



Plan Your YouTube Channel

5 Things You Need to Know Lite

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Why are you Starting a YouTube Channel?

The aim of this workbook 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 it's 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.

Watch the series here:

<https://www.youtube.com/watch?v=ETZgVR32ru8&list=PLeHb9WWKHbDVZPpzUx3RA27W1kpzf7aQr>

Download the complete workbook (includes defining your audience and brand) here:

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

Workbook: Define your Purpose



1. Write down the problem(s) you want to tackle

E.g. There is a lack of detailed and structured information for people that want to learn how to start, create and grow a YouTube channel with associated downloadable info.

2. Write down why you are going to solve this problem

E.g. I want to learn how to create and grow a YouTube channel for myself and share my learnings to help others.

3. Write down what you will need to focus on to resolve the problem

E.g. I will need to focus on:

- How to start a YouTube channel
- How to create videos for YouTube
- How to grow a YouTube channel

This section needs to get down to the detail and you will ideally end up with a list of topics for your channel.

4. Write down specifically how you will know you're solving the problem

E.g. I will know I'm solving the problem when:

- Like-minded people follow and connect with me
 - People ask my opinion on the subject
 - I exceed the benchmarks I've defined
-

- -
 -
-

5. Write down the timeframe to resolve the problem

E.g.

I would like to achieve this in two years.

Checklist: Channel Purpose

Before you progress, know these things.

- 1. You know what your 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



Workbook: Define your proposition

Follow these steps to help you design/identify your value proposition. Examples are provided but don't be too rigid and do a first pass with whatever feels right and what comes to mind.

Do these things

- Write down a value proposition statement
If somebody asks what you're doing this for, is what you tell them. If sounds corporate with mumbo jumbo, keep crafting it until it doesn't. Ours is: We're deconstructing YouTube to help you plan, create and promote your stories with YouTube videos. At the end of this section you should be able to write your value proposition statement.

1. Identify 2 - 3 specific topics that you will create assets for

This item is deliberately expanded because the things you define here are the essence of what your channel will be about. Your focus.

E.g.

1 - Channels

2 - Stories

3 - Filming

...

1

2

3

4

5

6

7

8

9

...

2. Identify 2 - 3 potential needs and wants (assumptions) relative to your focus

E.g.

- 1 - YouTube channel creation
- 2 - Film making techniques
- 3 - Growing the channel

1

2

...

3. Identify 2 - 3 specific types of asset you'll provide a product for

E.g.

- 1 - Tips & advice
- 2 - Tutorials
- 3 - Downloads

1

2

3

...

4. Identify 2 - 3 things of value your product could provide

E.g.

- 1 - The product will be informative
- 2 - The product will be useful
- 3 - The product will practical

1

2

3

...

5. Identify 2 - 3 benefits associated with the value you'll provide

E.g.

1 - Save time

2 - Save money 3 – Maintained

1

2

3

...

6. Identify 2 - 3 things that are uniquely different about your product

E.g.

1 - All tutorials to have associated downloads

2 -

3 –

1

2

3

...

7. Identify 2 - 3 ways how your product could be consumed

E.g. Video, PDF, Article etc.

1

2

3

...

8. Identify 2 - 3 ways which your product could be discovered

E.g. YouTube, Facebook, Reddit etc.

- 1
 - 2
 - 3
 - ...
-

9. Identify 2 - 3 ways how your product could be used

E.g.

- 1 - Our product might be used by the novice when setting up a channel
 - 2 - Our product might be used by the competent YouTuber to bring structure and order to their channel production
-

- 1
 - 2
 - 3
 - ...
-

10. Identify 2 - 3 ways how you will support your product

E.g. Mailing list, Facebook community or YouTube community etc.

- 1
 - 2
 - 3
 - ...
-

Checklist: YouTube Channel Value Proposition Assumptions

At this stage, you have untested ideas so we'll call these assumptions. Assumptions you'll need to test by acting.

- 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)**

My Value Proposition Statement is:

Value Proposition 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/>