

# YOUTUBE CHANNEL BLUEPRINT

BY RAFFITI MEDIA



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# Audience & Value Proposition Action Plan

# The Hunt For A Value Statement

## What is a Value Statement as a video creator?

### Definition:

A short, one sentence summary or tagline that gives potential followers an immediate understanding of the value you offer

### Notes:

- Keep the value statement simple, easy to understand and effective
- If it's too hard to create, the channel's focus might be too complex

# Value Statement

## Examples

Revenue is greater than fame - *Raffiti*

I have nothing to sell you - *Alex Hormozi*

Master YouTube. Spread Your Message. - *Tim Schmoyer*



## Notes:

Don't just explain what the content is about. Explain why your content matters to a potential follower.

My content category is: \_\_\_\_\_

My sub niche is: \_\_\_\_\_

My unique perspective is: \_\_\_\_\_

Why does my content matter? \_\_\_\_\_

My Value Proposition is: \_\_\_\_\_

# Target Audience & Value Statement Check

## Exercise: What is your Elevator Pitch?

It's good practice to have a 1-minute pitch ready that tells who you are and what you do- a summary short enough to tell a stranger on an elevator ride. This is beneficial for two reasons.

1. To be able to give your audience a complete understanding of what you do
2. To be able to use a short summary as a 1-minute trailer or as an occasional 5-10 second video bumper

## Here are some tips for creating an effective elevator pitch:

1. Grab their attention with something captivating or an industry pain point
2. Spark intrigue with a unique perspective or solution to the pain point
3. Share what you do without giving away too much
4. Stop short so you invite conversation

## Example: Real Estate Coach

My name is Scott Simson, 15 years ago I nearly lost everything after my partnerships went south. I got my real estate license and got to work. I figured if I learned how to sell during the worst time, I could do well during the good times. I ended up doing so well I became top salesman company wide. My sales formula has sold hundreds of millions of dollars in real estate. Now I travel and teach other sales people my strategies.

Your turn:

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# Content Strategy Action Plan

# Content Strategy Action Plan

## What type of content will you produce?

Having a content strategy is important for a few reasons:

1. Setting an expectation for your audience. Viewers need familiarity. Too much inconsistency in content style can lead to audience confusion and segmentation. Audiences come for one category of content on your channel and won't watch another.
2. The wrong style for your category can affect audience retention. Ex: If you live stream exact DIY project instructions, the video may take well beyond the amount of time a viewer has allotted to research how to do that craft.
3. There are certain trending events that happen throughout the year that you want to capitalize on.

# Content Strategy Action Plan

## Questions to ask:

What are the common styles of content for my category?

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Are there ways for me to stand out?

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What are the tent pole seasons, or events in my category?

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# Content Strategy Action Plan

## The three types of effective content:

1. Educational Content: How to, 5 Tips, Tutorials, Reviews etc.
2. Entertaining Content: Gaming, Skits, Humor, Reaction
3. Inspirational Content: Motivational, Inspirational

What type of content will you create?

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# Content Strategy Action Plan

## Other things to consider:

### **Publishing Frequency**

Publish at least once a week and publish as often as you can without sacrificing quality and value. 2-3 times a week is an effective strategy. Posting more than 3 times can lead to self cannibalization. Meaning, your audience will miss videos because they can't keep up. That said, there are always examples of people who succeed with any strategy as long as there is value in the content. Pick a release schedule that works for you.

### **Video Predictability**

Sticking to a series schedule and posting at the same time every upload will greatly enhance predictability.

### **Video Quality**

Quality is more important than quantity. Commit to getting better and never sacrifice quality.

### **Video Value**

There is an argument to be made for higher quantity as long as the content is found valuable by the audience. Value should be prioritized above all else.

# Show Formula Action Plan

# Show Formula Action Plan

## What is your show formula strategy?

Show formula is important because it give your audience a sense of familiarity and consistency, if you stick to a common set of standards. It will even help build loyalty.

Here is a formula we recommend.

### Hook / Tease

If you can start with an amazing fact or intriguing story or heighten the stakes for whatever you'll be talking about, it will help with audience retention. Make sure to tie the title of your video and the thumbnail context into your hook for search optimization and so your audience will know that the content is relevant to what they're expecting.

### Branding

1-2 seconds logo swipe (max) or an occasional 5-10 extended bumper

# Show Formula Action Plan

**Intro CTA's** - It's good practice to have a short (curiosity gap) Call to Action (CTA) early on in your video, to follow you or check out any links you may have left in the description or comments. Don't beg for clicks, give them a reason to follow you.

**Example:**

"If you're new here, welcome! 10 years ago I was broke and 5 years ago I figured out the key to making millions of dollars. This channel is where I am sharing everything I know...for free. Hit that subscribe if want to know everything."

**Content** - This is where you will place the bulk of your message. Solve problems, educate, entertain and inspire. Keep your edits tight, so your audience sticks around for longer periods of time. Use micro hooks to keep people engaged e.g. "Today I'm going to tell you how to make a million dollars in the next year with one unique tactic, but before I do, I need to tell you about xyz". "But before I do" is a powerful way to keep them watching.

