

LEARNING MADE EASY



Twitch[®]

for
dummies[®]
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Get the essential gear
for taking your stream live

Discover the tricks for
building a fan community

Go beyond video games
and stream any live event

Tee Morris

Co-author of *Podcasting For
Dummies, 3rd Edition*



Twitch[®]

by Tee Morris

for
dummies[®]
A Wiley Brand

Twitch® For Dummies®

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Introduction

If you play video games — regardless of your age, your platform, or your preference of FPS or MMO — you may have noticed there’s this feature offered to share your gameplay. “*What is that?*” you might wonder before jumping into your game. Weeks later, that “*Share Your Gameplay*” option has been nagging at you. The only way you can quell this curiosity is to go online and do a little digging to discover this thing called *streaming*. Now, if you have been involved with online media for as long as I have (see Wiley Publishing’s *Podcasting For Dummies* for all the details there), streaming in the early days of podcasting was emerging against many technological barriers, dependent on many factors ranging from computer processor speeds to Internet connections to host server capabilities. And if the stars aligned, you *might* get a video feed matching the quality of a convenience store security camera.

Then technology evolved. Computers not only performed faster, they performed more efficiently. And developers who created the hardware and software to stream also made the technology more accessible. Then came along a service called Justin.tv. Then Justin.tv evolved into its final form — Twitch.

I’m sure my own reaction was not too far from yours. *Twitch? Sounds serious. Have you consulted a physician?*

Twitch For Dummies offers you an explanation and a gateway, not into a strange medical affliction, but into an exciting, new entertainment platform that features video games and so much more. Beginning with the question at the forefront of your mind — *What is Twitch?* — this book takes you through the fastest-growing trend that is becoming a source of income for many. By the time you reach the end of this book, you will know how to stream, how to present, and how to effectively get your word out to audiences everywhere — and you can even have a bit of fun along the way.

About This Book

Twitch For Dummies should be these things to all who pick up and read it (whether straight through or by jumping around in the chapters):

- » A user-friendly guide in how to assemble a studio, produce, and stream video games, product demos, or self-help sessions
- » A terrific reference for choosing the right hardware and software to put together a professional-looking stream
- » The starting point for the person who knows nothing about video, audio, editing, recording, hosting streams, or how to turn a computer into a broadcasting studio
- » A handy go-to “think tank” for any beginning streamer who’s hungry for new ideas on what goes into a good stream and fresh points of view
- » A really fun read

There will be plenty of answers in these pages, and if you find the answers too elementary, I will provide you plenty of points of reference to research. I don’t claim to have all the solutions, quick fixes, and resolutions to all possible Twitch queries, but I will present to you the basic building blocks and first steps for beginning a stream. As with any *For Dummies* book, my responsibility is to offer you a foundation on which to build your Channel and grow.

I feel the need to also mention that I feature just a fraction of Twitch streamers that are online streaming their hearts out. You may not hear from your favorite Twitch streamer. In fact, you may hear from streamers that you may have never heard or seen before, and you may think “*Why didn’t you talk to [insert favorite streamer here]?*” While you may not know these streamers, I do, and what I have learned from them I hope to pass along to you.

This book was written as a linear path from the conceptualization stages to the final production of your content. However, not everyone needs to read this book from page one. If you’ve already gotten your feet wet with the various aspects of streaming or Twitch itself, feel free to jump around from section to section and read the parts that you need. We provide plenty of guides back to other relevant chapters for when the going gets murky.

Icons Used in This Book

So you're trekking through the book, making some real progress with developing your podcast, when suddenly these little icons leap out, grab you by the throat, and wrestle you to the ground. (Who would have thought streaming was so action-packed, like a Daniel Craig *Bond* movie, huh?) What do all these little drawings mean? Glad you asked.



TIP

When I'm in the middle of a discussion and I suddenly have one of those "Say, that reminds me . . ." moments (which, in my own streams, happen often), I give you one of these tips. They're handy little extras that are good to know and might even make your podcast sound a little tighter than average.



REMEMBER

If the moment is more than a handy little nugget of information and closer to a "Seriously, you can't forget this part!" factoid, I mark it with a Remember icon. You're going to want to pay close attention to these puppies.



