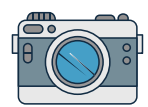




YOUTUBE CHANNEL CHECKLIST



- Decide on what type of videos you want to make (tutorials, DIY, vlogs, tech)*
- Establish your brand name (i.e. Amanda Jewell)*
- Create your channel on YouTube*
- Create a banner for your channel*
- Upload an avi (use a logo or a picture of you)*
- Plan your first video*
- Film on iPhone or camera*
- Edit on video editing software (imovie, Final Cut Pro X, Adobe Premiere)*
- Make a thumbnail (Photoshop or Picmonkey) 1280 x 720 px*
- Use keywords in your title*
- Look at Google Trends to make sure title is relevant*
- Check Vid IQ for most relevant title and related key words*
- Put keywords in description and tags*
- Use all related words in tags*
- Promote YouTube channel cross all platforms (FaceBook, Twitter, Instagram)*
- Decide on a specific time and day for uploading (I post on Sundays at noon)*
- Write out 5 video ideas to film*
- Post consistently*
- Let go of other people's opinions*
- Create a strategy for your channel*
- Make binge-worthy content (related videos people can binge)*
- Develop an aesthetic of thumbnails and editing*
- Have fun (passion fuels purpose)*

