon Power-shot. This time, I purchased one with a larger body and a flip display so I could film myself while knowing exactly how much of the room and my head was in sight.

I used that device for quite some time. The idea of having to buy a fancy camera that I would have to learn how to focus properly and get all in-the-know tech-wise made me want to curl up into a ball. I had work to do. There wasn't time for that! I just wanted to say my piece on this good-enough-camera, edit the video, upload, and move on.

It was also a sense of responsibility for me. Here I was, on my YouTube channel, encouraging small businesses to get social and make video with whatever they had available. How was I supposed to drive that point home while sitting on my high horse of fancy gear?

Then my dear YouTube friend and tech review expert Austin Evans created a video with me at Vidcon in August 2013

You don't build a portfolio and a career of over 1,000 videos waiting for conditions to be perfect.

about how to get started with video blogging on a DSLR camera. (Check out episode 155.) I used the opportunity to create something useful for my audience, but also to have my friend teach me what to do if I were to finally make the jump to a nicer piece of equipment.

The DSLR video and the following upgrade of the equipment on my channel happened two and a half years after I started it. That's four and a half years after I started making video at all on YouTube.

You don't build a portfolio and a career of over 1,000 videos waiting for conditions to be perfect.

I often read comments from viewers that say something like, "I was so nervous to get started with creating video...and then I watched the first videos you made. Totally feeling better about myself." Now, I could feel super embarrassed when I hear that, but it makes me genuinely happy.

The fact that I had to start somewhere made someone feel empowered enough to get started themselves. Since I have a business model that revolves around helping people create video, that's a win for me.

If your audience feels closer to you by being part of your journey, that's a win for you no matter what you teach or sell.

Your default smartphone camera has quite literally 100x the options I had when I got started. "*When I was your age....*"

This is why Snapchat is so wildly successful. There's not a lot of opportunity for smoke and mirrors. No green screens and editing. You're using your smartphone, or you're not using Snapchat. (At least that's how it is today... who knows what's to come in this ever-changing landscape.) Users love this because they can watch a truly raw experience from their friends and family, and this carries over into businesses and brand names as well. They love to see what it's really like on the other side.

The Fear of Gear is totally valid but, at the same time, it's the excuse before all the other excuses. We will be covering vlogging gear in Chapter Eleven so that you can decide what tools to use as you get started with video, but

in my experience, equipment is usually the fear people use as an excuse for this next issue.

## The Fear of Personality

I know what you're thinking: video people have been natural on camera all their lives. They were born this way.

But, it's not true. Ask my mom. If there ever was a camera in the vicinity of my face growing up, I was as far away from it as possible.

I was not a ham. I was just trying to get through life one day at a time and make sure I didn't screw up along the way. I was very unsure of myself. I didn't even know how to feel comfortable being myself. Today everyone talks about authenticity. Growing up, being yourself was not so sexy.

My sister was the ham. The photogenic one. The cheerleader. All those things I detested growing up as the awkward older sister. Don't get me wrong. I love my sister. Now. But I had to grow up to realize that.

My point is that she was the one you would have predicted to be the "personality" based on the stereotype of people who love the camera. Then God blessed us with YouTube and that entire argument was drilled straight into the ground.

If you've ever met a YouTube entertainer in real life and seen what the average person making videos in their bedroom is like face-to-face, you know what I'm saying. Sometimes it doesn't quite match up.

But I digress.

How I got my start with video had nothing to do with being a ham or loving the camera or being a natural. Because I wasn't...and I didn't...and I definitely wasn't. It had everything to do with wanting to be the favorite

bridesmaid and, even more importantly, having a message worth sharing.

I'm writing this in my early thirties, and even though I'm a little in denial about how quickly time flies, I'm so grateful to be at this moment in my life. Over the last couple of years, I've felt like I finally have permission to be myself. Something just clicked—there was no way I could be a success if I were to be a censored, “acceptable” version of myself.

Let me ask you this right now (because it might be the most important turning point for you to take a chance on video): do you feel like you can and do represent an authentic version of who you are?

