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>> George: Hey, I'm George Karonius, and I am here today with Jaclyn Dallas. She has an excellent YouTube channel called Nothing But Tech. She is a content creator. She is a video producer. She covers technology from a point of view of the every woman. I think that's a good way to say it, right?

>> Jaclyn: Yeah. I agree.

>> George: And we'd love to talk to you a little bit about technology, your love for technology, how you got into this field, and what it's like being a woman in the YouTuber world.

>> Jaclyn: Yeah.

>> George: Sound good?

>> Jaclyn: Yes. Thank you so much for having me on.

>> George: I guess one of the big things is I'm trying to figure out what to call you. Everyone -- some people are offended by the word YouTuber. I like "Content Creator" --

>> Jaclyn: I like that.

>> George: But I use YouTuber, just to like throw it out there. I personally avoid the word influencer, because I feel that's more someone who is like a paid celebrity spokesperson.

>> Jaclyn: Yeah.

>> George: And you're definitely not that. What would you like me to call you?

>> Jaclyn: Yeah. I mean YouTuber is good, content creator. I think that a lot of the stuff that we do is also outside of YouTube, and it's just like other platforms as well. But I like the phrase YouTuber. Definitely not "influencer," I agree with you on that. I think "influencer" implies that I'm influencing a decision in a particular way, and it -- like, it implies, like, a bias. But I want it to be that I'm just, like, giving facts and, like, my opinion, and then that helps you make a decision, so probably influencer. Either YouTuber, content creator. Either is good.

>> George: I look at people like you almost as journalists, modern journalists, young journalists, doing something. Just the platform is no longer a magazine, whether it be reviews. It's video.

>> Jaclyn: Yeah.

>> George: I appreciate what you do. I also realize that there is a completely

different way people consume reviews today, consume media. Was video your first platform of choice, or did you start out doing zines or anything?

>> Jaclyn: I didn't really ever write anything previous to video. When I was like really a lot younger, like eight years old, I watched a show called App Advice Daily, and they would make videos every week on the best iPhone apps, and that was like my first introduction to like people not just writing articles but also doing video stuff, so I kind of always wanted to do that, and then just like -- I guess like five years after that, I started doing it, but I never really started with written stuff. I guess I actually did write stuff after YouTube, but it was like a secondary thing.

>> George: Was technology the first thing you tried to make videos of? Were you drawn to technology, and why were you drawn to technology?

>> Jaclyn: So I never really thought that this would be like a career, like what I'm doing now, when I started. I actually was just always sending videos to friends and family on how to do something on their phone or computer, and I thought that if my friends and family needed help, there was probably a lot of other people online that needed help, and video attracted me, because I thought, if I just tell them over the phone, or I just send them like how to do it and type it out, it's harder for them to go back and do it step by step with me, whereas video, they can rewatch it a bunch of times, so that was kind of the idea for it, and then I just started posting like how-tos and tutorials, and then I kind of got more into product stuff, but I don't think that I ever, like, joined the platform in the beginning thinking that I would be doing like what I'm doing right now.

>> George: I never thought of that, that use for how to videos.

>> Jaclyn: Yeah.

>> George: I'm one of those people where my parents are constantly calling me up, saying, "You have got to come over and help me fix my phone. I don't know how to fix my phone." And I'm just like, "Oh, I'm not your tech support." But it's like you not only took that. You're like, I'm going to make it so I don't have to keep telling you over and over again.

>> Jaclyn: Yeah. It works out --

>> George: That's --

>> Jaclyn: -- so you don't have to. I mean, I still do. There's still a fair amount of tech calls at Thanksgiving, but it's better.

>> George: Thanksgiving is rough. Thanksgiving is rough.

>> Jaclyn: Yeah. At Thanksgiving, you're like the tech support for the entire family.

>> George: So I love that you do very high quality videos that nontechies as well as techies can understand. I find you do a very good job translating the language of tech to everybody. Is that something you try to do and you go out of your way to do?

