

# The Rise of the YouTuber Genre



You loved them on YouTube, but will you love them in print? Many teens and twenty-somethings probably will. If the video stars have a really popular YouTube channel, then they are probably making millions in advertising dollars already. We are talking serious money here. Forbes ranked the top 15 YouTube money makers, whose 2015 salaries ranged from 2.5 million to 12 million dollars.

Some, like John Green and his brother, already had fame outside of YouTube. However, if a popular YouTuber (a new noun for a new generation) wants legitimacy for their fame, then a book might bring it. These new authors' writing styles and genres vary greatly, but the constant theme in this genre is a strong presence of their internet personality. They want to grow their fan base yet please their current fans as well.

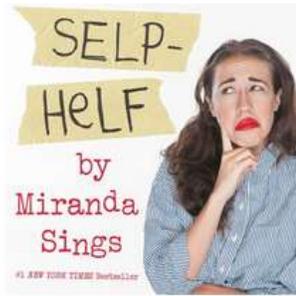
This trend will probably continue, but the authors will change as their fame rises and falls. So, pushing these books to their target age group early in the item's shelf-life is key. Because of their fan bases, the average YouTuber book will sell between 15,000 to 25,000 copies the first week. There is often quite a bit of marketing from their YouTube channels, their publisher and more.



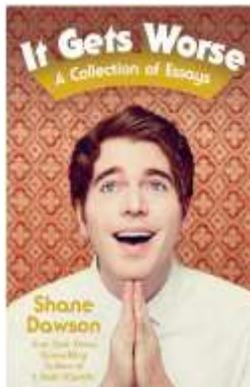
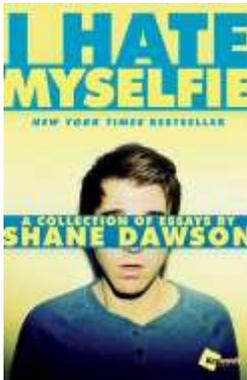
PewDiePie is probably one of the richest YouTubers out there. He made his name playing video games on YouTube. His comedy patter while playing games with his friends led to legions of fans who were waiting to read his book, *This Book Loves You*. *This Book Loves You* is different from many of the other YouTuber books in that it is not a memoir or essays. Instead, it is a series of humorous, illustrated quotes. <http://bit.ly/2gtNW7M>



Tyler Oakley is the funny friend who doesn't know when to stop sharing. Oakley has also broken ground with his work in the LGBT community and captured his online persona with funny episodes and romantic heartbreak. He is more introspective in this memoir than he is online. This richer experience will appeal to new fans as well as current ones. <http://bit.ly/2gEJpi4>



Miranda Sings may not shine with talent according to her online persona, but she doesn't let that stop her from becoming famous on YouTube. Her style may remind older readers of Gilda Radner. Sings has gathered her skewed advice in the form of quizzes, tutorials and more. Soon, readers can be just as famous and fabulous as Sings, if they follow her *Self-Help*. <http://bit.ly/2gC6F40>



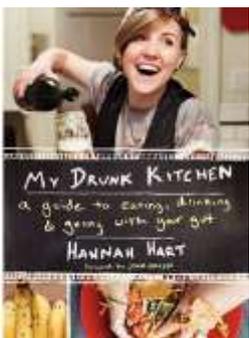
Shane Dawson penned two books, *I Hate Myselfie* and *It Gets Worse*. Dawson's YouTube persona is that of a comedian. In an earlier age, he might have been a columnist, like Barry or Notaro, who transition their columns into books. Instead, Dawson honed the best of his online routines into some outstanding essays. Reviewers praise Dawson in such a way that it suggests he will continue to gain recognition outside of YouTube.

<http://bit.ly/2gC2QLY>



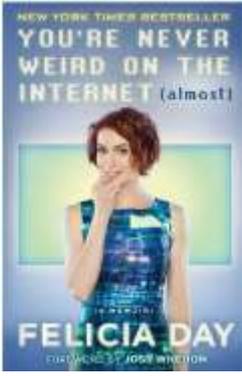
From online personality to novelist, Zoe Sugg (a.k.a. Zoella) penned two novels about Penny, who has a secret YouTube life as GirlOnline. In the first novel, Penny's family moves to NYC, and everything is shaken up when she meets rocker Noah. *Girl Online* and *Girl Online on Tour* is a series fans will love, but it is anyone's guess if those outside of her fan base will. Her style is reminiscent of Meg Cabot's work.

<http://bit.ly/2gCb5re>



Aimed at YouTube viewers in their 20s, Hannah Hart started her video career making fun of cooking videos. What started as a joke for her friends exploded into YouTube fame. Readers may not find many recipes, but fans are here for the Amy Sedaris like humor in *My Drunk Kitchen*.