**Endscreen CTA's** - End your video with another Call to Action. Encourage your viewers to watch more content and engage in your content.

**Example:**

"Today I showed you how to make a million dollars in the next 30 days, if you want to learn the best side hustles that can really take things to the next level fast, I break that all down in this next video right here. See you there."



# Show Formula Action Plan

What is your show formula?

Hook: \_\_\_\_\_

\_\_\_\_\_

CTA: \_\_\_\_\_

\_\_\_\_\_

Content: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

CTA: \_\_\_\_\_

\_\_\_\_\_

# Channel Strategy Action Plan

# Profile/Channel Strategy Action Plan

**Does your channel look professional and inspire people to take action?**

A common overlooked area of YouTube strategy is the design and layout of your channel homepage. You would not expect a viewer to subscribe to your channel if it is half-finished. Here's a checklist to help remind you of all that needs to be done:

- ☐ Channel Artwork
- ☐ Channel Trailer
- ☐ Channel Icon
- ☐ Channel Keywords
- ☐ About Page
- ☐ Featured Channels
- ☐ Branding Watermark
- ☐ Channel Sections

# Channel Strategy Action Plan

## YouTube Channel Artwork

We suggest:

- ❑ Use your value proposition or branding statement in your artwork
- ❑ All other artwork will be background images for larger devices
- ❑ It's very important for people to be able to connect with your messaging. Use an image or a phrase that triggers emotion or becomes a rally cry for future viewers.





# Channel Strategy Action Plan

## Channel Trailer or Spotlight Video

Your trailer is a great way to give your potential audience a brief summary of who you are and what you do. In less than a minute, it should paint a very clear picture of why your audience should trust and follow you. It is a well known understanding that the best way to win friends is to help solve their problems. Use this video not to simply talk about yourself, but to show your potential audience what's in it for them to stick around.

### Trailer Checklist:

- ☐ 1-2 minutes max with fast pacing
- ☐ Use the epiphany bridge formula
- ☐ Have some artistic creativity
- ☐ Ask for the viewer to subscribe and check out your other videos

# Channel Strategy Action Plan

## Channel Trailer or Spotlight Video

### Epiphany bridge formula:

Tell your story that illustrates to your audience that you were where they are. Then talk about your dream to be where they want to be. A shared dream will create unity between you and your audience. Then talk about how you gained the knowledge that illustrates that you know how to attain the dream that they want. They will have an epiphany that you know how to get them where they want to go and desire to follow you.

# Channel Strategy Action Plan

## Channel Icon or Profile Picture

Your profile picture is an important part of your brand, so you want to put time into presenting yourself in a manner that is clickable, relatable and mainstream.

### Checklist:

- ☐ Closeup picture
- ☐ Professional quality is not a must
- ☐ Continuity with overall brand coloring
- ☐ Do not use a logo. People don't build relationships with logos.
- ☐ Be authentic to you



# Channel Strategy Action Plan

## Competitive Strategy

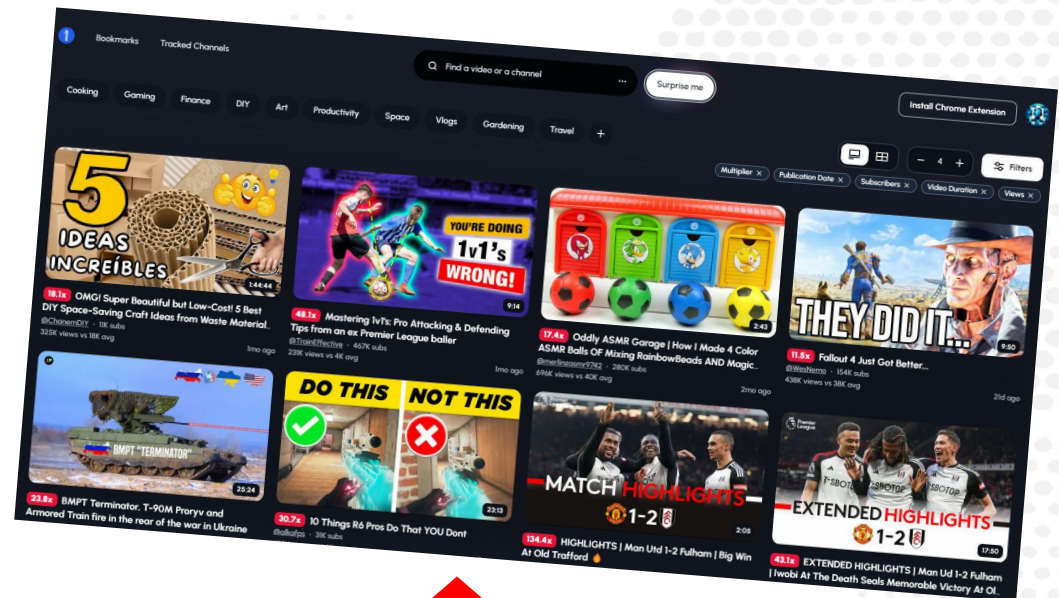
Competitive research is exactly what it sounds like, researching your competition. Look at what others in your niche are creating and take note of what is working for them.