>> Jaclyn: Yeah, definitely. So my grandma is an active follower of the channel, and I always kind of like, would she understand this? And I hope that most of the time she would. Obviously, there's times where you want to mention a processor or a screen resolution, and maybe that goes over the head of some people, but I definitely don't want it to just be specs, and it's not just that I want the general consumer to understand it, but it is also that I think that real world use is a lot more valuable than just a spec sheet that you can get online, so that's kind of always the goal, and I think that because I try to give my, like, use with it and my experience with it, that translates into

consumers understanding it.

>> George: That makes complete sense --

>> Jaclyn: Yeah.

>> George: -- and that's what I think most technology journalists try to do, at least the good ones. If you can get your mom to understand what you're talking about, you win.

>> Jaclyn: Yeah.

>> George: That's what the end result always is for me. As far as your first technology videos, when you first started out, how old were you?

>> Jaclyn: I was 13, a month into 13.

>> George: Wow. And you were just like --

>> Jaclyn: Yeah.

>> George: -- I have a camera lying around. Let me start shooting videos?

>> Jaclyn: Yeah. So it was actually like I wanted to do it for months, and I actually like worked and like babysat and stuff to afford the camera, and I bought it, so it was like an intentional choice. But it was kind of -- I was watching a lot of Marquez Brownley at the time and TLD, and I was like, I really want to do this. So I kind of just started posting, not with ever the intent of doing it to this extreme, and I posted -- that first video was a microphone unboxing. And that video went up, and then it was a couple of weeks before the next ones did, but a lot of them were how to videos.

Did you make those videos because you -- say the microphone video. Was that just something that you love to do, or is that just, well, I bought the tech. I might as well do the video for it.

>> Jaclyn: Yeah. Well, it was because I was doing a lot of research into what microphone I was going to buy to start this, because, as I said, the intent was tutorial, so I knew I needed good audio for that, so I like had spent like hours researching, and I found that all of the videos were good, and I was like, I want to add another more recent one, because the most recent one I could find was like six months or a year before, and I wanted to like kind of see like an unboxing and like how I would set it up, so I just posted it because I saw that I wanted it, and it wasn't there, so I thought I'd post it. And also, I don't know, there was like something fun about an unboxing experience, and I love being able to go back and like rewatch the old ones that I did. You know when you get like a new product, like you just love like talking off the plastic and stuff, so I like to rewatch them.

>> George: Do you go back to your first videos? Do you cringe at all on some of them? Is there --

>> Jaclyn: Oh, all the time. They are bad. I mean, there is no getting around that they are just like -- they are bad videos. I would say for the first six months, they were just like not great. But I think that the fact that they are bad is actually a good thing, because that means that I have improved a lot. Like, if I looked back, and I was like, wow, this is a good video, it would mean that I still suck today, so I think that that's a good thing.

>> George: So you reached out to me at a pretty young age. I think you're probably -- this might be about three years ago --

>> Jaclyn: Yeah.

>> George: -- is when I started doing products PR for Verizon, and you wrote, out of the blue, "George, I would like to review the new" -- it may have been a Samsung

phone. I don't remember.

>> Jaclyn: Yeah, I think it was.

>> George: And I looked at your channel, and I was very impressed with what I saw, and I didn't even ask you what your age was, but we got you a demo if we need to do a video.

What gave you the guts to reach out to a Verizon or any of these major manufacturers to say, "I would like to review your phones"?

>> Jaclyn: Yeah. Good question. So, I talked to this guy named Armando, who also makes YouTube videos, and he was like these brands need people to make videos and need authentic opinions and not just advertisements, and there's a lot of opportunity right now, because they just send you a review unit, and you give them your production, and you also give them the advertising to your audience, so I was like, you know what, like, let me try it. So he kind of gave me advice on it, and there was a lot of noes in the beginning, for sure, but eventually it worked. Like, brands like you, who took interest, and then like worked with me, and then helped me get other brands as well, because when you have like a Verizon backing you, it's easier to get the next LG or Samsung or whatever.

>> George: Well, I'm glad we could help you --

>> Jaclyn: Yeah.

