



“You should keep in mind that this could be come a career and so you’re going to want to make a name that’s brand safe...”

1. DEVELOPING YOUR STREAM PERSONALITY

It goes without saying that identifying your steam personality and overall brand is one of the first steps to reaching your goals as a streamer. Zombi gives us some insight on what some of the exercises you can do to begin building yours.

DEFINING YOUR GAMER TAG

- Pick a name that is easy to say
- Pick a name that is brand safe - Don't cross any political, racial, or offensive lines. This will ultimately lead to the demise of your channel and a likely ban.

Words from the wise: When you start, don't plan on this being a full time career. No one becomes an overnight success, defining your personality and brand is jsut the beginning.

PLACES TO STREAM

- **Twitch.TV** - Easily the largest and most recognized streaming platform. With the power and resources of Amazon behind them, Twitch is here to stay.
- **Mixer.com** - New to the scene, Microsoft's Live Streaming platform is quickly growing and offer different features and overall quality than Twitch. Expect big moves from Mixer in the years coming. (link to mixer blog)
- **YouTube Gaming** - YouTube's attempt to enter the video game streaming market. It is not the best or most community driven platform, but there are a number of gamers who have found success using YT Gaming as their platform of choice, especially YouTubers with large existing subscribers.

KEY TAKEAWAYS

DEFINING YOUR GAMER TAG

PLACES TO STREAM

TAKE SOME NOTES

