

How To Plan Your Tube Channel

How to Plan a Successful YouTube Channel Launch



IDENTIFY

- ☐ Identify your audience
- ☐ Who do you want to reach and why?
- ☐ What does your audience want to know or what are they trying to learn?

BRAND YOURSELF

- ☐ Define your channel theme or niche.
- ☐ Will you upload daily, weekly, monthly?
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- ☐ Design your thumbnails, banner, and social media logos

RESEARCH & STRATEGIZE

- ☐ Develop a marketing strategy
- ☐ How will you reach your audience?
- ☐ Research YouTube SEO, keywords, and tips to optimize your channel
- ☐ Check out competitors and study their content and effective techniques

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