

How to Make Money with Twitch (twitch.tv)

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Chapter 1

Introduction

Being able to make money doing what you love is exciting! If your passion includes playing games, you may not realize you can also make money at the same time. This can be extra money in your pocket to buy more games with, to pay bills, or to put into savings. There is no limit to how much you can earn with Twitch.

It may seem all too easy, but that is the beauty of it. You may wish you had more money in your life. Yet to do so, you thought you had to work more hours or find a second job. If you would rather relax and play your games, why not turn that into a profitable endeavor?

This process is very simple, and the money can continue to grow and grow over time. Once you have a solid understanding of how it works, you can implement your strategies. Your goal should include ways to continually gain more subscribers. Your only regret will be not learning about it sooner and reaping the rewards long ago!

With more than 100 million views on Twitch each month, why not get in on the action? This platform continues to grow, and the longer you wait to get started, the more subscribers you are missing out on. As you learn more about what it entails you will become very excited about the program!

To become a Twitch affiliate, you must meet the following criteria:

- Stream gaming at least 8 hours in the last 30 days
- Stream gaming at least 7 different days in the last 30
- Receive at least 3 views for each stream you present
- Reach an audience of at least 50 subscribers within 1 year

Should you become recognized by Twitch as being one of their top providers, you may be approached by them to become a partner. This bumps you up to a new level of perks. You will have the potential make more money and to have more control over your archived streamed videos.

With such a status, there is no end to the amount of money you can earn. It opens up brand new possibilities and lines of making money for you. Many in this position are just blown away at what they have been able to accomplish with it in such a short window of time.

There is no cost to set up your Twitch account. Your only investment may be to get a webcam and to get a headset or a microphone if you don't already have these items to use. Both items can be purchased for a low cost, and they should pay for themselves very soon once you start getting some subscribers pouring in. If you already have those items, you are ready to get started!

Social Media

You may be nervous about going live with your game playing and sharing information. It does take some practice, but soon you will be very good at it. You may be wondering how do you get started with all of this? How to you initially reach out so people take notice?

Put yourself out there with our family and friends to get your subscription list off the ground! The easiest way for you to do this is to self promote on social media! Branch out to Facebook, Twitter, and more so you can reach the largest audience. The contacts of your contacts will also see this information, and it can snowball from there in your favor!

If you have a few hundred Facebook friends, imagine the outreach you can gain from posting something on your page. Each time someone comments, the thread goes back to the top too. This means as others login to their Facebook account, they are very likely to see your information.

Add a link to your channel or share information with them about the next stream you are going to do. Let them know when it will take place and the game you will be involved with. You can put teasers out there on Twitter with just a short comment and a link. It will get their attention and their curiosity!

This can help you to get plenty of people interested right away. It can help you to get your foundation in place to continue building upon. As you see the value it offers, you will get all the pieces of the puzzle in place right where they belong. This is going to be a fun adventure, one of the easiest ways you have ever made money, and a great way to enjoy your gaming activities to the fullest!

Chapter 2

What is Twitch TV?

Don't worry if you aren't familiar with Twitch TV right now. You are going to learn the basics of it here. You don't have to be an expert with the games you play either. In fact, the more you stream, the better you are going to get at those games. There may be a few you excel at, and now you have a reason to start exploring even more games!

This platform allows you to stream the games as you play them. Visitors will watch the videos you have created of your play time. Imagine all of those hours you used to spend just enjoying the games. Now they will be a resource for you to make money at the same time.

Setting up your own channel isn't difficult. You don't need to be a programmer or have expensive equipment. You will need a webcam so those viewing the video see both the games you play and see you playing them. You will also need a microphone so you are able to offer commentary as you play the game. Most players prefer to have a headset.

This gives those viewing your videos the opportunity to see what you do as well as how you do it. Your commentary will explain to them why you do it. Share with them tips, strategies, and little known secrets to help them advance to higher levels and score more points as they play the games.

You can keep it relaxed and natural. Don't be shy to toss in something funny or something you learned with the game either. Your personality can be something that helps you draw in more subscribers. Once you have your channel set up, it will be accessible 24/7. It will remain in place until you decide you would like to shut it down.

You can add new video content as often as you like. When you add new content on a regular basis, this is going to draw in more subscribers, resulting in you making more money. Ideally, Twitch would like you to stream gaming at least 3 different times per week.