This is important for two main reasons:

1. It allows you to understand what your target audience is watching.
2. It shows you titles, thumbnails and hooks that people are clicking on and engaging with.

There are a variety of research tools that are out there. We recommend these:

YouTube Research Tab  
Paid: [1of10.com](https://1of10.com)



 [1of10.com](https://1of10.com)



# Channel Strategy Action Plan

## About Page

Even though many people may never look at your “About” page, it’s still very important to complete this step, as it adds to your channel profile discoverability.

### About Section Best Practices:

1. Provide your personal bio, along with any social proof you have accumulated, to build trust.
2. Describe your niche and type of content you will be releasing and how it will benefit your audience.
3. Utilize keywords describing your content in a natural way.

### Pro Tips

1. The About section may be about you, but it’s for your audience. Craft your message to be a piece of content that your audience will find value in.
2. Much like your trailer video, your About section should include why your channel will help your audience solve a problem.

# Channel Strategy Action Plan

## Sample About Section

Are you a YouTube creator? Are you a digital entrepreneur with a business that needs video? Then you came to the right channel. With over 400,000 subscribers and 125,000,000 views to his name, Scott knows what it takes to build audiences and get views to your videos. On this channel, we will help you answer the following questions:

How do I get more views on my videos?

How do I stay motivated as an entrepreneur?

How do I build a passive source of income online?

How to have confidence as an entrepreneur

How to be successful with video creation

...and much, much more! Stay tuned and subscribe for regular content!

## Your About section

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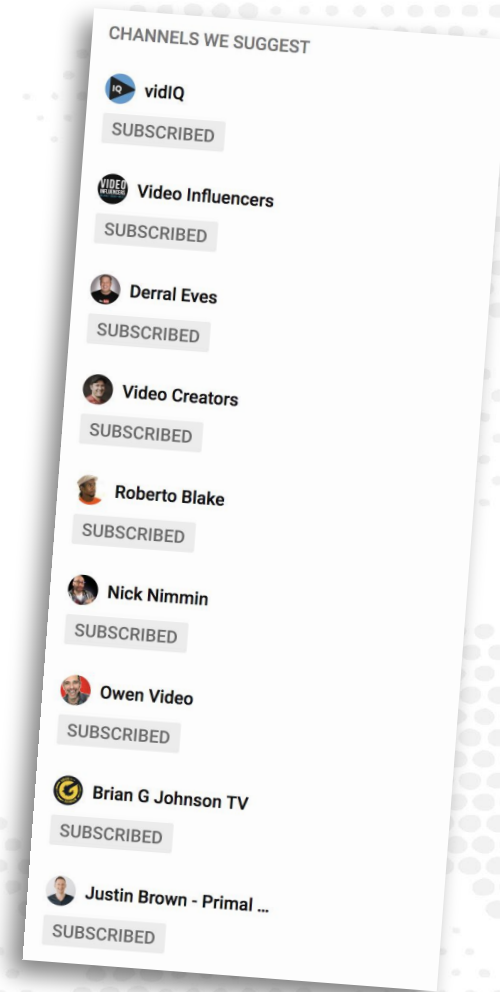
# Channel Strategy Action Plan

## Featured Channels on YouTube

There are a number of features on YouTube that are optional for you to use. Our advice is that if YouTube offers it, use the feature. The entire purpose of offering these features is to keep viewers on the YouTube platform for as long as possible. The better you do at keeping your audience on YouTube, the more traffic YouTube will give you.

### Pro Tip

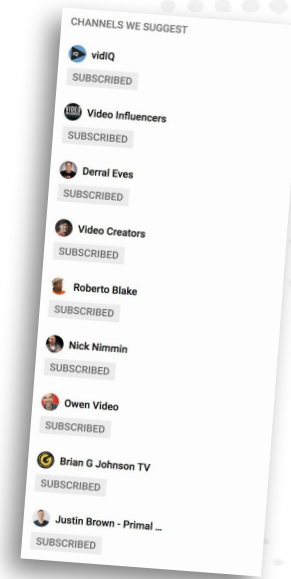
Fill your Featured Channels section with channels related to your content. This will give your audience a reason to stay on the platform.



# Channel Strategy Action Plan

What are some related channels that you can feature?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



# Channel Strategy Action Plan

## Branding Watermark

We suggest adding a watermark like one of these, not your logo. An interested audience will see your branding a lot after they choose to follow you. Rather than use the watermark for recognition, use the watermark to get over that initial hurdle and remind your audience to follow you.





# Channel Strategy Action Plan

## Are You Using Channel Sections?

YouTube gives you another feature that is important for SEO purposes: the ability to break your channel home page into sections.

### The benefits of sections:

1. Section titles can be optimized with keywords
2. Sections offer your audience an organized way of viewing your content

### Sample Section Format:

- ☐ Popular Videos
- ☐ Keyword playlist (How to \_\_\_\_\_)
- ☐ Keyword playlist (How to \_\_\_\_\_)
- ☐ Keyword playlist (How to \_\_\_\_\_)

What are some sections you can include on your channel's home page?