>> George: -- and again, I think you do some great videos.

>> Jaclyn: Thank you.

>> George: And I love your honesty in there. How have you seen your style transition over the years?

>> Jaclyn: I would say that a lot of the first stuff was screen recordings, because I didn't always have the product, so I would like grab footage from the official manufacturer, or I would just record footage from the website and talk about it, so they were a lot more like me commentating things, whereas now I feel like they are a lot more like let me this good shot, and then let me also have the narrative, but I feel like I like to watch videos that are like pretty looking, that look good versus just commentary, so I think that they have changed in that way. And I also think that they have changed in the fact that they are not as long as they used to be, with the exception of the last one that I posted, which was like 17 minutes. Nuts. But a lot of the videos are like less than ten minutes, I would say now, because I feel like the viewer retention just wasn't there, and I was like saying so many unnecessary things and just like repeating myself, so I think that they have become like more cut, and the story and narrative is like more in the center.

>> George: You talked about originally doing screen casts and unboxings. At what point did you feel comfortable putting yourself on camera? Because there definitely has to be a moment where you're like, I can do this. I can put myself out there, and I don't need to be afraid of what I look like on camera.

>> Jaclyn: Yeah. It was definitely a while, and I think it was -- I could be totally wrong about this, but I think it was like three months in. Like, I had just done videos of my hands and the screen, but I thought that it creates a lot more of a personal connection when you can see the person talking, and also I was pretty young back then, so my voice was like really adolescent at the time, and I felt it would make more sense if people could see who was behind the voice. So I just -- I posted like my first video with

me in it, and it got, like, good feedback, where now people are like, oh like seeing who is doing it. And I also know personally, for me, like, I'm much more likely to watch a video that is not just B-roll but that has the actual person talking, so I don't think it was a decision of like, oh, like I'm afraid to put myself on camera. I just think it was like, this is like the next step. Like, I have to do this if I want to improve the videos.

>> George: That makes complete sense. As far as technology goes, technology has changed so much, and when you first started doing this, you were probably psyched over a microphone.

>> Jaclyn: Yeah.

>> George: Now that you have spent years playing with all kinds of technology, is the excitement still there when you open up that box, when you hold that phone? Is there -- first of all, is the excitement still there, and also what types of technology still excite you?

>> Jaclyn: Yeah, the excitement is definitely still there. I still get really hyped when I'm unboxing a product. People sometimes like make fun of the fact that, like, I'm peeling off the plastic, and it's like, it's so good, but I genuinely feel that way. So, that definitely -- a lot of smart phone stuff really excites me, camera gear especially. That's like where it's at, because you get that a lot less often, right? Like, I have had my camera now for like two years, whereas like I get a phone maybe every month to review, so that's probably where I get most excited, but also a lot of the new technology that's coming out, like the new stuff that we saw from Samsung at CES with like the TV stuff, like all of that kind of new tech excites me.

>> George: Are your parents excited for you to start having TVs showing up on the front door every day?

>> Jaclyn: I am sure. I mean, I actually -- I don't watch a lot of TV. Like, I can't remember the last time I turned on like a cable network, but there's definitely something about it.

>> George: Let's switch a little bit to being a woman in this field. When you were starting out, was that something you were -- that you considered, that you looked at -- did you see a lot of your peers out there? Or was this something where you felt there was room for you to create your own world and your own area, corner of the tech universe?

>> Jaclyn: Yeah, so there was definitely a couple that inspired me to start, like ijustine had been doing it for, like, years, and I watched a lot of her content, and when I was starting, she was doing a lot of tech videos, but also like lifestyle stuff, like cooking stuff, and it was kind of interesting to me that, like, she was able to do both, because at the time that I started, I wasn't, like, sure if I just wanted to strictly do tech. I might -- like I wanted to kind of include like a lifestyle element as well. So that was really interesting.

And also, one of my good friends, actually Crystal, Crystal Laura, she had started maybe six months before I did, so I was watching her for a while, and she was creating like really high quality stuff, and I had just gotten hired by Android Authority, which is like a big tech brand for anyone that doesn't know, and it was kind of interesting, and it was definitely a lot less of a female presence in the tech space, but there was enough there that, like, I was like this is something that I could do.

