



Introduction

Imagine shooting to super-stardom just by doing your hobby. You'd have tons of fans, travel to the coolest places, and get to spin your dream career into reality. It would be awesome!

Bethany Mota had no idea she was sitting on the brink of fan-mania when she filmed her first YouTube video at thirteen years old. "I was really bored . . . It was the summertime. So what do you do when you're bored in the summertime? You watch YouTube videos," Bethany said in a *HuffPost Live* interview. Soon after, Bethany started filming her own vids from her bedroom. She'd talk about makeup, hair, or her latest fashion buys. And she'd hope someone would watch.





With time, Bethany's subscriber list grew . . . and grew . . . and grew—until it exploded. Today, she has millions of fans all over the world who call themselves “Motavators.” She also has two super-popular YouTube channels, her own collections at the ever-trendy fashion store Aéropostale, a hit song, and she was the first YouTuber to compete on *Dancing with the Stars*. She has sparkled on the cover of some fab mags. And she got to interview President Obama!

But Bethany hasn't always lived this fairy tale. She suffered through cyber-bullying and was really down for a while. With YouTube, Bethany found her voice. Now she uses that voice to inspire others.