It might sound like a big philosophical question, but it's a critical one if you are going to vlog like a boss. Your personality is the only one you get, but it's also the only one you need. You don't have to be like someone else, sound like a successful person, or try to find ways to change yourself to fall in line. You gotta be you, or this is *never* going to work.

Your personality is the only one you get, but it's also the only one you need.

The rest of this book is going to focus on the technical side of creating the vlog, but you have to feel it in your heart. A massive piece of that equation is you being the human you know how to be. You have my permission to be yourself.

Are you ready for that?

It's not a question of whether your personality is good enough. It's whether you are ready to share it with the world.

Your personality is five percent of this gig. I promise you it's good enough to attack the enormous task of obtaining the talent you need to achieve your vlogging

goals. Don't let it hold you back anymore because you have other important work to do.

Talent in video is something you can work on and achieve. The active word here being *work*. It's going to take a lot of planning and execution on your part, but it's worth it, and it's possible.

How do you achieve that talent so you can get better at video and have a vlog worth watching? We will go into great detail on this in Chapter Five. Get ready.

Now that you're not worried about equipment and you're ready to share your amazing personality, let's attack something that might still be bothering you.

## The Fear of ROI

Certainly one of the largest fallacies about social media is that you cannot measure return on investment (ROI). It's a laughable concept that somehow by switching to digital forms of communication we would lose any features of measurement.

Have we truly ever been able to measure word of mouth before? Maybe with that paper mailing list on the checkout counter in your local market asking how you heard about the store. Have we understood the impact of a billboard on the side of the road with no customized contact information on it? Are you not going to pay the phone bill because you're not sure what it's doing to benefit you?

The answers to all of the above are a resounding *no*. If you create a custom web page for your online product unique to those who clicked a link on Instagram and they only did that because they discovered your photo in a particular hashtag page while perusing the app...yeah, we can measure that.

The actual issue with fearing that there may not be enough to merit the cost and time associated with creating video content is that people are lazy. Yes. You might be lazy. If you went *alllllll* the way to the point of getting on camera, creating video content that people like, uploading it, and letting the world know about it, but you didn't apply a measurable action to test all of it, then that's laziness.

You're not just doing this for attention. You're doing this for results. So why would you only go 75% of the way to make sure that it's succeeded?

Let's talk about your potential reach simply by uploading a video to the internet. On YouTube, there are more than one billion daily active users. *One billion*. Not to mention, the number of people watching daily is increasing 40% year over year. That is a massive amount of viewers, and you simply need to upload content for a chance to get in front of them.

Everyone's favorite social network, stalking website, and family scrapbook, Facebook, sees more than a billion daily active users as well. Facebook. YouTube. *Crushing* it when it comes to getting the average user's attention. Facebook is committed to video content for its users, so when you upload there, they give you extra-special treatment.

These days, you can create impactful video content simply by pressing a button on your phone, which is as low-production as it gets. Snapchat, the rabidly popular social network where all the kids went to hide from their parents who are on Facebook, sees more than 100 million daily active users. You just have to record ten-second video clips from your smartphone and you're sharing video online.

TV audiences are decreasing. People are texting and driving. Complainers send a tweet instead of calling customer service. Consumers aren't paying attention to

the old marketing platforms that were hard to measure in the first place.

Oh, and let's keep something else in mind about sharing your message on social platforms. It's free. That's right. You just log in, and you're ready to go. The entry fee is \$0.00.

Now is it going to be totally free? Absolutely not. There's going to be cost in the execution, of course. Nevertheless, to attend this amazingly huge cocktail party called social media and not have to pay for a ticket at the door is a massive advantage. The Super Bowl commercial space isn't free. Super Bowl 50 saw one of its largest viewing audiences in the event's history—11.9 million viewers. That's a fraction of the reach that social media has. Advertisers need to buy the slot and then spend many more millions of dollars on the production itself.

I'm asking you to consider publishing on a free social platform where people go to relate to each other which requires very little production and \$0 barrier to entry. Sounds like a pretty good deal, right?

Whether this is apples to oranges or not, the bottom line is that it's about the bottom line. And if you want to measure it, you have to put in the work.

Properly planning out how this medium will be of value to you and determining what it will take to see those results is going to be the crucial step you must take to see return for success.

