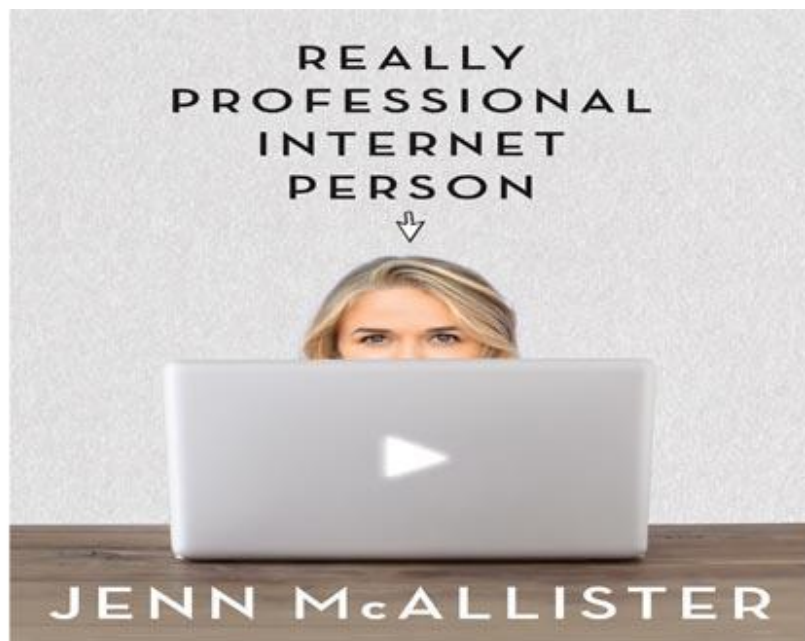


Features : The Tale of a YouTuber

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We keep hearing tales of how people in today's Internet generation are easily making money online, but more often than not, these are right out of the realms of rosy mythology. Succeeding on the Internet is a slog and Jenn McAllister brings out the struggle involved in the process in her highly readable and accessible *Really Professional Internet Person*. For those who know her not, McAllister is this volume. No, what you get here is McAllister's perspective of how she got started off with videos - known on the Internet as JennXPenn and has millions of followers on YouTube, and is on her way to establishing herself as an actress in her own right.. and no, it was not because she was naturally gregarious but on the contrary, because she was rather shy as a child and liked the fact that you could always edit a video. She started her channel JennXpen at the tender age of 12, but had already tried her hand at a channel before. And from there onwards, she shot to fame, and signed a YouTube partnership with Awesomeness TV and was also nominated for a number of awards.

Really Professional Internet Person is the story of how this girl, who is still in her teens, managed to make it big. And McAllister, who is also listed as author in Wikipedia, tells her tale with dry humour and honesty. Yes, she does recall the strokes of good fortune she had and is quick to thank her friends for what she has achieved. But what comes across most in the book is her sincerity and recognition of the fact that fame comes not only with its attendant burdens but is also fleeting. Some might find parts of the book too profound to be coming from a person of her age (as some might also resent the overly familiar way of narration),, but we still think this is pretty much a must-read for anyone who wants to be on YouTube. It is very well-designed with pictures interspersed randomly in the text, and not anchored to separate sections. A book of our times indeed. Hopefully McAllister will write a sequel when she is older.

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