

**GROW YOUR BUSINESS WITH STEP BY STEP**

**YOUTUBE CHECKLIST  
2017**

# STEP BY STEP CHECKLIST



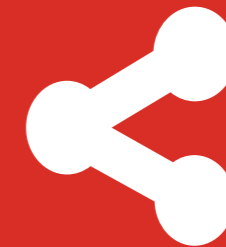
YOU AND YOUR  
AUDIENCE



RESEARCH AND  
PLAN



CREATE



OPTIMISE AND  
SHARE



# 1 - KNOW YOU AND YOUR AUDIENCE

- Start with understanding what you are the most passionate about.
- ◆ Specialise in just that "niche", when starting your business' YouTube channel.
- ◆ Draft client-persona profile of your audience ie. Mary, age 40-55, FB and LinkedIn user, looking to get back into employment etc.
- ◆ Understand what fears, desires, wishes and pain points your audience have.

○ **RESOURCES:** [Guide to marketing personas](#)



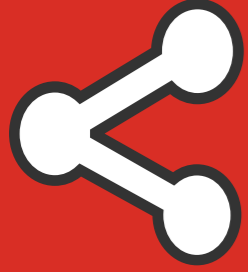
## 2 - RESEARCH AND PLAN

- ◆ Start with researching keyword and phrases. Find ones that have high search and Low to Medium competition. These keywords confirm that there is high interest in your relevant "niche" content topics already. Also, these keywords will highly optimise your video, once are inserted in the name of the video file, in the title of the video and in the description of the video.
- ◆ Plan branded "thumbnail" for your video. (Image, logo, colours)
- ◆ Research chosen topic and script the main points.
- **RESOURCES:** [Google AdWords Keyword Planner](#), [Google Trends](#), [Canva](#), [PickMonkey](#), [Color Codes](#)



## 3 - CREATE

- ◆ No special equipment is required to film your scripted content when you are starting out. Watch this video!
- ◆ This video will show you how to film and edit with iMovies on the app.
- ◆ For PC users this video will show you how to edit with PC Movie Maker!



## 4 - OPTIMISE AND SHARE

- ◆ Create Clear, Provocative, Attention Getting Title of the video. Make it irresistible, so your dream client-persona attracted to click on your video!
  - ◆ Optimise your video Description with Keywords and Links to relevant resources.
  - ◆ Include Keywords in the YouTube Tags.
  - ◆ Share your video on all Social Media Channels and have "Clear Call to Action" for your audience to share with their communities.
- **RESOURCES:** [Write great headlines by looking at what is popular](#)

■ **Have you got any questions? Contact me and I will be delighted to help.**



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