If you can easily navigate a computer, use your gaming console or PC for games, and you can operate a webcam you can make great livestream videos of your activities. It does take a bit of getting used to, but before you know it, this will become second nature to you.

Chapter 3

Creating your Account

It is both fast and easy to set up your Twitch account. The most common way is to do so through your Facebook account login. Just about everyone has that type of social media account already in place. You can also opt to create your own account separate from your Facebook one.

You will need to set up the account based on the platform you use to play your games. This can be a computer or a gaming console. Some home gaming consoles have specific instructions for setting them up. It is a good idea to look up the one you have and get those specific instructions.

Getting Paid

You will need a PayPal account in order to receive your payment relating to your Twitch account. If you already have one set up, you can just use that email when you set up this account for yourself. You can also add a second email if you would like to use one that is on your Facebook and it isn't the same as you already have for PayPal.

You can spend the money you earn by paying for items that accept PayPal. Many online retailers do so. You can also request a check from PayPal at regular intervals or when the balance in your account reaches a certain amount. It is convenient to transfer the funds from your PayPal to a linked checking or savings account too.

Another convenient option is to get a PayPal debit card at no charge. It can be used like any other debit card you have. You can use it to buy items at retailers, to pay for online purchases, and even to get cash back at an ATM. You get to decide which method of using PayPal to access your earnings works best for you. It isn't uncommon for people to use a variety of them at different times.

Livestream Platform

You will need to select one of the platforms offered for livestreaming. It is a good idea to learn the pros and cons of what is offered. This will help you to decide which to use. If you already conduct streaming such as through YouTube, you can use the same platform for Twitch TV.

There may be specific guidelines you need to meet or set up requirements with each of them. Ideally, look for one that works well and you don't need to do much to get it all in motion. Some of the recommended options that work well with Twitch TV include:

- Bebo
- Open Broadcast Software
- Streamlabs
- XSplit

It is a good idea to download it and give it a few test runs. If you don't find it is right for you, try something different. Even though you may be very excited to go live, don't do so until you are confident the platform you have in place is a very good fit. You only get one chance to make a great first impression with your streaming videos!

Don't get discouraged with this set up process. There are many videos online you can use to help you. Don't get intimidated if you aren't skilled with this process or have any type of IT background. Even though it will be a learning process, you will find it is much easier than you ever imagined.

Resources

There are plenty of wonderful resources too. If you need help with creating your account, reach out. There are online forums and chats available. You will find plenty of useful information. You can also ask specific questions if you can't find the answers you are looking for.

There are videos all over the internet that share how to get this all done. You can rely on them to help you get everything to fall into place. You are going to be excited as you move through the process. You will also be proud of yourself for getting it all set up. As soon as it is ready to go, you have all of the behind the scenes elements in place to work with!

It is a good idea to stay on top of any new options or changes though. You don't want the set up you have in place to become outdated. You should sign up for alerts to be emailed to you. It won't hurt to go read articles on such details from time to time too.

Chapter 4

Why is there a Demand for it?

The number of people watching streaming videos on YouTube is phenomenal! Some of those channels have more than 100,000 subscribers that view them on a regular basis. The world of Twitch TV was born out of this same concept. However, given the fact that you can get paid for it, this has enticed many to make the move from YouTube to Twitch.

There are over 15 million people watching these videos every single day! That is a huge percentage of internet users. You may not have realized there was such a demand out there for it. There is no reason why you can't get involved with this and start making money too.

Since April of 2018, Twitch has been known as the leader of e-sports live gaming action. It has more people involved with watching the streams than these three competitors combined:

- Hitbox
- Mixer
- YouTube Gaming

Learning Opportunities

There is a demand for Twitch TV due to the great learning opportunities it offers to others. It can be frustrating when you can't get beyond a certain level on a game. It can be boring to hunt for codes or to buy cheap sheets. We live in a world of social

interaction at our fingertips online. This is just one more way it is happening and it is working well for people all over the world. It is also an affordable way for them to learn as they only pay \$4.99 per month and they can access all of the live streaming they desire.

Bonding with Others

Sharing your passion for gaming is going to take it to the next level. Twitch makes it possible to connect with others that share that same passion and desire to do well with certain games. It is a way to meet new people, to bond, and to do so from the privacy of your home. You can also tune in anytime of the day or night that fits your schedule.