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# Example


**For You**




**What happened to Grant Cardone?**  
2.1K views • 5 days ago



**Mr. Beast and Hormozi are pivoting...[youtube reset]**  
24K views • 7 days ago




**This will DESTROY shorts creators...**  
5.6K views • 11 days ago




**Mr Beast ruined YouTube...**  
3K views • 1 month ago


**Popular videos** ▶ Play all




**The fall of shortform content..**  
170K views • 1 year ago




**the youtube reset is coming.**  
67K views • 1 year ago




**The comeback of longform content..**  
27K views • 1 year ago



**Mr. Beast and Hormozi are pivoting...[youtube reset]**  
24K views • 7 days ago




**shorts is broken...the evidence**  
20K views • 1 year ago




**Don't use TubeBuddy or Vidiq**  
19K views • 1 year ago


**Videos** ▶ Play all




**\$47,000 Fine**




**Grant Cardone • Buying Views?**




**YouTube Reset**



**IT'S OVER**



**this**



**Channel Makers**

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# Video Optimization Strategy Action Plan



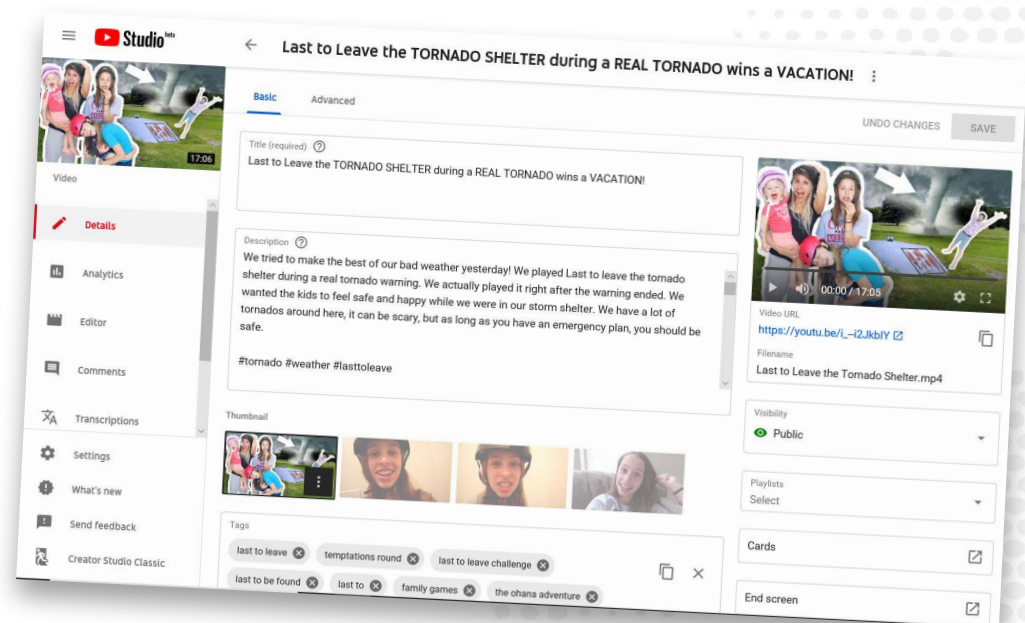
# Video Optimization Strategy Action Plan

## Are your videos optimized for success?

This section will be mostly applicable to YouTube, but the practices for keywords, titles, calls to action and ordering of your content is applicable across platforms.

Here are the key areas you want to focus on, when it comes to video level optimization.

- ❑ Titles
- ❑ Description
- ❑ Tags
- ❑ Playlists
- ❑ Close Captions
- ❑ Cards
- ❑ Endscreens
- ❑ Thumbnails



# Video Optimization Strategy Action Plan

This example is from Master Thumbnails. The channel is all about how to create compelling thumbnails for YouTube.

## Title formula:

1. Create a reason to click
2. The first part use the keyword phrase
3. Then tell what the video is about in a intriguing way

**How to buy a home with Zero Money Down!**



# Video Optimization Strategy Action Plan

## Are you writing good descriptions?

A couple of years ago, descriptions were used as a way to game the system and were massively important to keyword strategy so you would rank in search. Now, Google AI is so strong you don't need to worry about keyword-stuffed descriptions.

What your description should share is information for anyone just learning about you (maybe this is their FIRST video of yours) and where you want them to go next.

### Key factors that make a good basic description:

- Make the first line a call to action for a lead magnet, email list, etc.
- Give a brief description of the video (without giving it away)
- Suggest 1-2 videos to watch next with links
- Create a default description that's in every video with the following:
  - CTA to Subscribe with link
  - Links to your website and other social media
  - About the channel
  - Any affiliate link disclaimer

# Video Optimization Strategy Action Plan

## Sample Basic Description:

Click here to schedule a call: <https://bit.ly/3OMTysN>

Business owners! By now you have probably realized that other social platforms don't have as much impact as YouTube. If you are ready to take your YouTube strategy to the next level, we would like to talk to you about being your YouTube team.

