

YouTube Quick Start

1. **Channel's Main Focus:** In ten seconds or less, write your channel's specialty which answers the question: "If you want to know about X, watch my channel." (Include the problem you'll help fix/answer.) Consider YouTube as a Search Engine vs. a Relationship Building Platform

Channel Subtopics: Cover related subtopics to grab the attention of those not (yet) interested in your main topic. Consider one trending topic.

2. **Channel's Style:** What style of filming will you use? Sitting at a desk and talking? Talking and walking? Interviews? Choose 3 Colors, 1–2 Fonts, and a Catchy Title or Phrase

3. **Content:** Content is king.

List 25 videos ideas

Create short videos (5–7 minutes) until you earn the right for longer content

Create Title and Thumbnail first

Write Script

 Storytelling

 Lists

 Pacing

Beware of copyright laws

4. **Equipment:** Good lighting, audio, 4K video, and background

5. **Editing**

iMovie (Free)

Final Cut Pro X (Apple), Adobe Premiere (Android/PC)

A Roll: Main video (Keep the best of the best and cut the rest)

B Roll footage: Sound effects/Music/Graphics (Add when needed, but don't overdo)

Jump cuts: edit the video to bring the focus closer and further away

6. **Uploading**

Consistency – helps build loyal audience and keeps you faithful

Videos vs. Shorts

7. **Growing:** Engagement & Views vs. Subscribers (YouTube determines who sees what)

8. **Remember:**

Be Yourself. Don't Compare or Imitate

Create videos your audience is already looking for first, then create what you want.