As far as challenges and obstacles that you faced, was there any sort of -- I mean, look, there's trolls on YouTube, lots of them, and on Twitter and everywhere else you

look. You know, was there a point where you had to say, I'm not going to let this affect me? What people are saying is not going to bother me, and you just moved forward?

How do you deal with that type of a situation?

>> Jaclyn: You know what, so I'm actually kind of in the minority in the fact that I actually like getting constructive criticism, because I feel like it actually helps me. Like, "Great video," I love to hear that, but like if you tell me that the audio is kind of bad in this video, now I know like, oh, I tried something differently, and it just did not work out, so I actually appreciate anything that's helpful. Like, maybe it's said in a terrible way, like, "Your audio sucks!" But, like, if I can take a message out of that, I appreciate it. Obviously, there was just some, like, straight up like hateful comments, but I think that there were so many more good comments that it kind of got outweighed, and at the end of the day, I'm making videos that I want to make, so it was kind of just me stepping back and saying, like, even if everyone hates it, would I still be doing this? And when I answered yes, I was like, all right, then just ignore the bad comments.

>> George: That makes complete sense. I think it's just some people -- it's hard for them to put on the blockers.

>> Jaclyn: Yeah, it was definitely hard.

>> George: Are there any female tech creators today or up and coming ones that you're excited about that you have on your subscribe feed that you check on every day?

>> Jaclyn: Yeah. Stefanie Carls is one. She does a lot of, like, car reviews and stuff, and a lot of stuff outside of YouTube, but I have actually known her and been good friends with her for about maybe two years, and then just like, Crystal, again, like I still watch all of her videos. Tech Me Out is another really great content creator who is actually nominated for an award for, like, breakout YouTuber of the Year, which is pretty incredible, so there is definitely more of a female presence. I think that there is still a ton of opportunity for anyone, not just females, to come into the space, if you can bring something unique. But those are definitely a couple that I watch all the time.

>> George: Do you have any people that reach out to you? Do you have young female YouTubers that reach out to you and say, hey, I'm inspired by you? What advice do you have for those?

>> Jaclyn: Yeah. So there was one, actually. I ran a pop-up shop in December, I think, and there was this 11-year-old girl that actually came to the event, and she was like a Vlogger, so it wasn't completely tech focused, but it was kind of around that area, and she, like, asked me some advice about how to get started, how to manage it with school and stuff, and then she reached out to me in an email a couple of weeks back. So it is definitely interesting to be able to kind of be like a role model to people, when like there was people that were a role model to me like four years ago, and there are still people that are, but I definitely think that if you're a female or you're young, like there's -- YouTube like kind of evens the playing field. Like it levels it for everyone, where you can just get into it and start, and you'll find an audience, if your content is there.

>> George: So, you're in the YouTube community, but you also have to admit that you are part of the tech community now, and I think that you should think of yourself as that, because you very much are. Even though we don't like to use the word influencer, you are influential in the tech industry. I know the tech business is trying very hard to be more inclusive of everybody. Do you see it changing? Have you seen the tech industry

being more open to women and minorities and people like that?

>> Jaclyn: I definitely think that it is, and I also don't think that -- at least personally, I am sure that there has been, but I have been seeing a lot of like discrimination against females on YouTube just because, like, you're working for yourself a lot of the time. I am sure that -- like, that's not a blanket statement, because I am sure that there has been, but for me, personally, I have actually had a really positive experience, where all of the male influencers that I have, like, been in touch with, or male YouTubers -- I should correct myself there -- have been really, like, nice and welcoming to me, so I haven't really felt like my gender, like being a female in this community, has had like a negative impact on anything.

>> George: That's excellent. It's great to hear, too.

>> Jaclyn: Yeah.

>> George: Your channel, Nothing But Tech, is that how -- did you start out with Nothing But Tech? I know you were originally -- we should say this. You were originally Nothing But Tech 88.