WARNING

Sometimes I interrupt my own train of thought (again, something that happens often with me on stream) with a "Time out, Sparky . . ." moment. And this is where I ask for your undivided attention. The Warnings are exactly that: flashing lights, ah-ooga horns, dire portents. They're reminders not to try this at home because you'll definitely regret it.

Beyond the Book

You can find a little more helpful Twitch-related information on www.dummies.com, where you can peruse this book's Cheat Sheet. To get this handy resource, go to www.dummies.com and type *Twitch For Dummies Cheat Sheet* in the Search box.

In addition to the website hosted by the good people at www.dummies.com, this book comes with a companion *Twitch stream*, airing on Sunday afternoons. From your browser of choice, visit www.twitch.tv/theteemonster, and follow (or subscribe) to receive notifications when *Twitch For Dummies* author, yours truly, Tee Morris, goes live to take your questions. And maybe, on occasion, I may be joined online or in-studio by special guests, some you may read about in this book. Your questions are encouraged as I cover concepts in this book explored in greater detail, from Photoshop tutorials in creating overlays, to converting video content to audio, to managing the business of your Twitch stream.

Where to Go from Here

At this point, many *For Dummies* authors say something snappy, clever, or even a bit snarky. Chuck and I did so often throughout editions of *Podcasting For Dummies*, and I continue that tradition here. My best tongue-in-cheek material is saved for the pages inside, so here's a more serious approach . . .

If you want to hop around the book, that's your decision, but I suggest planting yourself in front of a computer and starting with Chapter 1. Together, we check out a few links, put together a Twitch Channel, and then we start working on that streaming persona. Along the way, I'm going to talk to other Twitch streamers and ask their advice, suggest other Twitch streams and their companion podcasts that can educate, inspire, and enlighten you. And through it all, we are going to work together to create engaging, original content.

Where do we go from here? Out into the Great Wide Open, my friends. So buckle up. It's going to be a heck of a ride.

1

Getting Your Game On

IN THIS PART . . .

Set up your Twitch account and creating a complete profile.

Explore the Twitch platform by watching and following those who are already established on Twitch or are working to do so.

Put together a simple streaming setup using your gaming console.

Launch your Twitch Channel, critique your first week, and consider the options for you and the content you create.

- » Finding out what streaming is
- » Finding out what Twitch is
- » Creating a Twitch account
- » Following and subscribing to Twitch Channels

Chapter **1**

Welcome to the World of Twitch

You ever look around and think “*How did I get here?*” I know, that’s a pretty deep question to kick off a *For Dummies* book, but I have been doing this a lot lately. Technology, on the whole, is pretty awe-inspiring in how it evolves in such a short amount of time. When you find your niche, it is also amazing to see how things that were considered out-of-reach, if not impossible, are now suddenly tools of the trade, some of them a simple plug-and-play or a quick click of an “OK” button away.

Maybe that is how you are feeling right now with this copy of *Twitch For Dummies*. How did I get here? Maybe you’ve heard of Twitch before, and you may have quickly dismissed it because you’re not a gamer. On the surface, Twitch may appear to be a gamer’s haven only for those keyboard warriors with lightning-quick reflexes. Look a little deeper, beyond the *World of Warcraft* and *Fortnite* channels, and you will find streamers that have made impressions in society, raising money for charity, hosting tutorials, and even helping out others in creative or personal development endeavors. Not all Twitch Channels are so deep. Many of them are simply friends jumping online and having a good laugh, inviting you to join in on the experience.

Deciding Whether Twitch Is for You

Technically speaking, streaming is the distribution of specially encoded multimedia content, usually video (but it can include audio exclusively if you wanted to make the stream less robust) onto desktop computers, laptop computers, and mobile devices such as tablets and smartphones via broadband or wireless Internet connections. It's a bit like podcasting, something I've been doing since 2005. Now, if you are looking for a less technical definition of streaming, how about:

Streaming allows you to broadcast or consume visual content on a global platform.

