# Monetization Map

The YPP — both tiers, precisely

### EXPANDED (EARLY) TIER

500 subs + 3 valid public uploads in 90 days + (3,000 public watch hrs in 12mo OR 3M Shorts views in 90 days). Unlocks: fan funding (memberships, Super Thanks/Chat/Stickers) + select Shopping. NOT ad revenue.

### FULL TIER

1,000 subs + (4,000 public long-form watch hrs in 12mo OR 10M Shorts views in 90 days). Unlocks: ad revenue share + Shorts pool + everything above.

## The honesty notes

Eligible ≠ accepted — the whole-channel review rewards original work.

Shorts-feed hours do NOT count toward the 4,000.

Requirements change: Studio's Earn tab is the ground truth — verify there.

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Six streams · honest timelines

**PLATFORM (YPP-gated)**

Ad revenue (full tier) · fan funding (early tier) · Shorts pool. Real at scale, modest early.

**INDEPENDENT (no gate)**

Affiliate · your own products · services & niche sponsorships. Trust density beats audience size.

## Common ranges on this system

Independent streams: months 2-6 · Expanded tier: 6-12 months · Full tier: 12-24 months.

The YPP is a milestone, not the road — the hours are made of retention you already optimize.

## My position

Subs: _____ Watch hrs (12mo): _____ Uploads (90d): _____ Months publishing: _____

**MY FIRST INDEPENDENT STREAM (affiliate / product / services) + the one-sentence why:**

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What to do with this document

## Your next steps

- [ ] Record your live Earn-tab numbers — screenshot and date them
- [ ] Early tier = fan funding + Shopping, NOT ad revenue — plan accordingly
- [ ] One independent stream chosen; the Income Streams Planner builds it
- [ ] Earn-tab checks live in the monthly ritual — never daily

## Keep going (free)

Every lesson of the YouTube Creator Academy is free at braintrain-ai-academy.com/creator-academy — clarity, consistency, and honest expectations, module by module.

**A NOTE FOR LATER**

Documents like this one grow, module by module, into your Channel Playbook — the complete written plan for your channel. You can build every piece yourself with these lessons. And if you would ever like help designing it around your specific situation, BrainTrain AI Coach can guide you step-by-step. For now: run the worksheet. That is the whole assignment.