

Ryder Radke – Ryder Radke  
Business Web Address: [www.youtube.com/ryderradke](http://www.youtube.com/ryderradke)

### Background:

When I was around 12 years old, I started watching YouTube videos a lot and became inspired to be like many of the creators. I studied how to build my own computer for over a year while saving up near a thousand dollars, constantly watching how to build a PC with the parts. Eventually, I got all the parts and remember building my first PC around 13/14 years old. It was my 14th birthday when I created my YouTube channel (May 22, 2015). I began making videos and after a few years got recognition from bigger influencers which helped me amass over 40,000 subscribers, and it led to brand deals and monetization via ads.

### Overview:

I would create normal YouTube VLOGs with family and friends just having fun. I began receiving emails from companies and businesses asking to use their product/talk about it in return for free product and payment. I have worked with several brands and got sponsorships with a beef jerky company and a drink supplement company.

### Personal Qualities:

I started with no intention of making money, just doing it for pure fun and enjoyment. I started to connect with viewers and supporters and eventually more and more subscribers came. I would constantly check how my videos and engagements were doing. A major obstacle I had to face was people making fun of me freshmen and sophomore year because it isn't a common thing to make YouTube videos and some of them were pretty cringy. I almost deleted my channel several times but friends and family told me who cares what others think and to this day that is one of my favorite things to live by.

### The Future:

I have moved more towards live streaming over on Twitch.tv where I made more in a year than I did total from YouTube due to subscriptions and donations from viewers. I plan to work on some e-commerce businesses in the future and get in to real estate. I want to have cash flow from several properties in future years. I plan to create a business with something I find passion in and work on that. I also have been trading in the stock market and really enjoy that.