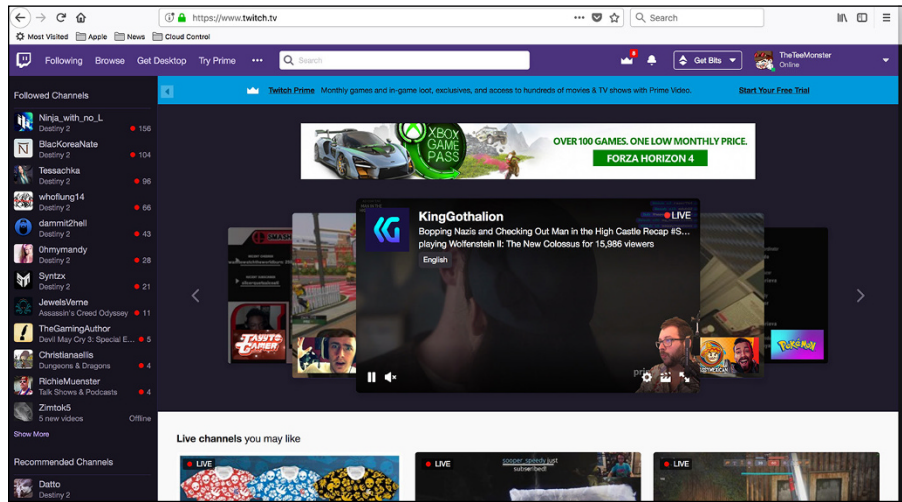
In a nutshell, you are doing what you would do when you're podcasting, only this time you're live, you're in real-time, and editing only happens after your stream is done and you want to convert it into the afore-mentioned podcast, a YouTube channel, or some other sort of consumable audio-video presentation.

While podcasting turns the tables on broadcast schedules, allowing the content consumer (or *subscriber*) to choose not only what to listen or watch, but also when; *streaming* does require — especially in the early stages of establishing a Twitch Channel — a reliable, set schedule. One of many things podcasting does share with Twitch is that your signal is not reliant on a transmitter or even a satellite for that matter. So long as you have a strong Internet connection and a device that is able to stream, you can host a Twitch Channel.

There are a lot of reasons you might want to launch a Twitch Channel, but the simplest reason to stream is that *it's just plain fun!* I've been streaming regularly since September 6, 2017, and through all the breaks, the changes, and the modest numbers I've seen, I am still having a blast, continuing to play video games with other gamers of varying backgrounds for worldwide audiences. It's a reoccurring reason people continue to stream, even when the hobby becomes something of a part- or full-time job. Even with channel hosts challenging themselves with new tricks and techniques in creating engaging and entertaining content, in the end it's just you, friends from parts known and unknown, and video games. Yes, Twitch is a lot of fun, as you can see in Figure 1-1.

But why would you want to put yourself — and yes, your questionable skills of aim — up for scrutiny from a global audience? There are a lot of reasons to set yourself up a platform on Twitch, each of these reasons come with their own rewards and benefits, and can really make a difference in your community, both online and in the real world.

FIGURE 1-1: Twitch, while known for gaming, also features creatives of all backgrounds sharing their passions on an interactive platform.



WHY TWITCH?

Streaming has been around for well over a decade, shortly after podcasting began to emerge as a form of consumable media. However, many of these early adopters were struggling with the ability to send out a strong, smooth video. With broadband becoming more and more prevalent, and devices both large and small able to process constant streams of data, Twitch's timing could not have been better. While other streaming services catered to special events and one-night performances, Twitch tapped into the billion-dollar industry of video games, allowing gamers of all skill levels to show people what they could do.

While Twitch blazed this trail in content streaming, other platforms have caught on and are making a play (pun *completely* intended) for the leaderboard. Twitter created Periscope, which laid the groundwork for Facebook to create Facebook Live. Facebook Live now offers Facebook Gaming, a platform similar to Twitch that offers viewers to interact with gamers, send “Cheers” (digital tips), and other kinds of transactions for the host. A new player on the market is Caffeine (<http://caffeine.tv>), emphasizing the social aspect of streaming rather than financial gain. Then there is YouTube Gaming (<https://gaming.youtube.com>) and Mixer (<https://mixer.com>), direct competitors to Twitch that offers both *Affiliate* and *Partner* opportunities. (More on Affiliate and Partner opportunities at Chapter 12.)