Exciting

It can be very exciting due to the unique people out there, the methods they incorporate on their channel, competitions they take part in, and other elements. There is the desire to find out about new games, new strategies, and the trends emerging. Understand the pros and cons of various types of equipment can also make you a well-informed consumer before you spend your money on such items.

Future of Entertainment

Many believed reality TV would be a passing trend, but it is here to stay! So is this type of entertainment. The millions of people all over the world subscribing to these livestreams for gaming information prove it. When there is such a demand, it is going to continue to diversify and take on new elements. It is going to be exciting to be a part of where this type of entertainment goes in the future!

Technology also plays a phenomenal role in the demand for and the success of Twitch. We are able to connect in ways we never thought possible just a few decades ago. It has certainly changed the way older generations played video games by putting a few quarters into them at the arcade!

Chapter 5

How much can I make?

The amount of money you can make with Twitch depends on how many subscribers you have following you. The more you have, the more you will make. There is a small monthly fee subscribers will pay for this service. You will get half of it. That is currently about \$2.50 per subscriber per month.

This may not seem like much to get excited about, but when you consider it can be money every single month, doing something you do anyway, enjoying playing your games, it makes sense to investigate it further. Every single subscriber you get on board means more potential for earnings.

There is no limit to the number of subscribers you can have. Your goal is to continually gain more followers. As you do so, the money you make each month will increase. It is important to note you will get that payment each month, even if a subscriber doesn't view anything. As long as they continue to keep their account current with that fee paid, you get your half of it.

Some people use Twitch as a way for them to make some extra income on the side. It can help to pay for extras such as games, new equipment to play them, going out for fun, and to put away in savings. There are college students and stay at home parents who use it as a way to make money with a very flexible schedule.

Some individuals started out just trying to make enough money to put gas in the car or to pay for some new gaming equipment they had their eyes on. Once they were able to see the real potential of it though, they allowed it to continue growing for them.

If you get to the point where you are making enough money you can quit your job, that can be exciting! Imagine being able to make enough money creating videos of you playing games that you don't have to go back to a job you aren't thrilled with? It does take time to reach that status, but it is possible if you so desire!

Ads

You get to decide the timing intervals for ads to run on your Twitch TV channel. Too many ads and you are going to lose subscribers. However, adding them every 30 minutes or so isn't going to be too annoying for them. They are going to sit through them so they can get back to the gaming you are streaming for them. Adding in ads can help you to generate more revenue.

There is always the chance some of your subscribers are using ad blockers though. There isn't much you can do about that, and you shouldn't worry about it. The majority of your subscribers are going to see the ads because they didn't have such software in place. If you continue to work to get new subscribers, those with ad blocker aren't going to prevent you from making a decent amount of money.

Twitch does mandate you have a minimum of 8 minutes between ads on your channel. The length of the ads has to be at least 30 seconds and no longer than 3 minutes at a time.

Links

You have the option of adding links to your channel too. Such links encourage subscribers to buy games or to buy accessories you may be using. Should they click on those links, you will have an embedded code in there that identifies you as the lead generator of that sale. As a result, you will be paid a percentage of the purchase price.

Sponsorships

You may be approached from time to time by various entities. They are always looking for gamers who can help them to promote specific items. They may reach out to you based on the games you play, how you have branded yourself, and the number of subscribers you have.

If you are approached, take your time to learn the policies and procedures involved with what they offer. How much will you be paid? When will you be paid? What has to happen in order for you to qualify for funds from them? You never have to feel obligated to accept any such sponsorship. You also want to verify what they offer can be canceled by you at any time.

You should never have to pay for any sponsorship. There are some scams out there like this unfortunately. They approach you with a great deal, and tell you there is a small fee for them to work with you. The problem though is they take your money and then you never hear from them again. They formulate their offers to be similar to those of legitimate offers so you are clueless. Any time you are asked for money, it is a red flag, and you should terminate discussing it with them.

Typically, sponsorships are going to offer you a small amount of money. In other instances, they will offer you free games. They want you to play them, to enjoy them, and to eventually ad videos of you playing them. They may offer you free equipment as a way of getting those items recognized in the videos you share.

If you have a very high amount of subscribers and you are making lots of money, you may consider getting a manager to help you. They can sift through the various offers, read the terms and conditions, and share those with you which they feel would be a good fit.

