

YOUTUBE CHANNEL

JUMPSTART

CHECKLIST

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Introduction

Welcome to the world of YouTube! If you're reading this, it means you're about to embark on an exciting journey of content creation, community building, and potentially unlocking a world of opportunities. The digital landscape of YouTube is vast, and every day, thousands of new creators join the platform, hoping to make their mark, share their stories, and connect with audiences worldwide.

But here's the truth—starting a YouTube channel can feel overwhelming. With unimaginable amounts of content uploaded every minute and the ever-changing algorithms, how do you even begin to carve out your niche and stand out from the crowd? That's precisely where this guide comes in.

Having been an active participant in the YouTube universe since 2017, I've experienced firsthand the challenges and triumphs of growing a channel. I've amassed hundreds of millions of views, nurtured a community of hundreds of thousands of subscribers, managed business accounts, and helped fellow creators spread their message far and wide. My experiences, both good and bad, have allowed me to learn some invaluable lessons along the way.

This guide is the culmination of those years of experience, learnings, and insights. Plus many things I wish I had known when I first started! This guide should help you get your feet on the ground and assist you in setting up your channel and videos in a way you can feel confident about.

Before we dive in, remember that while tips and tactics are great, the heart of YouTube lies in genuine connection. It's about telling stories, fostering communities, and creating content that resonates. So, as you read through this guide, always keep your audience at the forefront of your mind. They're the reason you're here, and they'll be the driving force behind your channel's success.

So, are you ready to jumpstart your YouTube journey? Let's get started. Your audience awaits!

Warmly,

Rob
Founder, Creator Essentials



Table of Contents

01

Develop a
Clear Vision

02

Tools for Your
Channel

03

Get Started

04

Brand Your
Channel

05

Add Channel
Keywords

06

The About
Section

07

Channel
Checklist

08

Video
Checklist

09

Final Tips

1. Develop a Clear Vision

Embarking on the YouTube journey with a spontaneous spirit is fantastic. If you're the type to dive in and learn along the way, that's absolutely okay! However, it's undeniably beneficial to have some clarity about your channel's vision from the get-go. Even if you're only able to pinpoint one or two aspects now, it sets a strong foundation.

To assist you in defining your vision, consider the questions below. They're designed to help crystallize what you aim to achieve with your channel and the motivations behind your endeavor:

What's driving you to pursue YouTube?

What are you hoping to accomplish on YouTube? (Spread awareness, make money, etc.)

How do you intend to monetize your efforts? Check all that apply.

- Ad revenue
- Sell a Product or Service
- Create Sponsored Content (Brand Deals)
- Affiliate Links
- Channel Memberships
- Other

2. Essential Tools for YouTube

There are many apps and software beneficial for creators, but these two free tools are crucial when you're just starting out. In fact, I continue to use them daily. To get your free accounts, simply click on the images or links provided below.



Canva (Free)

[Get Canva >](#)

Canva has the ability to help you design logos, channel art and can even be used to design the thumbnails on all of your videos. This is a must-have.



VidIQ (Free)

[Get VidIQ >](#)

If you're ready to start taking YouTube seriously, VidIQ is absolutely necessary. In order to fully-optimize your channel and better understand your viewers, I recommend that you download this app!

3. Get Started

Create A Google Account

Before creating a new YouTube Channel, you'll need a Google account. Start by visiting accounts.google.com to set one up.

After securing your Google account, go to YouTube.com and log in to begin.

Name Your Channel

Choosing a YouTube channel name requires thoughtful consideration. The name should reflect the content's niche, and if the channel covers various topics, using one's personal name can add flexibility. It's crucial to ensure the name is unique, memorable, simple, and consistent across platforms.

For instance, names like "Techie Tom" or "Crafty Corner" are reflective of content, memorable, and straightforward, while also hinting at the channel's theme.

Verify Your Channel

Verifying your channel unlocks a lot of great things for your channel. Before we go any further, you need to verify it. [Read this article](#) to see exactly what you need to.

Create a Unique Subscription Link

Appending "?sub_confirmation=1" to the end of a YouTube channel's URL generates a special subscription link. When clicked, this link prompts users with a subscription invitation. Sharing this link on social media and with friends and family is a great way to generate subscribers.