>> Jaclyn: Yes.

>> George: And you recently rebranded Nothing But Tech. Where did you get the 88 from? Was that just Nothing But Tech was taken?

>> Jaclyn: Yeah, so Nothing But Tech was taken. It still is. I'm really trying hard to get that URL. The channel hasn't been active in like years. Like, I don't know what's going on there. But, I really wanted that, and it just wasn't available, so it was my favorite number. That was like -- it didn't fit the requirements for the URL, so I just added a second 8, and then a lot of people actually thought that that was my birth year, because of that, so it kind of worked to my advantage, because I was like 13 when I started, and people thought I was like 20 something, which is kind of crazy. But, yeah, there was no really significant meaning to it. That's like definitely a common question. But I think I'm just rebranding now, just for like the simplicity, but I'm in the process of doing so, because it's so hard to get all of the handles on all of the platforms, like to get it on Twitter and Instagram, and then the YouTube one is like really hard for sure.

>> George: But there is also the fact that you might limit yourself to what you're called. Do you ever think, like, oh, do I need nothing but cars too?

>> Jaclyn: Yeah, honestly. Like, at times, I posted -- I think it was like two years ago, I posted a video that wasn't directly tech-related, and they were like, you can't do this. You're nothing but tech. Like, you have to always keep it tech-related, so the name is definitely limited, like that in certain ways, but since I'm really interested in tech, and that's what I'm posting about, as long as it's kind of tech-related, people are okay with it.

>> George: You just hit a massive milestone, a hundred thousand subscribers.

>> Jaclyn: Yeah.

>> George: Millions of views. I think when we first started working together, you had hundreds.

>> Jaclyn: Yeah.

>> George: And it's just amazing to see how you've grown -- again, in the last three or so years. Do you have any -- is there anything that you can cite as a reason for your success? Because a lot of people have good content, but hitting those type of numbers, it's not easy.

>> Jaclyn: Yeah. It's definitely sad when you see a channel that has like amazing

content but just isn't getting the views. I think that when that happens, you just have to like keep going, because for me, like, it took a really long time. Like, I think that I hit 3,000 subscribers in my first year on YouTube, but a thousand was like nine months in, so if I quit, seven months, I would have not hit, like -- I wouldn't have gained those next, like, 2000, so I think it was just like seeing the big picture. And if you're enjoying content that you're making, the numbers aren't going to be like the end all, be all. Like, obviously it's sad when you're creating content and the views aren't there, and you feel like they should be, and you look at other channels, and you're like, why isn't my video getting the views? But I feel like YouTube is just like a creative outlet to me, and the fact that there's like a hundred thousand people watching now has definitely upped the game, but I think that even if there wasn't, I would still be doing this.

>> George: You do a lot of collaboration. You put out there a lot. And for years, I have seen you say, hey, do you want to collaborate? I see you reaching out to other major YouTubers. Like, can we collaborate? Let's do a video together. I know a lot of artistic fields, people are very much siloed. Like, I don't want to leave -- I don't want to give you something awesome I might do. You are the opposite of that. Do you think that's helped a lot in the success of your channel?

>> Jaclyn: Yeah. Collaborations and networking is key. I think that -- for two reasons, the first being that the fact that I can see so many other people doing what I'm doing, and, like, for example, in October, also referred to as like Tech Tober, we just had so many product launches, and it was like relentless with how many videos we were making, and it was amazing, but I think I posted like 14 videos in that month, and each video could take like eight hours to make, so it was like a lot of work, and I remember like going to all of these events, and everyone being like, how many hours did you sleep last night? Oh, two? Yeah, same, like having the camaraderie of having people that do the same stuff as you has definitely helped, but also when you collaborate with someone, even if they have more followers than you, you don't necessarily have the same followers. So, like, a great example of this is when I was at like maybe 40,000 subscribers, I collaborated with this awesome YouTuber named Saradichi, and she had like maybe 250,000 or 300,000 subscribers, and a lot of people came from my channel and went to her channel and was like, it's crazy that I just found this channel from the much smaller YouTuber, so, like, she kind of took a leap of faith and collaborated with me without, like, looking at the number of subscribers I had in comparison to her, and it kind of worked out for both of us, and now we are, like, good friends. So I think that, especially like big YouTubers like not wanting to collaborate with smaller channels, they have like different audiences, oftentimes, but I think that if you can collaborate with people that are big or your same size, even if you both have a thousand subscribers, you could each gain like 400, because you have, like, different subscribers.

