

YouTube

QUICKSTART CHECKLIST

JOHN FOTHERINGHAM

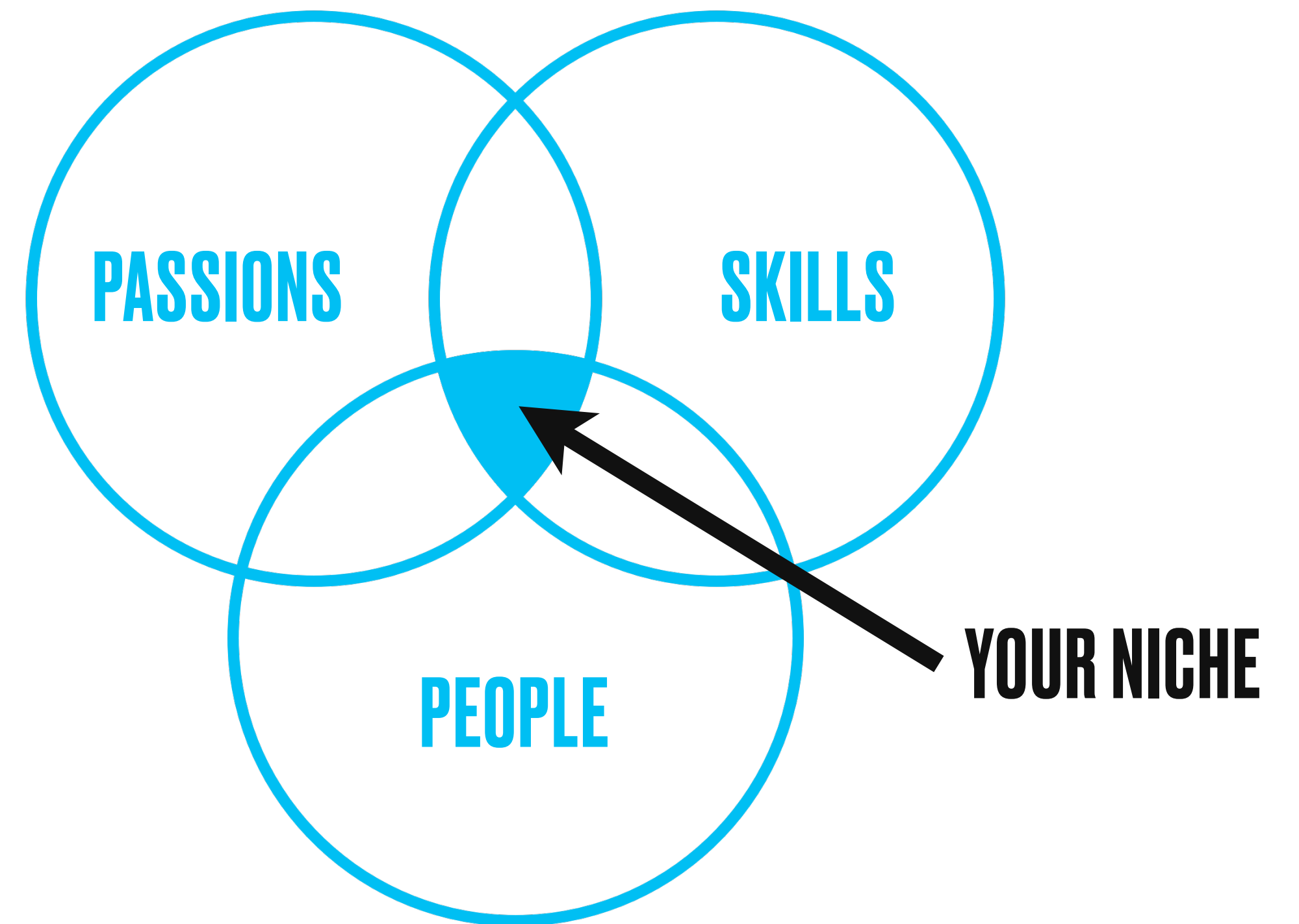
CHOOSE THE RIGHT NICHE

● Choose a “**minimum viable audience**”

1. Easy to reach online
2. Small enough to serve
3. Big enough to support a business

● Ask yourself:

1. What am I most **excited** about?
2. What skills do I want to **improve**?
3. Who do I want to **meet**?



“IF YOU TRY TO MAKE **EVERYONE** YOUR
CUSTOMER, **NO ONE** IS GOING TO BE
YOUR CUSTOMER.”

TIM FERRISS

COMMIT TO 1+ VIDEO PER WEEK FOR 1 YEAR

- To succeed on YouTube, your number one ally is **consistency**.
- If you publish only when you *feel* like it, you won't get very far.
- A set schedule reduces **decision fatigue** and **analysis paralysis**.
- Weekly videos are frequent enough to **build traction** but not so much that you burn out.
- Choose a specific **day** and **time** you will post (e.g. Wednesdays at 5 pm Pacific).
- Post this schedule in your YouTube About page for accountability.

**“A SCHEDULE DEFENDS FROM
CHAOS AND WHIM.”**

ANNIE DILLARD

BRAINSTORM 100+ VIDEO IDEAS

- ① Write down at least 100 ideas for videos. Don't self-edit yet; just go for volume to start.
- ① Next, star any favorites and cross off any you don't think will work.
- ① Here are some questions to help you generate ideas:
 - ▶ What questions do your friends, family, customers, readers, etc. ask you most?
 - ▶ What videos have you enjoyed most? Which have the most views?
 - ▶ What are the most common myths or mistakes in your niche?
 - ▶ Do you have a blog? What posts can you adapt to videos?
 - ▶ What wild stories or experiences can you share?