Yes. Your audience is online. Yes. You have the ability to speak directly to them. Yes. You can differentiate yourself from everyone else simply by leveraging video. You can make all of those decisions right now with no money up front (except maybe for that first video camera if you don't have a smartphone, and maybe you bought this book. Thank you.)

Stop making excuses just because not every step is going to be easy. ROI measurement included.

## No More Fears

Okay, let's get real for a second.

The three fears we just discussed are big ones. They matter. You've likely considered all of them and maybe one rings truer than the others.

I know it's more than that. It's always more than that. We're talking about putting your face on camera for the entire world to see, and that's not even the scariest part. The scary thing is that if the entire world can see you, so can the people who matter to you most.

We may pretend we don't care about other people's opinions, but we do. Even those people who don't make us happy in any way but happen to be a factor in our thinking for some reason. We're constantly comparing our stuff with other people's, paying more attention to what someone else has rather than the things we have and could be grateful for.

We think about potential gossip. We know what people have said about others when they're not around, so why wouldn't they have a field day talking about us when we've left the room too?

What about those who are brutally honest? The ones who want to shock you with their hurtful words that aren't a reflection of you at all.

Judgment. Insecurity. Bullying. Negativity. Sadness.

If we could keep these things from hurting us, surely we would try. Yet, we're also imperfect humans who have probably leveraged these nasty tools when we were feeling vulnerable too.

Video is intense. Not only do you need the courage to do it, but you need to watch it back and learn from yourself. You need to share it with the world, even when it's not quite perfect. The only path to relatability is to be just that: a relatable, authentic person. Perfection is out of the question. Therefore, vulnerability is a necessity.

I can't stand on a pedestal and preach how much you need to embrace vulnerability. To be honest, I haven't embraced it at all.

I still want to be perfect. I still want to be better than everyone else. I still want to do the impossible. I don't want anyone else to know when I'm having a hard time accomplishing any of it. I want to be great at everything. It's a quality I've had my entire life.

I'm not great at everything. I'm really, really, really not. It makes me sad, but there are only good reasons as to why this is the case. I can't be great at everything if I'm truly focused on doing one thing the best.

I'm sure you'll be interested to hear that I'm absolutely terrible at writing this very book. I'm not good at this at all. It's the hardest thing I've ever done. Period. But I don't want anyone to know I'm struggling with it. (Well, I guess you'll know now.)

What I know for sure—and the reason I keep stroking these keys to get it done—is that my message is important. It's too important to sit on and not share. I can't let this book stay inside me selfishly because I don't feel like writing and would rather break out a video camera. It has to happen because I know that so many people who support me and the work I've done so far want to see my work in a book they can learn from and share with others.

It's not going to be perfect. It's not going to be the best book on the shelves. But it will be my work. It will be a reflection of how much it means to me to share this information with you. That's my true purpose in all of this:

educating the people I want to help about something they want to understand.

If you're still hung up on how you couldn't possibly get on camera and make a video, please know how much I understand you right now. I really get you. I'm emotional even sharing this tiny bit of feeling with you here on these pages because it makes me uncomfortable. I'm fighting it because I know my small win in being vulnerable is one that will empower you to get past some of the fears you have about getting in front of a camera.

Don't let them stop you. People talk whether you're doing well or not. Jealousy and other people's sense of entitlement will never go away. Why scramble for someone else's acceptance when it's all up to you anyway?

Don't stop yourself. I promise to share my very best advice for you to do this in a way that will help you get past the hard beginnings. As long as you stay focused on the importance of your message and practice, we will do this together.

Let's get started.



# ABOUT THE AUTHOR

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Amy Schmittauer is the Vlog Boss at Vlog Boss Studios and creator of the YouTube channel Savvy Sexy Social. YouTube selected her channel as a winner of their NextUp creator program, and *Business Insider* named her one of the 2016 up-and-coming YouTube stars you should be watching right now. An internationally acclaimed keynote speaker, Amy has also received high marks at the most influential digital events around the globe. She lives in her hometown of Columbus, Ohio. Connect with Amy at [SavvySexySocial.com](http://SavvySexySocial.com).

**AMY SCHMITTAUER**

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