>> George: Is there someone -- do you have a Holy Grail out there? I need to work with this person at some point before I stop being a tech YouTuber?

>> Jaclyn: Yeah. I would love to work with ijustine. That's definitely on the list.

>> George: That's awesome. I remember seeing her when she was first starting out too, and --

>> Jaclyn: Yeah.

>> George: -- seeing what she has become.



Do you ever look to branch out beyond the YouTube platform? Like, if there was, say, back when there was a -- I don't know if you remember the ZDTV that turned into Tech TV --

>> Jaclyn: Yeah.

>> George: Would you love to do, like, Real TV, or anything beyond the little tube?

>> Jaclyn: I would say that I probably wouldn't want -- like, I don't want to speak for my future self here, but like, right now, I think that new media is kind of the direction that we are going, so I wouldn't necessarily want to move directly like to TV or something. I know that some like TV channels have like a tech analyst come on. I would definitely be interested in that, but I don't think that my content will move from like YouTuber, Twitter, Instagram, at least in the short term.

>> George: You get a ton of tech every month, every week. I assume the boxes just stack up outside. What is the one thing that you still get excited for every month, or every year?

>> Jaclyn: Oh, that is such a tough question. I honestly get excited for every product, but I think that the major smart phone releases get me excited because of their cameras, so, like the phone might not change that much. Maybe the display gets a little bit better and maybe they add like an in-screen fingerprint sensor, but the camera, like every single area, it's really exciting to test, and I also know that a lot of my viewers really like that type of content, so it kind of works for me. Like, I get hyped every time I get like the latest iPhone or LG or Samsung phone, but then being able to go out and test a camera and just see how much better it gets every year, like, we are at the point right now where you could literally just take your camera with you and sacrifice like a tiny bit of quality. Like, I know my good friend Sam Scheffer went to I think the Microsoft event, and he filmed it all just on his smart phone, and a lot of people like could not tell, so like that really excites me.

>> George: I have actually taken smartphones out on the field and have done productions with them that I have done just for social that we have brought back and reedited in our TV studio for much larger productions, and you're 100% right. The cameras right now are incredible. Is there a brand, a particular -- what smart phone do you currently have on you?

>> Jaclyn: So, I currently use the iPhone 10S and the Samsung Galaxy Note 9, and that Android phone switches a lot, just because I'm constantly reviewing one, so like now I think I just got the R17 Pro, I think is what it's called, and that's like a kind of mid-tier budget phone, so that is going to get my SIM card now, but it constantly switches for the Android phone. I always keep an iPhone on me so I can have like both platforms, and that updates a lot less regularly. But, yeah, a lot of the times it's like the Samsung phone or the Pixel 3 because of the camera. It depends, honestly. Every month, it's different.

>> George: We have got to talk a little bit about network, though. Are you excited for the upcoming changes that 5G is bringing? Are you aware of what's going on with that? And are you kind of looking forward at the technology that could be done over that platform?

>> Jaclyn: Yeah. So I was actually just watching a video on it like last week, and it seems like pretty incredible. I think that some smartphones are going to start coming out this year on, like, select areas and networks and stuff with it. I think that it's going to

be maybe a little bit of time before it gets adapted everywhere, but it definitely excites me. Just for like the upload speed, for like a YouTuber to have that, that's great, but I also know that for like surgeries, where the doctor isn't actually there, like all of this stuff seems like incredible and things that we thought like ten years ago were impossible, and now it's looking like maybe 2020 will be like the start of it.

>> George: What was your first smart phone? Or your first phone?

