



CHANNEL PLAN

DEFINE YOUR CHANNEL

List 3 words that you want your channel to vibe.



What is your channels very specific purpose?

What makes your channel individual / stand out?

CHANNEL STANDARDS

What kind of videos do you make?



List the first 3 videos you're going to upload



What does your schedule look like?

How often do you upload? _____

When do you upload? _____

How do you schedule your videos? _____

PREP

What tech stuff do you need to get started?



What do you need / want to learn to make your channel super great?



CHANNEL GOALS

What're your 1 year channel goals? _____



What're your 3 month channel goals?
(that work towards your 1 year goal)



What small steps do you need to take to achieve your 3 month goals?

OTHER PLAYERS

List 3 channels similar to yours



Suss them out.

List 3 things each of these channels do really well.

CHANNEL #1 -



CHANNEL #2 -



CHANNEL #3 -



List 3 things each of these channels could do better

CHANNEL #1 -



CHANNEL #2 -



CHANNEL #3 -



What's your channels advantage over these channels?

PROMOTION

List the main ways people are going to find your channel / videos



SUCCESS

How will you measure your success?



yeeees, you did it! go you.
quick reminder: you're a babe, and you totally got this.