You have options, but for the purposes of this title, we are focusing on Twitch as this is where Tee finds himself entertaining fellow gamers coast-to-coast and around the world.

You want to connect with a community based on your passions or hobbies

The biggest draw to Twitch is this: finding people that enjoy what you enjoy, and establishing connections. It could simply be for social interaction, or it could be a desire for you to build a network for yourself. It could also be a desire to try and figure out what you can do to improve in a game, creative pursuit, or hobby. Are you wanting to get into cooking, and preparing healthier meals? What are the basic tools you would need to start costuming? Are you a photographer that struggles with Photoshop? Are you finding yourself stuck in a particularly tricky level of *Shadow of the Tomb Raider*? While you could go on and look up forums, YouTube videos, or other tutorials, Twitch grants you the opportunity to interact with the host of the channel, or with his or her Chat room, and ask questions. So Twitch can be an extremely immersive experience, and it can also be a real education. Add to that the community you meet, and soon you will find yourself connected with others all sharing your passion for the topic at hand.



TIP

The temptation to jump into the chat like an old friend may be a very tempting one, but it can do you a world of good to simply say “Good morning” and then sit back and listen to the conversation. Some hosts are very affable and congenial, quick to respond with a return greeting. Others may be late to respond on account of the activity they are engaged in. Some may not respond at all. Get a feel for what the relationship is between host and audience before engaging. Offer opinions if asked, but get to know the community before speaking as an old friend to the Chat.

You want to turn your subject of interest into a social experience

Okay, this may sound a little odd at first, and chances are, when you tell people about Twitch, they cock their heads to one side and ask you with all sincerity, “Hold on, people watch you play video games?” Phrased like that, even if you swap out video games with another pursuit such as costume crafting, scrapbooking, coding, or something else, it does sound unlikely, not to mention odd, that anyone would find that entertaining.

These people, most times, have never watched anything on Twitch.

Strange as it may sound, turning the subject of your Twitch Channel into something like an online talk show can not only benefit you in what you are pursuing (blasting a boss in order to progress to the next level, writing a particularly tough passage in order to progress in your novel, adding a certain spice to a dish you are making) but can also offer your audience something in return. This is reality television in its most raw form, and while you are opening the world up to your corner of it, the rewards can be amazing.

You want to generate excitement

As Twitch is live, there is nothing holding you back from nurturing anticipation over an upcoming release, event, or project you are involved with. This is, after all, your passion, and if you are sharing it on Twitch, the world can see just how excited you are about this. In a video games feed, it may be discussions over what was just announced at E3 (www.e3expo.com). In a Art feed, it may be an upcoming exhibition or new release about to hit bookshelves. In a Special Events or Just Chatting feed, it could be the purchase of a house or a moment from your first vacation overseas. The reason can be personal or public own nature, and Twitch offers you a platform to rally a community in what will be coming soon.



TIP

Promotion is fine and all, yes, and you want to generate the hype for your upcoming event or product release, but do not expect regular audiences or amazing community responses if this is all your channel does. If, one week, you're hosting a fashion show of geeky tee shirts and then the next week you are discussing with various guests the importance of life insurance, constant shilling does not necessarily make for good programming. When starting off as an individual, a lack of interest or critical pushback of just being another hype generator may occur. Make sure to find something your audience wants to engage with before you begin to promote.

You have a cause that needs attention

The Villalobos Rescue Shelter.

Mental health and wellness.

St. Jude's Children's Hospital.

Extra Life.

What these four things have in common? Twitch.

While it is easy to dismiss Twitch as just “a site where people watch other people play video games,” there are streamers who are making the most of their platform and raising awareness, money, or in some instances both, for a cause they believe in. For example, the organizers of GuardianCon (<http://guardiancon.co>) — a video game and Twitch event held in Tampa, Florida — set out in 2017 to break their 2016 goal of \$500,000 raised for St. Jude's Children's Hospital. They ended up raising just over \$1,000,000. In 2018, they tripled that. To show support for rescue dogs like Layla, pictured in Figure 1-2, Aura hosts Gaming4Pits, an event raising awareness for rescue animals of all breeds; and each year Aura pushes the goal higher and higher.

