



YOUTUBE THUMBNAIL AGENCY CHEAT SHEET

These are the exact strategies I use for my own 6-Figure agency, AudEarn.com

💰 **Goal:** \$1000 per month side hustle selling YouTube thumbnails 💰

Breakdown:

\$250 per week or \$50 per day, Mon-Fri

20 thumbnails @ \$50

29 thumbnails @ \$35

50 thumbnails @ \$20

How We'll Do It: By building a simple drop servicing agency and partnering with freelancers to fulfill the orders

Let's Get Started!

1. We head over to Fiverr and search for ["YouTube Thumbnails"](#) and we find a freelancer who has a solid combination of reviews, orders, and price. Aim for freelancers 50+ orders and a 4.7 rating or higher. Ideally, you'll want to find 4-5 freelancers who fit this description
2. Send them the following message: ***Hello (their name), my name is (Your name) and I'm in the process of getting my YouTube Thumbnail agency up and running. Currently, I am looking to partner with a talented freelancer to fulfill the orders for my clients on a white label basis for my agency. I would be sending you the orders on a daily basis with the type of thumbnail needed, the title I want written on the***

thumbnails, and as a whole, some input on the design. This would be ongoing work on an indefinite basis. Would this be something you are interested in?

3. After you get a few freelancers on board, ask them permission to use some of their portfolio pieces to be able to send to clients as a sample. Explain to the freelancer that you will be using their samples as a way for them to get more work from your clients. Always ask. *Never steal.*
4. Create a name for your agency using ChatGPT. The name should ideally have the title of whatever service you offer in the title. For the purposes of this example, let's choose the name **ThumbnailWizards.com**. I prefer to buy all my domain names at NameCheap.com because the website is easy to navigate and they make connecting the domain name to any website provider pretty easy.
5. Create a logo for free on Canva.com or you can pay someone on Fiverr a few bucks to create a logo. Personally- I just like using one font and a few colors. Here is an example of a logo I'd use for our site:

THUMBNAILWIZARDS.COM

6. After you have your portfolio samples from your freelancers, it's time to create a website. I would recommend using one of the following website building platforms:
 - [Shopify](https://Shopify.com) (more advanced, has a lot of integrations)
 - [Wix](https://Wix.com) (drag and drop builder)
 - [Squarespace](https://Squarespace.com) (drag and drop builder)

- [Carrd.co](https://carrd.co) (easy, cheap, one page websites only)
- [Stripe.com](https://stripe.com) (used for billing and invoicing)







Your website should be clean looking and make it clear what you sell. YouTube is your best friend if you get stuck! List all your packages on your website. Here are some example packages:

- Single Thumbnail Purchase: \$50
- Content Creator Pack: 5 Thumbnails for \$225 (save \$25)
- Pro Pack: 10 Thumbnails for \$450 (get 1 free, 11 total)
- Influencer Pack: 20 Thumbnails for \$850 (get 2 free, 22 total)
- Monthly Subscription: Up to 4 Thumbnails per Month for \$180
- Add-On: Rush Delivery for an additional \$15 per thumbnail

7. Now that the site is fully flushed out, we need to find clients ASAP! Here are ways we can do that.

Free Methods:

- Scraping for emails manually on YouTube
- Buying lead lists on Fiverr
- DMs on social media platforms
- Subreddits like [r/YouTubers](https://www.reddit.com/r/YouTubers) and [r/NewTubers](https://www.reddit.com/r/NewTubers)
- Facebook groups

8. The goal is to get the lead on either a call or a chat with you. Ideally a video call. If you can't get them on a call, you can sell to them by creating a detailed word document like this one I made for a lead that I ended up closing:    [Link to my Google Sales Doc](#)   

9. Once you land a few clients, it's now time to scale! We do that through the hiring of virtual assistants and freelancers, which I have created a guide for [here](#) and a video for [here!](#) 💰💰💰

Want to work with me directly and ensure your success today? 🙌🙌🙌



A business card for Billy Jennings, founder of AudEarn. The card features a photo of Billy on the left, his signature 'Billy Jennings' in green cursive at the top right, and the AudEarn logo below it. Contact information is listed at the bottom right: an email icon followed by 'Billy@AudEarn.com', a globe icon followed by 'www.AudEarn.com', and a location pin icon followed by 'Los Angeles, California'.

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