



CHANNEL LAUNCH

Youtube Success from Scratch

VIDEO UPLOAD CHECKLIST

- ☐ Upload video
- ☐ Write interesting, keyword-rich description
- ☐ Add relevant keywords with good search volume
- ☐ Add video to 2 - 5 relevant playlists
- ☐ Upload custom thumbnail
- ☐ Write short, punchy social media promo
- ☐ Check Monetization and Advanced settings
- ☐ Schedule video for your next regular upload time
- ☐ Add endscreen elements and cards

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WHEN VIDEO GOES LIVE

- ☐ Immediately watch video & check for errors
- ☐ "Like" the video
- ☐ Give the video additional views and likes
- ☐ Share teaser trailer on social media
- ☐ Email your list to tell them about your new video
- ☐ 6 - 12 hours later, post about your video in the Youtube community