>> Jaclyn: My first smart phone was -- okay. So my first phone was a flip phone, but my first smart phone was the Motorola Razer, like the first one.

>> George: Wow.

>> Jaclyn: Yeah. I think that that was -- it was a much more current phone. Like, most people were like on the first iPhone or like a different phone, but my first phone, for like a year, was like a flip phone.

>> George: Was it your parents just wanted you to have a safer phone?

>> Jaclyn: I was also kind of young at the time. Like, I got my first phone in 5th grade, so I was like, I didn't really need the iPhone or an Android phone, and it was also like they weren't really used as much. Like, I remember in fifth grade, people were just starting to get like -- like a lot of people were starrng to get iPhone and stuff, so it wasn't like, oh, you need a smart phone.

>> George: Let's talk a little bit about you. How -- the question everybody has is how do you manage school and doing this. And you said you sometimes sleep two hours a night because you're editing videos. How do you manage the two? How do you get your like mom to not, you know, go nuts on you?

>> Jaclyn: Yeah. Okay, well, to answer that, my mom is like definitely extremely supportive, so that's never really been an issue. In terms of how I manage everything, it's not always perfect. I work like 40 hours a week, and then I also go to full-time school, and sometimes it's more than 40 hours a week, if we have a lot of events and stuff, so it's definitely tough. I think that it's having like your priorities. So it's not that you can necessarily balance everything. Like, my good friend Cody just said this at a talk. There is no possible way that you can balance your work and your social life or, in this case, my school life, but you just have to prioritize what you want to do when, so I think for me, at least in terms of managing it, what I do is I work a lot on like the business said of things during the week, so responding to emails and like the administrative work that makes the creating possible, and then on the weekends is when I film and then have the footage to then edit throughout the week. It's not a perfect system. It definitely doesn't always work, and sleep definitely takes a hit sometimes, but I think that if you set out a to-do list and you think about, okay, I'm only going to get this one thing done today, like I'm very goals-oriented, just because it's hard to, like, be theoretical and say, okay, I want my content to be better, how do I want it to be better? Do I want the lighting to be better? Do I want the audio to be better? So, I think that when I set a goal, like, okay, this weekend I'm working on getting rid of that shadow on my face, I can then get that done, and I think that a lot of times people look at a task, and it seems like really daunting, because they just have so much to do. Like, they look at their video, and then they look at Marquez's, and they are like, how am I ever going to get to that point? And I think it's just taking it one step at a time, and the same thing with time management, like not worrying about the fact that I have five projects I needed to get done this month, but instead just finishing one by one.

>> George: What you are saying is blowing my mind, because it's very easy to think of people like you and your colleagues, your contemporaries, as just YouTubers, as video creators, but you also run your own business.

>> Jaclyn: Yeah.

>> George: You have your own company, and I think that's where you're at a different level as other people. What advice do you have for young content creators that haven't really grasped the business side of it?

>> Jaclyn: Honestly, don't worry about it. It's only really when you get to the point of having the opportunities for sponsorships, but I think that once you do get to that point, you really have to be smart about what sponsorships you take. Like, I'll take a lot less sponsorship deals, but then the ones that I do take are for bigger amounts of financial support or, like, money, so I might take only one deal a month, and there could be like five, but I know that for me, those five would equate a little bit less than the one big deal, but I would be going crazy trying to get five sponsor videos done, so I would rather take the financial hit and keep my sanity. But I also think that a great guy to talk to is Armando. He's another tech YouTuber in the community, and he like definitely -- I had no idea that you could even make money from YouTube, and then he kind of like sat me down and talked to me, and it's definitely really interesting. I actually made a full video on it, if anyone is listening to this and is trying to make money. You can check out that video. There's basically three main ways to make money on YouTube, and I kind of go over each one and how to do it.

>> George: You're clearly making a living off of this, and there is room to make this a full-time career, correct?

>> Jaclyn: Yeah.