FIGURE 1-2: Twitch streamer Aura raises awareness and money for the Villalobos Rescue Center. His 2018 event, Gaming4Pits, raised over \$25,000 to support rescue dogs like Layla, his Channel mascot pictured here.



Even if not hosting a charity stream, Twitch offers your channel a place to talk about issues that you feel need attention. In between her own stretches with *Destiny* and photo editing streams, Twitch broadcaster SheSnaps (<http://twitch.tv/shesnaps>) offers insights into mental health and depression, emphasizing her own journey with it and the importance of asking for help. This is a small sampling of what you can find out there on Twitch, and you may find this is the platform that best fits your needs.



Before volunteering or giving to a charity stream, take a moment to find out what the charity is and the reputation of the organization. There are some unscrupulous types online, so it never hurts to be too careful. Additionally, charity streams will usually work with a third party to get donations to the recipients. If a stream is hosting a charity stream for, let's say, cancer research, but the donations are going to streamer claiming "I'll collect donations and then send them along to the charity . . ." be wary. This could be a scam.

You want to have a little fun

Then you have streamers that just enjoy a good laugh.

For some hosts, their Twitch Channel becomes a game show where the intent is to just have a good laugh. Other hosts reach out to their viewers and invite them to join in. And for some streamers, it's about offering a helping hand in accomplishing in-game tasks. Whatever the reason, the main point of the channel is to have a good time. Put on some tunes, chill, play, laugh. It's about helping others. It's about *community*, a word we will be saying often throughout this book.



TIP

One way to decide what kind of stream you want to host is to take a look at other streamers and see how they present their content. You can keep it simple, make a wish list of tricked out effects, or go full tilt into productions that could easily rival television studios. There is no “one way” to stream, but finding inspiration from other streamers is a great way to develop your own stream.

If Twitch is still the platform for you, and maybe you have an entirely different reason for hosting a channel from what we have listed here, then you are ready to set out on your own personal journey with streaming. You don’t have to apply all the bells and whistles yet. There are quite a few Twitch streams that are sophisticated in their presentations, but those Twitch streamers have been at this for a few years. Some Twitch streamers find a basic look for them is all they need.

We all have to start somewhere. Twitch makes the starting process incredibly easy.

Creating a Twitch Account

There are two schools of thought when it comes to creating a Twitch Channel: There’s the “*I need the latest and greatest studio gear, the fastest supercomputer on the market, and a full-on production set and crew in order to create a stream of broadcast industry quality that will make people flock to my channel!*” school of thought. And you also have the “*Huh. . . I’ve got on my PS4 an option to ‘Broadcast Gameplay’ and I’ve got a pretty decent headset. Why don’t I give it a go?*” school of thought. Both are equally valid approaches to streaming, sure, and there are a lot of other disciplines and strategies in-between. The real questions are how far are you’re willing to go, how far do you want to go, and will it be worth it — both financially and emotionally — to go that far?

These are the tough questions of Twitch, but allow me this moment to dispel a few misconceptions about streaming right off the bat: Streaming does not demand that you convert your basement into a broadcasting studio. You do not need a set, lighting equipment, or multiple cameras to stream. You do not have to invest thousands upon thousands of dollars to create the ultimate power stream. (I mean, you *could*, but why not crawl before running a sprint against Usain Bolt?) Streaming on Twitch is not rocket science. In fact, here’s a quick rundown of how to launch a Twitch Channel:

- 1. Set up an account on Twitch with a preferred email account.**
- 2. Find on your gaming console where you can broadcast your game.**
- 3. Select something to play.**
- 4. Start streaming on Twitch.**

If you are thinking, “Now hold on a minute — if streaming is that simple, then why is this book so thick?” Well, yes, I did gloss over a few details, but streaming on Twitch is that simple. The details of putting together your own Twitch Channel start in Chapter 3 and wrap up in Chapter 8; then the rest of this book will walk you through all the geek-speak you need to begin building your audience and keeping them engaged, how to generate revenue, and what to do with all this content you are generating. Throughout all of this title, you will be given recommendations of other streamers and maybe even hear from them from time to time.