Grab your FREE Micro Hook Retention Multiplier: The SECRET YouTube Tool to Keep Viewers Watching RIGHT HERE

➡ <https://www.raffiti.com/microhooks>

Get the YT Blueprint here: <https://bit.ly/RaffitiBlueprint>

Join our free Facebook group here: <https://bit.ly/VMWGroup>

Check out some of our other videos:

- How to Get Your First 1000 Subscribers on YouTube FAST [5 STEP FORMULA] [https://youtu.be/Cdim9e\\_FZTo](https://youtu.be/Cdim9e_FZTo)
- The PERFECT YouTube Script [full FRAMEWORK] <https://youtu.be/iQeqYOucYRI>
- The Algorithm YouTube Gurus Aren't Telling You About... <https://youtu.be/RyofefC91XA>

Join us on Twitter:

Scott: <https://twitter.com/imscottsimson>

# Video Optimization Strategy Action Plan

## Are you using tags?

Tags are a feature reported to not be weighted heavily in regards to video level SEO anymore. However, it is our recommendation that you utilize the feature until YouTube completely removes it from their platform- just don't overthink it!

Depending on what your videos are about, enter your keywords that represent your video topic here and some of the more searched for keywords in your category. We recommend you always tag the names of the people featured in the video and your company name as well. Below is an example of how we might tag a video:

panama city beach florida, travel florida, florida travel, family travel, panama city beach, scott and camber, florida, panama city beach vacation, pcb, holiday inn resort panama city beach, panama city beach summer vacation, holiday inn club vacations panama city beach resort, panama city beach family vacation, panama city beach vlog

### **ProTip:**

Translate the top keywords into the language with the most traffic

# Video Optimization Strategy Action Plan

Are you using tags?

What are the most commonly used tags for content in your niche?

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What are tags that are specific to this video?

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# Video Optimization Strategy Action Plan

## Are you using playlists?

Playlists are another feature that can be SEO'd and suggested to your viewer. Use the most commonly searched terms in your category and build playlists around them.

### Example Playlist Titles:

- Side Hustles that can Make You Rich
- Luxury Homes in Dallas
- Getting Braces, Full Procedure



# Video Optimization Strategy Action Plan

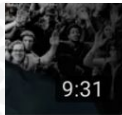
## Do you Close Caption (CC) all of your videos?

Captions are necessary for a few reasons:

1. To optimize our content for the hearing impaired
2. To avoid mistranslations from the YouTube Artificial Intelligence (AI)- this can actually hurt your content if they translate an innocent word into a bad word
3. To provide an additional opportunity to give the platform accurate keywords
4. To provide language translations to optimize your content for other parts of the world

YouTube's Closed Captioning is now strong enough to be used instead of having to pay for an additional service. Make sure to allow Subtitles on your videos and you're good to go!

# Video Optimization Strategy Action Plan



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impact as YouTube. If you are ready to take your YouTube strategy to the next level, we would like to talk to you about being your YouTube team.

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[https://youtu.be/Cdim9e\\_FZTo](https://youtu.be/Cdim9e_FZTo)
- The PERFECT YouTube Script [full FRAMEWORK] <https://youtu.be/iQeqYOucYRI>
- The Algorithm YouTube Gurus Aren't Telling You About... <https://youtu.be/RyofefC91XA>

Join us on Twitter:

Scott: <https://twitter.com/imscottsimson>

Cody: <https://twitter.com/codywanner>

Cassie: <https://twitter.com/cassthompson>

All of our videos are filmed with cell phone cameras and with a Rode USB mic.

Iphone 13 Pro Max: <https://amzn.to/3cHkRaf>

Samsung S22 Ultra: <https://amzn.to/3oroRhR>

Rode USB Mic: <https://amzn.to/3b8c6FN>

Video link

<https://youtu.be/6CdaUgkhLzE>

Filename

FINAL RAF Cults.mp4

Video quality



Visibility

Public

Restrictions

None

Subtitles

End screen

Cards

# Video Optimization Strategy Action Plan

## Are you using in video cards?

Cards are another feature that YouTube introduced to help keep people on the platform. If you utilize them correctly, you can keep people watching your content for longer periods of time.

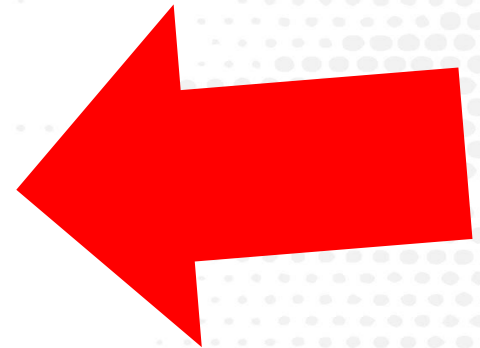
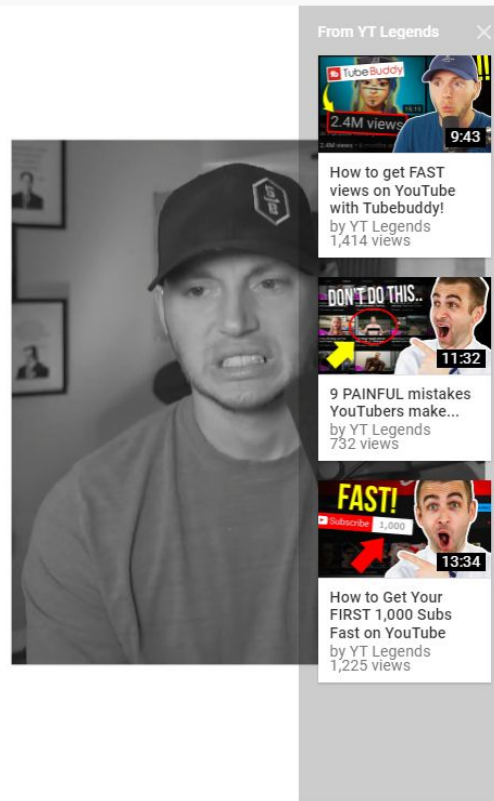
### Best practices:

1. Use cards to direct people to other videos on similar topics, especially playlists. The more you lead people to other videos, the better your videos will perform in the algorithm.
2. YouTube gives you 5 cards per video, use all five cards.
3. In your content, shout out your older videos by talking about them in an intriguing way.  
“Remember when...”
4. Make sure you are looking at relative audience retention to see when people are leaving your videos and put the card's timing a few seconds before that.
5. Try to use an image as good as your thumbnail

# Example



I clickbaited my YouTube thumbnails, and then..



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# Video Optimization Strategy Action Plan

## Are you using end screens?

### End Screen Tactics:

- Keep your screen on one side and the end screen elements on the other
- Tell people exactly what you want them to do next
- Continue to provide value during this time to keep people watching





# Thumbnail Strategy Action Plan

# Thumbnail Strategy Action Plan

## Are your thumbnails attractive?

One of the most important factors on YouTube for getting views is thumbnail strategy. Think of it this way: if someone opened a box of pizza and the pizza looked old, gross and bad, would you be enticed to grab a slice? No! You want an amazing pizza that looks fresh and delicious. Your thumbnails are the first thing that a potential audience sees related to your content. Are your thumbnails good pizza or bad pizza? You have to entice the click with quality visuals.

### Thumbnail tips:

- ❑ Add a design element (color, font) that's consistent across all thumbnails for easy identification.
- ❑ Get some faces in there, especially stoic or sad. Micro expressions work best. Don't overdo it.
- ❑ As you delineate your different series, might find ways to alter the thumbnails so they match.
- ❑ Pick simple shapes and backgrounds. Don't make the thumbnail too busy.
- ❑ Understand thumbnailing for the different algorithms.

# Thumbnail Strategy Action Plan

## Title #1 SEARCH OPTIMIZED:

How to change a tire like a pit crew...[speed technique revealed]

The main keyword phrase we are optimizing for is, "how to change a tire." To optimize for longer session time, I added "like a pit crew" not only for curiosity, but also to allow for a series...e.g. "How to fuel like a pit crew" "How to jack like a pit crew"...etc. Depending on your focus, you can create various 'series phrases' to suit your needs. Then the tale end of this title, for added curiosity I included, [speed technique revealed]. We have found that brackets work well.

The thumbnail has been optimized to illustrate speed. For a video like this where we are solving a problem, speed, effort and cost are the most important emotional objections you need to overcome in the eyes of a viewer. If you can convey that your video will be the most helpful, you will win the click. \*A variation of this would be tire empty on the left, and tire full on the right. The timer would be above my head in the middle.



# Thumbnail Strategy Action Plan



# Thumbnail Strategy Action Plan

## Title #2 SUGGESTED OPTIMIZED:

5 CLEVER ways to fix a flat tire that DISCOUNT TIRE DOESN'T WANT YOU TO KNOW...

The wonderful thing about suggested is that when you have a video that lands, you are essentially hijacking a the keyword search optimization that other people have already done for your subject. The goal here is to focus more on appealing to emotion and curiosity, so you can steal the attention of the viewer as they are watching the content they were initially searching for. In this title we are still focusing on the keyword phrase "fix a flat tire" because we want the algorithm to associate our video with that phrase, but you can see that that phrase is not the first thing we focus on.

Emotions are powerful and in this title we focus on triggering a couple of them. First, lists convey simplicity and ease. People like clicking on content that is in list format. Second, we used the word "clever." We have tested this extensively and found that it converts better than words like "smart" or "brilliant." People want to be clever because it conveys intelligence and charm. Third, we create an "us vs them" mentality by calling out Discount Tire. Polarization is a good way to create a community. It can also be a good way to lose part of your community, so use it with caution.



# Thumbnail Strategy Action Plan

## Title #2 SUGGESTED OPTIMIZED (cont):

The thumbnail was clickbaited for maximum curiosity. I am a huge fan of clickbait. I study it and look for patterns. Bold yellows and red are symbolic for 'warning' and 'stop.' Using the text "tip 3" again conveys curiosity, but also diminishes the stigma that clickbait can sometimes bring by letting our audience know that we are actually going to show in the video what is being illustrated in the thumbnail...which in turn creates more curiosity.