>> George: I don't want to say is this what you want to do when you grow up, because that's kind of a ridiculous comment. I don't think I figured out what I want to do when I grow up yet. But is this the field you want to continue to be in? Are you looking at college? Are you --

>> Jaclyn: Yeah. So, I'm definitely looking at college, but this is also, by that same token, what I want. Like, ideally, what I want my career to be like five years from now, ten years from now, I want to be doing this or something like this, depending on how the platform ages. But, I think that because I'm able to manage it with school now, I definitely want to get like a college education, so it will kind of always continue to be this part-time thing that kind of takes full-time hours, and then eventually hopefully a full-time thing.

>> George: Are you at all concerned maybe going into a technology field, something like, say, you know, a Verizon or a company, or one of your favorite manufacturers? Have you ever considered moving out into the other side of the business?

>> Jaclyn: I mean, that's definitely something that I wanted to explore when I was younger, when I was like six or seven. My dream job was, like, to work at Google or a company like Verizon, but I think that now, because I have gotten to do YouTube, and YouTube is kind of a job where you wear, like, multiple hats. Like one day you're a content creator and a filmer. The next day, you're negotiating a deal. The next day you're going to an event and socializing with people. The next day I'm making clothing. And then -- like it always changes, which I think is so different than most jobs, where you go in and you kind of know what to expect every day, and I love that about it, and

that's one of the main reasons why I think I, like, haven't gotten burned out, and I don't think I will, because, like, if I'm getting burned out with a certain section, like editing, I'm just like, all right, I'm not going to do that today. I'm just going to do this. So, I think that that's really interesting. Obviously, I don't know what I'll be doing in the future, but I would love to ideally be doing this, I think.

>> George: It's a great outlook on life. I always say if you're not having fun, you shouldn't be doing what you're doing.

>> Jaclyn: Yeah.

>> George: And I'm -- you know, I'm glad to have you on the show today. I guess, finally, what do you do beyond just tech reviews? I mean, do you have any other hobbies that you love doing?

>> Jaclyn: Yeah, so, I play basketball, so that definitely takes some of my time as well. We are in season right now, but I'm actually not playing right now, just because I was traveling so much, so I'll be playing over the summer, but basketball is definitely something, and then also clothing. So, I've run like a merch and like separate clothing company in addition to YouTube, and that's definitely been interesting, because I have always kind of wanted to like design stuff and see that side, so although it's like part of YouTube, it's totally different, because it's figuring out what designs will sell but also what designs I want to make and then testing out which fabrics are best and then running like pop-up shops, and a good friend of mine named Chris Hall kind of handles like the business side of that, so I just get the fun parts. Like, normally you have to like do the fun stuff, but then you also have like the business stuff and staying on contract, but like he literally handles all of that, so it's just like, okay, Chris, I want to make this design. Let's do it. So that's definitely been fun and something that I want to continue to explore in this year.

>> George: Is there anything else about you that we should know that we don't know?

>> Jaclyn: Oh, gosh. I feel like that's such a big question. I guess something else that I'm, like, working on right now, and it's in the very, very early stages, is a book, so I'm trying to write a book that's like stories and anecdotes about this career, but through those stories and anecdotes, I want you to be able to learn how to then do it yourself, whether it be this career or another career, how to time manage and how to go to a party knowing no one and then walk out with friends on Instagram and like contacts that you can go to in the future, so I'm kind of right now like just starting that book, but that's a project that I'm definitely going to be working on in 2019.

>> George: So, thank you so much for coming on today.

>> Jaclyn: Yeah, thank you so much for having me.

>> George: We really appreciate it.

How can everybody reach you? How can they find out more about Jaclyn Dallas?

>> Jaclyn: So the main platform is YouTube, so it's still going to have the 88 in it, but if you go to [YouTube.com/NothingButTech88](https://www.youtube.com/NothingButTech88), for now -- hopefully that changes soon -- or Instagram, Twitter, and Snapchat are also NBT88YT. Those platforms could change, but honestly, if you have just like nothing but tech like anywhere, it will come up, and that's probably the best way to do it.

>> George: Thank you so much, Jaclyn.

>> Jaclyn: Yeah. Thank you so much for having me. This is great.