

# CHANNEL LAUNCH

## Youtube Success from Scratch

### VIDEO PRODUCTION CHECKLIST

- ☐ Video idea researched and demand confirmed
- ☐ Video content outlined
- ☐ Calls-to-action (CTA's) planned
- ☐ Compelling, descriptive title selected
- ☐ Keywords researched and selected
- ☐ Clean, attractive, quiet space to film
- ☐ Film video, following outline
- ☐ Remember to also film "posing" for thumbnail
- ☐ Film any relevant b-roll



# CHANNEL LAUNCH

## Youtube Success from Scratch

### VIDEO PRODUCTION CHECKLIST

- ☐ Edit video to "clean up" and remove any mistakes, pauses, or boring parts.
- ☐ Add b-roll
- ☐ Add intro, title cards, and outro
- ☐ Take screenshots / "export frame as image" for video thumbnail
- ☐ Export high-quality video
- ☐ Create video teaser trailer for social media
- ☐ Design eye-catching thumbnail (Photoshop, Illustrator, Canva, or Fotor)