



Plan Your YouTube Channel

5 Things You Need to Know The Checklists

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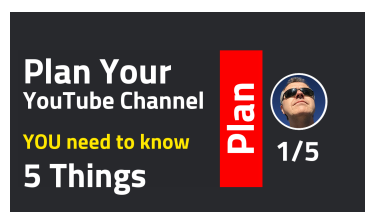
Why are you Starting a YouTube Channel?

The aim of these checklists is to help you think through and write down some of the key elements you need to know about when you start or run a YouTube channel. These things are quite general and can be applied to any business or venture as its marketing best practice.

I've suggested the 5 things in this order but feel free to prioritise to suite your needs or however you want to work.

Download the full worksheet here: <https://www.patreon.com/tubefix>

Chris Terry



Checklist: Why are you starting a YouTube Channel?

Before you progress to the next section, know these things.

1. **Why are you starting this channel?**
2. **How will you approach your channel; what perspective will you have?**
3. **Where are you starting from?**
4. **Where are you heading?**
5. **How will you benchmark your performance?**
6. **How will you know if you've succeeded?**
7. **Other than your own motives, who else are you doing this for?**
8. **And, how long will it take?**

Define your Purpose



Checklist: Channel Purpose

1. You know what you YouTube channel will be about
2. You know why you'll create a YouTube channel
3. You know what you'll focus on
4. You know what success means to you
5. You have estimated how long you'll need to stick at it to succeed

Channel Purpose Notes:

Defining your Value Proposition



Checklist: YouTube Channel Value Proposition Assumptions

1. You have assumptions about an audience need(s)
2. You have assumptions about what topics you'll focus on to address the need(s)
3. You have ideas for products to test the assumptions you've made
4. You have assumptions about what value your product(s) will have
5. You have assumptions about the benefits your product(s) will bring
6. You have assumptions about what is unique about your proposition
7. You have assumptions about where to promote your product(s)
8. You have assumptions how your product(s) will be consumed
9. You have assumptions how your product(s) will be used
10. You have assumptions about how you will support your product(s)

Value Proposition Notes:

Defining your Target Audience

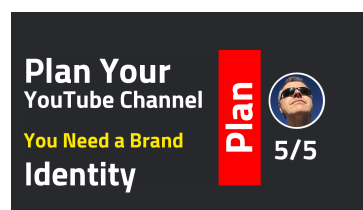


Checklist: YouTube Consumer Base/Target Audience

1. Do this before you progress.
2. You have an assumption about who could be your consumers
3. You have an assumption about the size of your consumer base
4. You have assumptions about the characteristics of an ideal consumer base
5. There are strong indications that your consumer base will exist beyond your project time-frame

Target Audience Notes:

Defining your Brand Identity



Checklist: YouTube Channel Brand identity

1. You have a name for you YouTube channel
2. You can justify why you chose that name
3. You have thought about and defined your tone-of-voice
4. You have chosen your font set
5. You have decided how you will use the fonts
6. You have chosen your brand colours
7. You have some initial ideas for your logo

Channel Brand Identity Notes:



About Us

We're deconstructing YouTube to help you plan, create and promote your video stories.

Checkout our YouTube channel to follow our journey and story as we learn how to apply our marketing expertise to YouTube and share what we learn with you.

Pagefix, the company behind Tubefix has worked for many global brands providing team management and mentoring, campaign development and consulting for social media, email, SEO and PPC.

Email: info@tubefix.co.uk

YouTube: https://www.youtube.com/channel/UCY7t8yHjSTriX68ynQsZ_og

Patreon: <https://www.patreon.com/tubefix>

Website: <https://tubefix.co.uk/>

Twitter: <https://twitter.com/tubefix>

Instagram: <https://www.instagram.com/tubefix/>

Facebook: <https://www.facebook.com/tubefix/>

Facebook Group: <https://www.facebook.com/groups/136525063870993/>