For instance: https://www.youtube.com/@creatoressentials?sub_confirmation=1 would directly invite users to subscribe to the Creator Essentials channel.

4. Brand Your Channel

Profile Picture & Channel Art

Branding your YouTube channel is essential, and this often starts with a standout profile picture and a compelling banner image. You might consider repurposing visuals from your existing materials on other social platforms.

Remember when you signed up for Canva earlier? If you're starting from scratch or want a fresh look, Canva provides user-friendly tools to design these elements for free.

Video Watermark

A video watermark is a visible overlay on each of your videos, usually in the form of a logo or “subscribe” button. It shows up in the bottom right-hand corner and allows viewers to subscribe to your channel by clicking on it.

You could add an image [like these](#) that pop and catch viewers eyes.

Example:



5. Add Channel Keywords

VidIQ's Keyword Tools

Remember when you downloaded VidIQ earlier? Great! This is our first opportunity to use it for some keyword research.

First off - what are channel keywords? Channel keywords tell YouTube what your channel is about in 1-3 words each. It is one of many SEO metrics that YouTube will review to fully understand what your channel and videos are about.

Find some channels that align with what you are trying to accomplish. Once you find competing channels, you can click on any of their videos and view their channel keywords on the right side of the screen (on desktop). If you find any keywords that align with your channel feel free to add them!

You can also use the keyword research tool within the VidIQ platform to find high-traffic and relevant keywords that describe your channel to add as well.

6. Fill Out the About Section

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Channel Checklist

Channel Name

- My channel name CLEARLY and EFFECTIVELY shows what my channel is about.
- My channel name is short enough to see the entire name on a "suggested video".

Channel “About Tab” & Keywords

- Relevant keywords are naturally placed throughout my entire description.
- My channel description accurately explains what my channel is about in 1-2 paragraphs.
- I have included links to my other social media pages, website, online store, etc.
- I have added Channel Keywords that are relevant to my channel and have been researched using a tool like VidIQ.

Channel Branding

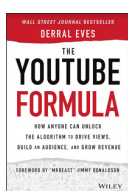
- My profile picture clearly shows myself or my logo.
- My channel art clearly shows what my channel is about and contains a call-to-action.
- My channel art appears professionally done and shows my channel means business.
- My profile picture, channel art and thumbnails have similar color schemes and fonts.

Video Checklist

- My video title clearly explains what viewers can expect from my video and is keyword focused.
- My thumbnail looks professional - not too busy or too crowded.
- Once the video is public, I have added it to at least one playlist with related videos.
- My video description contains at least one keyword-focused paragraph that explains my video.
- Cards and End Screens have been added to my video.
- I have added relevant and keyword-focused tags to my video.
- I have added Chapters to my video description.

Books to Read

It's time to get the right mindset as you grow your video empire! Below are the three books that have influenced my YouTube and video creator journey the most and I think you'll like them too.



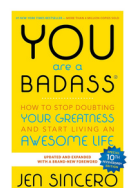
The YouTube Formula: How Anyone Can Unlock the Algorithm to Drive Views, Build an Audience, and Grow Revenue

By Derral Eves



YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer

By Sean Cannell & Benji Travis



You Are a Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life

By Jen Sincero

Final Pro Tips

Here are my final thoughts as you start your video creator journey:

- Collaborate with other Creators as much as you can.
- Join Creator groups on Facebook and Discord- learn from others who are starting out and growing their channels as well.
- Find a mentor - learn from someone who knows what they are doing.
- Don't give up! Take breaks if you need but keep moving forward.
- In the beginning, the amount of videos you produce is more important than the quality of videos. Quantity > Quality. Just start creating and get 1% better with each video!

You're crazy until you're successful, then you are a genius.

Mr Beast

Join My Facebook Group and Subscribe to My Channel

Join other like-minded YouTubers and content creators as we help each other grow our YouTube channels with valuable interactions and feedback.

Subscribe to Creator Essentials to get more actionable tips to grow your YouTube channel and be the best Creator you are capable of.



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