We got a lot to do, so let’s get cracking.

Insert coins to begin: The basics

So, with that quick approach depicted above, you can have within moments a Twitch account activated and running, but that’s all you would have. It would be an empty space with the most basic of contact info and no details to speak of. Right now, you’re thinking “Okay, so when do I start streaming?” I’m going to have you pump the brakes and curb that enthusiasm of yours. Let’s start from the beginning and then spend some quality time filling in the blanks and understanding this platform.

1. **Go to <http://twitch.tv> and select from the top-right side of your browser window the *Sign Up* option (see Figure 1-3).**



TIP

You can still watch Twitch streams without being signed up with the platform. However, if you want to take advantage of the Chat features, you will need an account.

2. **Come up with a username for yourself on Twitch.**

This is how you will appear in Chat. This can be a nickname you go by, a play on words, or your own name. There can be a lot of different ways you can approach the Username. Just make sure you are not violating any Terms of Service on creating it.



WARNING

When establishing a username for yourself, avoid picking something overly generic. Usernames like “FortniteLover01” and “LeagueLegend2245” isn’t going to stand out in a crowd and will lead to a branding change if your channel grows to something bigger. Additionally, if you are constantly changing your handle, it can become problematic with people finding you — and yes, trusting you — on Twitch. For more on this, see the sidebar “Branding 101: Your Username” appearing later in this chapter.

Join Twitch today

Log In Sign Up

Username ✓
TheTeelMonsterOnTwitch

Password ✓ Strong
.....

Date of Birth ✓
September Day 1997

Email ✓
teemorris68@gmail.com

I'm not a robot reCAPTCHA Privacy - Terms

By clicking Sign Up, you are indicating that you have read and agree to the Terms of Service and Privacy Policy.

Sign Up

or

Connect with Facebook

FIGURE 1-3: Setting up a Twitch Channel only takes a few minutes and is free.

- 3. Create a password.**
- 4. Enter in your birthday.**

Again, this is based on an honor system, but the birthday is there to verify your age and that it is within the Terms of Service as established by Twitch. For more on Twitch's TOS, visit www.twitch.tv/p/legal/terms-of-service.

- 5. Enter a valid email.**

This email is where all notifications and any news from Twitch are sent.
- 6. After reviewing the Terms of Service and the Privacy Policy, click *Sign Up* to complete the application.**

Congratulations! Your Twitch account is now active. Technically, from here, you are ready to start streaming. You have a place on Twitch, but presently, the state of your Twitch account is a lot like the state of a Twitter account newly launched where the Profile Picture is the egg, the bio is blank, and the username is your Twitter handle. When you come across Twitter accounts like that, you can't avoid a hint of skepticism as to how genuine these accounts are.

So begins the work on completing the Twitch account and understanding the platform. These are details that, if you forge ahead without tending to them, you will find growth a challenge, ease of use a little elusive, and overall performance lacking. The sooner you sort them out, the better of a first impression you'll make. Maybe these details feel tedious, but they are the “*wax on, wax off . . .*” of Twitch. Completing these steps will grant you a deeper understanding of the platform.

New Twitch, who dis: Completing the Profile

Signed into Twitch with a newly minted account, you have a blank slate where you begin assembling a persona for yourself. The *Profile* is where you introduce yourself to the public, many times through a brief bio, maybe a few visual touches like a photo or a banner image. Think of the Profile as the interior decoration of your house. When people walk into your home, they will learn quickly what kind of personality you are. That's what we are going to build for you right now.

- 1. Go to your Twitch account on <http://twitch.tv> and select from the top-right side of your browser window your Account Status' drop menu, seen in Figure 1-4. Select *Settings* (located near the bottom of the drop menu) to enter your Twitch account's Profile.**

Your *Account Status* is always visible on the Twitch website. It tells you what is happening on your Channel and shares your activities with friends. You can also go “Invisible” or enable a “Dark Mode” scheme for the Twitch website.

- 2. Find a good *Profile Picture* best representative of you. It can be anything (within reason), but it should be a simple image easily identified at a small size.**

Twitch recognizes images in JPEG, PNG, and GIF formats. The dimensions of the image should not exceed 256x256 pixels or be larger than 10MB in file size.