“THE IDEA OF A VIDEO IS SO IMPORTANT. YOU CAN PULL TRIPLE THE VIEWS WITH HALF THE WORK IF YOU HAVE BETTER IDEAS.”

MRBEAST (JIMMY DONALDSON)

CREATE A CONTENT CALENDAR



- Use **Trello** to plan out a year's worth of videos using the best ideas you generated.
- Create a new card for each video and add a due date (this will be the publish date).
- Add the "Calendar Power-Up" to visual your publishing schedule on a monthly basis.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jan 1	2	3	4 VIDEO NAME	5	6	7
8	9	10	11 VIDEO NAME	12	13	14
15	16	17	18 VIDEO NAME	19	20	21

CONSIDER STARTING WITH SHORTS

- YouTube Shorts are videos shorter than 60 seconds recorded in vertical format.
- They are a great option for quickly building momentum and traction.
- They allow you to test new video ideas that can be later adapted to long-form videos.
- They train you to tell concise, engaging stories in a short amount of time.
- They eliminate the need for fancy equipment or editing software:
 - ▶ You can use the camera and mic on your smartphone.
 - ▶ You can quickly trim the video, add captions, music, etc. in the YouTube app.

CREATE COMPELLING TITLES & THUMBNAILS

- Think of your title and thumbnail combination as **50%** of your video!
- The best video in the world doesn't have any impact if **nobody** watches it.
- Having a compelling title and thumbnail helps more people discover your work.
- A good title and thumbnail create intrigue and curiosity (an “interest gap”).
- Make sure that your video delivers on the promise of the title and thumbnail.
- Choose your titles and thumbnails **FIRST** (**before** you write your script or record).
- Create thumbnails yourself in **Canva** or hire a designer on **Upwork** (more on this later).

GIFT WRAPPING VS. CLICKBAIT

- ① Don't be afraid to use **emphatic language** and **intense emotions** so long as you deliver on the promise of the title and thumbnail in the video.
- ① Compelling titles and thumbnails that honestly represent the content of your videos are **NOT** clickbait. They are **gifts** to your audience!
- ① They quickly tell potential viewers what the video is about and whether it is something they are interested in or not.
- ① The right title and thumbnail combination creates a win-win-win:
 - ▶ It quickly **filters out** those not interested in your topic.
 - ▶ It **attracts** new viewers to your content who may otherwise never find you.
 - ▶ It **maximizes** the number of people who watch your video.

1

PEOPLE

- Zoom in from head to mid chest
- Saturate colors and brighten eyes
- Use happy, excited, or shocked expressions



3

COLORS

- Bright & saturated
- Complementary
- Brand colors

4

TEXT

- Maximum of 3 words
- Don't repeat title text
- No text if story is clear

5

IDEAS

- Focus on one clear idea
- Create intrigue
- Support title

2

LAYOUT

- Use the "Rule of Thirds" to divide up the frame
- Include no more than 3 **main** visual elements (e.g. ① person + ② background + ③ text)



Veritasium ✓

@veritasium

13.2M subscribers



Why Are 96,000,000 Black Balls on This Reservoir?

90M views • 3 years ago



These are the asteroids to worry about

73M views • 2 years ago



Backspin Basketball Flies Off Dam

52M views • 7 years ago



World's Highest Jumping Robot

8.3M views • 3 months ago

- Derek Muller's channel **Veritasium** is great example of an educational channel who does titles and thumbnails right.
- He uses short, punchy titles that create intrigue while accurately describing what the video is about.
- He uses high-energy thumbnails with little to no text, arrows, and dynamic layouts using the rule of thirds.

SCRIPT YOUR VIDEOS

- A good script helps you stay focused on what matters most: **educating** and **entertaining**.
- It sounds counterintuitive, but scripting actually helps you be more **free** and **relaxed**.
- Create a compelling hook in the **first 30 seconds** that will keep people watching.
- **Deliver on the promise** of your title and thumbnail in the first few minutes of the video.
- Avoid technical terms or stilted language. *Write* how you ***speak***.
- Memorize and record **short chunks** of the video so you don't have to look at the script.

**“IF YOU FAIL TO PLAN,
YOU ARE PLANNING TO FAIL.”**

FOCUS ON AUDIO QUALITY & LIGHTING FIRST

- A good video camera can come *later*. In the beginning, invest in **audio** and **lighting**.
- People can tolerate sub-optimal *video*, but **not** poor audio quality and dim lighting.
- Invest in a **wireless lav mic** to capture crisp audio and **ring light** to brighten your face.
- The good news is that you don't need to spend much. This combo is only \$60 on Amazon! →

MAYBESTA
Professional Wireless
Lavalier Lapel Mic
for iPhone



amzn.to/3VJ6zan

SENSYNE 10" Ring
Light with Tripod &
iPhone Holder



amzn.to/3XRFAv5

HIRE AN EDITOR & THUMBNAIL DESIGNER

- After audio and lighting, the best investment you can make in your channel is hiring someone to **edit your videos** and **create your thumbnails**.
- This **frees up your time** to focus on writing and recording the best videos possible, and creates a better viewer experience.
- Use **Upwork** to find high-quality, low-cost freelancers from all over the world (expect an average of about \$30 an hour).
- Before committing to longer-term contracts, give each editor and designer a **paid test** (e.g. designing one thumbnail or editing one single video) to see if they are a good fit.

WORK WITH ME

My one-on-one YouTube coaching provides the expert guidance and accountability you need to:

- Launch a successful channel
- Avoid common newbie mistakes
- Accelerate growth
- Convert viewers to customers
- Develop sustainable systems

Email me to learn more:

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