The extreme nature of the thumbnail is also an appeal to curiosity as it is not something that someone would typically associate with fixing a tire.



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# Thumbnail Strategy Action Plan

## Title #3 RECOMMENDED OPTIMIZED:

My tire exploded on the highway...this is how we fixed it [TERRIFYING]

We have found that titles that allude to a personal story and combine curiosity and emotion do very well in recommended. Words like, "exploded" and "terrifying" are emotional triggers. We can all relate to those extremes.

We connected the title to the thumbnail in this one with the words "this is how we fixed it." The tire with the duct tape over the hole and the red arrow pointing to the flat tire indicates that this is potentially how we solved our problem. This alone adds emotional curiosity to the design because the prospective audience is thinking "that is so dumb...I have to watch this dumb video." Yes, what we are going for with this thumbnail. Eliciting extreme emotion gets clicks.

Now, with all this said, these are best practices that we have found work more often than not. Will this change? Absolutely. As soon as the majority of people create thumbnails and titles like these, creators will be forced to switch to remain in front of their audience.

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# Thumbnail Strategy Action Plan

## Title #3 RECOMMENDED OPTIMIZED (cont):

Also, these thumbnails are a microscopic representation of what could work on YouTube. Every channel and subject is different, I recommend testing and trying new things always, but keep in mind what audiences react to at a subconscious level.



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# Community Development Action Plan



# Community Development Action Plan

## Are you building a community?

Your viewers are not just random people who like you. They are coming together for a like purpose, your content. They will rally behind you when you need help and they will be the first to tell you when you are doing something wrong. Every person who watches you is part of your community. If you foster that relationship correctly, you can build life long and loyal community members.

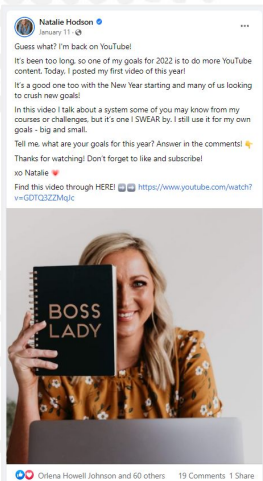
### Tips to grow a loyal community:

1. Respond to their comments. Do this in the comment section and in upcoming videos.
2. Answer questions and shout out your fans. Your followers will give you massive amounts of content ideas in your comments. Reward them by making videos based on their questions and give them credit for asking.
3. Give them a look behind the curtain. Be vulnerable to a point that people can connect with you.
4. Connect with them on other platforms.
5. Create inside jokes and habits that they will recall and follow along with.
6. Once given access, use the Community tab to create polls and engage more with subscribers.

# Distribution Action Plan

# Step 1: Social Blast

## Announce and Hype your new YouTube Content



### Facebook/Linkedin

To create an effective long form social post, the post needs to have inherent value. Meaning, a simple shout out will have little to no effect and may end up hurting your social following. Instead we encourage you to create a value driven post with a soft call to action.

### Example



### Instagram/Stories

With your personal instagram feed you want to structure your post similarly to how you create your Facebook and LinkedIn posts, with more emphasis on an empowering image.

Stories have a little different strategy because they are time sensitive. We recommend sharing a screenshot of your Facebook post, with an embedded link to your actual post.

Another option is to share the thumbnail from your video.

You can download your thumbnail straight from your channel.

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# Step 3: Shorts

Become **omnipresent** by creating shorts from your content

## Shorts Tips

- Create a vertical “cutdowns” of your long form content to share on Tiktok and Reels. Be very careful about posting your shorts to YouTube Shorts. Shorts viewers are not always the same as long form viewers and can hurt your channel.
- Shorts must have inherent value in themselves, DO NOT simply cut a teaser edit and expect people to come watch your video. Entice them to learn more about you by creating valuable content
- The more aligned your shorts are with your longs, the more people will be interested in watching your longer form content.



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# Release Day Checklist



## Ready to Schedule and Release

- ☐ Hit Create button
- ☐ Hit Upload Videos
- ☐ Upload video
- ☐ Add Title
- ☐ Add Thumbnail
- ☐ Add Description with specific CTA and other videos to watch next
- ☐ Add video to playlist if applicable
- ☐ Add 5 cards
- ☐ Add end screen with next video/playlist to watch
- ☐ Schedule for specific date and time to be published
- ☐ Hit SAVE!
- ☐ Once published, add video as first card on top 5 videos on your channel
- ☐ Create shorts from video

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# Collaboration Strategy Action Plan

# Collaboration Strategy Action Plan

## Are you working with others?

Collaborating with other individuals is one of the fastest ways to grow your audience. It's also a great way for the platforms to recognize where to place your content categorically and is a phenomenal way to meet other content creators.

### Tips for collaboration:

1. Don't chase the largest channels you can find and pester them to work with you.
2. Bigger channels take time to convince them that you don't want to just use them. Take the time to build relationships. **Don't ask for anything until the timing is right.**
3. Focus on channels around your same size or a bit smaller. They are easier to work with, and the audience absorption can be just as great.