Any time you do have such promotions in place, make sure you are honest about it if any subscribers ask you about them. You don't want to lose subscribers because they feel you can't be trusted. You also don't want to get into any legal trouble for not properly disclosing information.

Donations

When you set up your Twitch account, you do have the option of accepting donations. This can be a great way to make money, especially early on when you are brand new. You aren't going to have tons of subscribers right off the bat. Some generous donations though can help you to see some earnings coming in.

You can choose to enable and disable that donation feature on your account at any time you wish. If you are sharing information people really enjoy, they may want to donate as a way to thank you for your time.

Pre-Record

While the majority of streaming of this nature is done in real time, that isn't your only option. You can also choose to pre-record gaming sessions. Then you can set them up to stream on the date and time you have selected. This is perfect if you have a bunch of free time on your hands. You can record them and add them later when you may be pressed for time.

Live Competitions

You can make money by setting up live competition action. It takes some time to build connections in order to get the best of the best against each other. If you play exceptionally well, you may be contacted by someone else who would like to compete against you. Make sure it is set up as a two way street, so you can both make money from this fun endeavor.

Speedrun

Can you master a given game? A speedrun is a live stream of you going through every single level as quickly as you can. Some people can get through the levels in an unreal amount of time. It is hard to believe, even when you are seeing it with your own eyes!

How to Gain more Subscribers

You need to come up with a useful strategy to help you gain more subscribers. The more diversified you are with these methods, the more you will be successful. This is because what attracts one subscriber to your videos is going to be different from what attracts others.

- Create a brand – You need to be unique with your method and your approach. Try to be relaxed and act natural. Talk in the commentary as you would to a friend. Try to be friendly, joking, and to show you are having a very good time playing the games.
- Answer questions – Spend some time in the chatrooms and forums. Identify questions people have. Be friendly and answer them for them. They will appreciate you taking the time to do so. Often, they will check out your

Twitch videos to find out more that you offer. It can be a very simple way to introduce yourself and for them to become a subscriber.

- Lesser known games – While the draw may be to show videos of yourself playing the most popular games, you have a great deal of competition. Try to include videos of games people love to play, but they don't have a mass following. There are plenty of subscribers out there looking for videos on specific games. If you offer them, it can be an effective way to gain new followers.
- Chats/Q&A – You can set up some additional perks for your subscribers too. It can be fun to interact with them through various chat sessions. You can also set up live Q&A sessions. This makes you more personable, it shows you are credible, and it shows them they have found a great outlet for gaming information.

Chapter 6

Common Mistakes to Avoid

You definitely need to go into this with your eyes wide open. You need to be aware of the components and best practices. You don't want to get caught up in the elements that could be legal but not always ethical. You certainly don't want to get into any legal problems either.

Sponsors

We touched on the issue of sponsors in a previous chapter. Always verify the information before you work with anyone. Never pay for working with them. You need to avoid being taken advantage of by scammers. Trust your gut, if it sounds too good to be true, it likely is.

Do your homework before you progress with any sponsors. You need to read the terms and conditions you adhere to. If you violate them, you may be in trouble with them. This can result in fines, your Twitch TV account being suspended, and even criminal charges. For example, you may agree not to advertise products for their competitors. If you violate that, they will find out, and have the video to prove it!

Taxes

You need to follow the law when it comes to reporting your income. The funds you make through Twitch TV are not tax exempt. PayPal is going to send information to the IRS regarding your earnings if you meet either of the following:

- More than 200 transactions in your PayPal account in a calendar year
- More than \$10,000 through your PayPal account in a calendar year.

You will receive a 1099-MISC from PayPal early the following year with the information from the previous year. You will only get that paperwork though if you meet one of the two above criteria. However, even if you don't get the 1099-MISC from PayPal, you are legally required by law to self report that income on your tax return.

PayPal does make it easy for you to keep track of. You can print out monthly or annual reports pertaining to all of your transactions. You can also customize those reports to only show your funds from Twitch TV. Your accountant or financial advisor can assist you with keeping all of this information organized.

Profanity

If you tend to toss in some profanity when you play games, you need to try to clean it up before you live stream. You will turn off a large number of your subscribers if they hear you saying cuss words. You may be thinking it is your channel, you can

do as you please. That may be true, but it isn't going to be in your best interest to do so. It is going to cost you money in the long run.