TIP

As with other social media platforms, the best profile pictures are simple, basic images. You want backgrounds that aren't too busy and photos that are taken in close up. So long as you can tell what the image is at a glance, you have a good Profile Picture.

- 3. Upload for your *Profile Banner* an image that sets a tone or an atmosphere for your account and Twitch Channel page.**

Twitch recognizes images in JPEG, PNG, and GIF formats. The dimensions of the image should not exceed 1230x380 pixels or be larger than 10MB in file size.

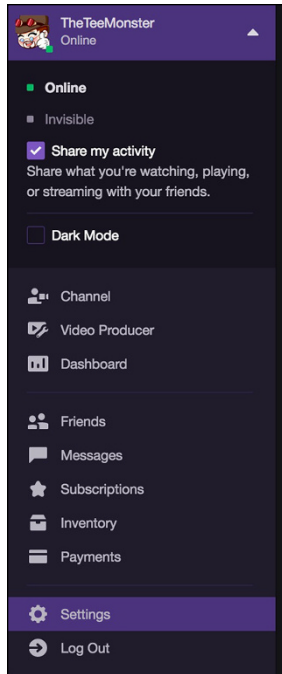


FIGURE 1-4: Selecting the Settings option will take you to the Profile option of your Twitch account. When completed, it should look something like Tee's, pictured here.

4. Scroll down to *Profile Settings* and either review or enter in your desired email.

Again, this email is where all notifications and any news from Twitch are sent.

5. If needed, click on the pencil icon in the Username field to edit your Twitch handle.

This email is where all notifications and any news from Twitch are sent.

6. In the Display Name field, edit your Username to appear the way you want it to appear.

For example, my username is "theteemonster" but "TheTeeMonster" is how I want it displayed.

7. Scroll down to *Bio* and write up a brief biography of who you are.

8. Single-click the *Save Changes* button to accept your changes.

The Profile section of your Settings is now complete, and when people visit your Channel, either online or through the Twitch app, they will see a completed profile as opposed to the default settings. It's always best to put your best foot forward, you know?

BRANDING 101: YOUR USERNAME

Rarely when you launch into a new online platform, or even social media for that matter, the notion of “branding” comes to mind. When I talk about branding, I am not referring to the kind of branding one would do with a cow as depicted in Westerns. Branding is, in a nutshell, your online identity. For example, my own screen name on Twitch is “TheTeeMonster” which is connected with my PSN account, TheTeeMonster. When I go live, notifications are sent out on Twitch and on my Twitter account, TeeMonster. Even before I go live, I drop promos about it on Twitter and my Instagram account, TheTeeMonster.

See what I’m doing here? This is branding. And it does matter.

By focusing on branding, you make it easier for people to find you, as well as identify you, on Twitch. While you may notice a variation on a theme (TheTeeMonster, TeeMonster, TheRealTeeMonster, etc.), there is a consistency there, and that consistency helps you strengthen your online identity as well as your online brand. Sometimes, you have to be clever. UK streamer “Munchie” couldn’t get “Munchie” or even “RealMunchie” as a username, so he created the username “REALMUNCHIE” — with a lowercase “l” instead of an “I” at the end — to stay with his online brand. The end result: <http://twitch.tv/realmunchie>.

When establishing an online brand, you want it easy for people to find you online. That’s why you may want to think a few steps ahead and find a name that could work across several platforms. There will be more about branding and other ways of promoting yourself positively in Chapter 13.



REMEMBER

If you decide that Twitch is not for you, go to Status ⇨ Settings ⇨ Disabling Your Twitch Account. You can follow the link offered to where you can shut your account down.

We have a few more details to take care of here, but you’re off to the right start.

All in the details: Channel and videos settings

Once your Profile is complete, you can progress to the right of the Settings options. The Twitch Prime option, quickly described, is the option for you to connect your Twitch account with an Amazon Prime account. This is an on-going special deal for Twitch users where various perks and deals are offered if you do this. Continuing past this, you have *Channel and Videos* where you set specific details about your