# Collaboration Strategy Action Plan

## Types of collaborations:

1. **Long distance video-in-video strategy**  
When two creators live far away, you can upload your content to Drive or Dropbox to be featured in each party's upcoming video.
2. **Special guest**  
When you and the other collaborator join one another in each other's content
3. **Cliff hanger**  
Start a video on one channel and finish on another

These are just a few ideas to get you started. Obviously the sky's the limit. The most important thing is to have fun and build relationships.



# Revenue Strategy Action Plan

# Revenue Strategy Action Plan

## Are you maximizing your revenue potential?

If you are reading this playbook, you are most likely here for 1 of 3 main reasons.

1. You have a hobby or passion, and you want to learn how to make it a full-time job online with video.
2. You own or are an executive at a business and traditional marketing has stopped working, so you are now turning to social video.
3. You have a business and you want to tap into the power of the internet to scale things.

If you fit into any of these categories or any variation of something similar, there are revenue earning strategies applicable to you. In fact, there are strategies that you may not have even thought of that can add multiple streams of revenue to your bottom line. In this next chapter, we will go over several strategies that you can begin to employ immediately for results.

# Revenue Strategy Action Plan

## Earning Money as a Traditional Business

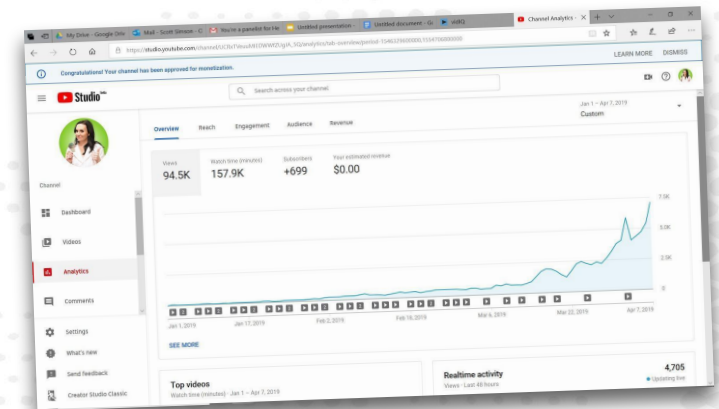
If you represent a traditional business and are taking the shift towards social media as your primary source of business leads, here are a few strategies that may work for your business:

### CTA Lead Gen and Link Clicks

Having a strong call to action along with links in your descriptions or comments can result in a dramatic increase of products sales, email subscribers and consulting calls. This strategy works well for businesses that function primarily online or over the phone. Example: ecommerce, consulting, coaching, sales, etc.

### Strategy:

1. Keyword research what people are searching for in your niche.
2. Create valuable content for those keywords.
3. Add links to every description or comments but only shout out your links 1 in every 4 videos.



# Revenue Strategy Action Plan

## Earning Money as a Traditional Business (continued)

If you represent a business that benefits from local traffic, here are a couple of revenue strategies for you.

### Local Website Retargeting

This strategy works similar to the CTA strategy on the previous page, but then turns website traffic into a Facebook ad retargeting campaign.

#### Strategy:

1. Keyword research what people are searching for in your niche and in your area (Ex: Best Pizza in Dallas).
2. Create valuable content for those keywords
3. Add links to every description or comments but only shout out your links 1 in every 4 videos.
4. Use Facebook Pixel to capture website traffic and serve your visitors ads to your business.
5. Don't ignore other revenue earning strategies (Ex: sponsorships, ad revenue, email capture and product sales).



# Revenue Strategy Action Plan

## Other Sources of Revenue

The possibilities are virtually limitless when it comes to income potential with online video. We want to give you a few simple strategies here and will go deeper into weeds in our future training. Here are few other sources of revenue that you should be capitalizing on immediately.

**Sponsorships** - There are many businesses right now jumping into influencer marketing. Depending on your business, there's a lot of potential to form partnerships with brands that will sponsor your content for a fee.

**Adsense** - Everyone should know this by now, but if you are creating content on YouTube, be sure to enroll in the YouTube Partner Program. You can potentially earn millions of dollars a year from ads alone. This can amount to a nice secondary or primary stream of income for any business.

**Affiliates** - There are millions of products and services that you can shout out and earn a commission from with your content. Look for the word "Affiliate" at the bottom of your favorite websites, register an account and get selling. Some video creators make a full-time income off of affiliate programs alone.

# Steps Action Plan Summary

## Where do I start?

### **Step 1 - Channel Optimization**

We suggest starting off by cleaning up your channel for optimization

### **Step 2 - Value Prop & Show Formula**

Next, nail down your value prop and show formula, then go make a few videos based on the new formats

### **Step 3 - Video Optimization**

Once you have a few videos published, use the Video Optimization Action Plan

# Need More Help?

## What we do...

### YouTube Revenue Incubator

Our year-long group coaching program to make your YouTube channel a revenue generating machine!

### YouTube 1 on 1 Coaching

We develop a custom strategy for you, then help you implement it personally for the next 12 weeks.

### YouTube Management

We are a full service agency. We take over all aspects of channel strategy to upload, SEO, thumbnail design and editing.

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