

# [YouTube Experiment: Attracting People With Tesla Videos, and Teaching Them Secret Lessons](#)

Sometimes, new projects come unexpected. Last week, I felt the urge to create [my very first YouTube video](#), reacting to a stock analyst warning about [Tesla stock](#).

The video was more successful than I ever hoped possible, reaching 500 views in just a few days.

So an idea was born:

Here's my secret YouTube master plan for 2021:

Lure people in with controversial Tesla videos, and then sprinkle in a few hidden personal finance gems.

No idea if this will work, but I have a hunch that it might ☺♂

— Remo Uherek (@remouherek) [January 2, 2021](#)

Today, I created [my second video](#):

I'm already a bit embarrassed by my first video, but I guess that's the way it should be.

If you are not embarrassed by the first version of your product, you've launched too late.

— Reid Hoffman, Co-Founder of LinkedIn

My first video took me about 9 hours to produce, plus an additional 2-3 hours to promote. The process for the second video was already much smoother. It took less than 6 hours to produce, and I have already learned some very valuable lessons from early feedback:

- Shorter videos (my goal is max. 10 minutes per video, which is both easier to produce as well as consume)
- Don't read the script
- Eye-contact with the camera
- Adding easter eggs and some fun editing elements

Another principle I am applying is [Whatever scares you, go do it](#). Being in front of a camera, talking and performing, is certainly nothing I have a particular predisposition towards. So that's exactly what I'm doing, getting out of my comfort zone.

And what made me do it? I had this particular gut feeling, the one that leaves you half excited and half scared. I learned in my life to trust this gut feeling, and that's what I'm doing.

So far it's a hobby, and I don't know yet how ambitious I want to be. I plan to do 50 videos in the next 25 weeks, and not try to judge the results too much before that. Let's see how far I will get.

If you'd like to follow along and support my journey, it would mean the world to me if you would [subscribe to my channel](#).