<http://bit.ly/2gfBv1C>



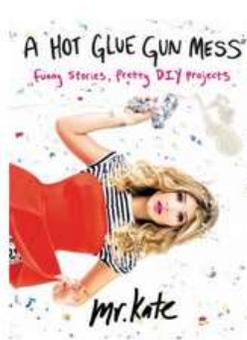
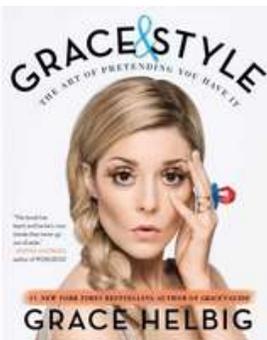
Felicia Day is so geek cool that Joss Whedon wrote her forward. Day has worked as an actress, but her real fame is as a YouTuber. Her book's tone ranges from funny stories to the darker side of the web, like the male-dominated world of video games and Gamergate. Her writing style has a web feel with all caps, screen shots and more. <http://bit.ly/2gC6Jk7>



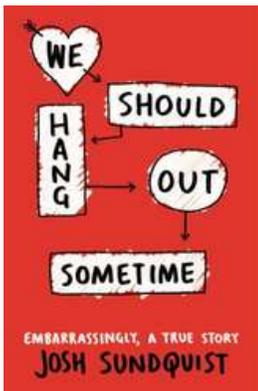
The late Esther Earl, a teen YouTuber, inspired her fans with her positive attitude during her battle with cancer. *This Star Won't Go Out* tells her story, and it contains bits from her journals, letters and more. This memoir will resonate with both fans and readers who are new to her story. <http://bit.ly/2gFjZlp>



Michelle Phan's passion for makeup led to her series of online tutorials. She parlayed her success online into a subscription beauty service and a makeup product line. Her book is a combination of beauty advice, perspective on the fashion lifestyle, and insight into becoming an entrepreneur. Her beauty information may not be new, but readers may like the addition of entrepreneurial advice. <http://bit.ly/2gC8Zbf>



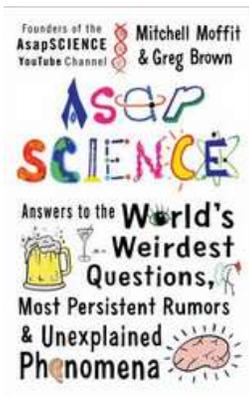
Grace Helbig and Kate Albrecht perfected the funny girl act online. Helbig lampoons our beauty and fashion foibles. <http://bit.ly/2fMOpnj> Albrecht mixes projects with tales from her messy Hollywood childhood and life today. <http://bit.ly/2gS3ghK>



Motivational speaker Josh Sundquist may have survived cancer and become a Paralympic skier, but his greatest challenge seems to be women. So, at 25, he decided to analyze his awkward ways to come up with a way to succeed. Readers will laugh out loud while he plots a course and even visits some old dates for insight for *We Should Hang Out Sometime*. <http://bit.ly/2gC7ee7>

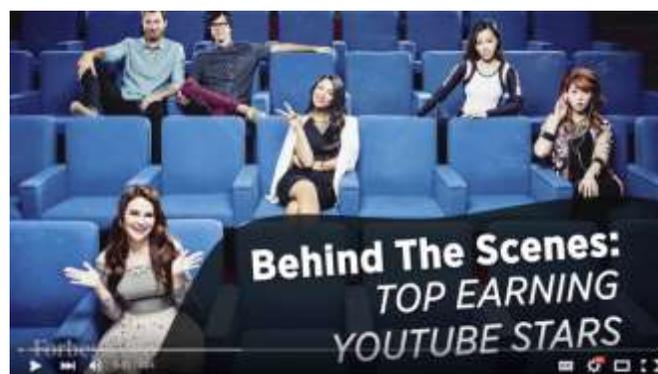


Teen YouTuber Paige McKenzie started her channel with some typical haunted house stories, but the world she created grew with her number of fans. *The Haunting of Sunshine Girl* is McKenzie's first novel in the *Sunshine Girl* series. As Sunshine deals with haunting ghosts that change from giggling to screaming, she wonders if she can manage to save her mother from the danger. <http://bit.ly/2gRVzrU>



Why do you get brain freeze? Is the snooze button really helping you? Mitchell Moffit and Greg Brown are the science gurus of YouTube, and they try to answer questions like these that YouTubers ask. The book is illustrated just like their videos are. Fans will enjoy this print dose of *ASAP Science*. <http://bit.ly/2fl4sPS>

Make sure to keep your eyes on YouTube because the next, rising star might have a book to add to this list. Here's a link to a search for all things YouTube in our catalog. <http://bit.ly/2gSDPMW>



## More on the World of YouTubers

Forbes Magazine – The World’s Highest Paid YouTube Stars 2015

<http://www.forbes.com/sites/maddieberg/2015/10/14/the-worlds-highest-paid-youtube-stars-2015/#4862d9f1542c>

YouTubers are expanding their fanbases using books

<http://arstechnica.com/gaming/2016/06/youtubers-are-expanding-their-fanbasesusing-books/>

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