Chapter 7

Tips and Strategies

It is going to take you some time to find what fits and what doesn't with your own strategy. You want to be true to yourself and you want to have a great time. You also want to make money. There is no reason why you can't find a balance with all of it!

Be Creative

While you may find various elements of what others do appealing, you can't just copy them. You need to be unique, to be creative, and you shouldn't be afraid to try something new. Getting out of your comfort zone can open up new concepts and opportunities for you.

Relax and Enjoy

You may be nervous at first with the camera on you, but being fully immersed into the games you are playing is going to help you. Try to relax and just focus on having a great time. Think about your commentary, but don't script it. You want it to flow naturally. You may want to practice a few times and play it back. This can help you to pick up any bad habits you may have and focus on changing those behaviors before you livestream.

Quality

While you don't have to spend a fortune on equipment, you do need a webcam and a headset that allow top quality to be recognized. You are going to struggle to obtain or maintain subscribers if the quality is poor. Both the audio and the visual they see has to be very good for them to stay engaged in it.

Spikes and Dips

It is important to understand there tends to be spikes and dips in interest. Don't let this get you upset if you aren't getting the climb in subscriptions you did the previous month. Around the holidays, the interest tends to climb as many people are trying to get gaming ideas for people on their holiday list.

The interest is also higher after the beginning of the year. This is when those who have gotten new equipment, new gaming consoles, or new games are looking for information and resources they can rely on. In the summer, interest tends to go down. This may be due to the warmer temperatures enticing people to spend more of their free time outdoors.

Launching of new games can also cause a spike in interest for a short period of time. While you may be enticed to only focus on those games due to it, keep in mind that interest will wane. Try to diversify so you are still offering a live stream about other games too at the same time if you do want to take part in the hype relating to a new game that just came out.

Commitment

If you truly want to see the money come in, you have to make the commitment. You have to strive to build your audience over weeks, months, and even years. It isn't going to happen overnight. This isn't a get rich quick method. Many of the top earners are streaming games or working on their promoting at least 4 hours a day. There are those who do it full time!

Putting forth the time and effort will pay off. This is the road that leads you to a steady stream of income every single month. As you see those efforts paying off, you will be encouraged to continue them. Evaluate your strategy from time to time.

This will help you identify what is working well and where you still need to make some additional changes.

Your Twitch channel should always be a work in progress. Don't get too comfortable doing the same thing over and over again. Shake it up, introduce something new, and find out how your audience is responding. You can be a great player, but if you don't have decent communication skills, people won't tune in.

Interact

Don't get so caught up in your gaming commentary that you don't really interact with the viewers. Ask them questions, tell them tips and strategies they can use when they play, invite them to chat with you, joke around a bit and get them to laugh.

Remember though, what you think is funny may be offensive to others. Keep it in good taste. The last thing you want is to be known for your Twitch TV channel due to the controversy it stirred up! You can be funny without putting someone else on the hot seat in the process.

Chapter 8

Conclusion

Take your love of gaming and kick it up a notch or two! Being able to make money as a Twitch TV provider, you can justify playing them as much as your heart desires. It is a great way to make money without doing much extra work. You can play new games, play the games you already love, and connect with new people.

It is fast and easy to set up your account and to get your PayPal in order for you to receive payment. It isn't difficult to apply the various strategies in order to increase your number of subscribers. As your list of them grows, so will the amount of money you make every single month.

It does take time to build up your reputation and to gain more subscribers. However, you should see an increase on a regular basis. Challenge yourself by setting a realistic goal each month for the number of new subscribers you will gain. Try to offer something new and refreshing regularly too. Pay attention to what the response to those unique twists happen to be and how they influence your numbers.

Strive to become a Twitch partner so you can take advantage of the additional perks offered with that status. When you reach that status, you will be able to diversify the outreach and the ways in which you make money from your streamed videos.

Most of all, never lose sight of the fact that you started your Twitch TV channel because you already have a love and passion for gaming! This is a way for you to share it with the world. You get to play games, to connect with new people, and making some money on top of all that is the icing on the cake!

While you may not have gotten on board with Twitch TV when it emerged in 2011, there has never been an easier time to become a part of it than right now! It is very easy to get involved with, and you are going to have a wonderful time bringing your channel to life!

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