YouTube Video Creation –
Best Practices

🧠 **Pro tips to save time, improve quality, and stay consistent**

Whether you're using AI tools or editing from scratch, follow these best practices to create professional-quality YouTube videos with less effort.

🧠 Audio & Script

- Keep videos under **5 minutes** for stronger engagement
- Use a consistent **voice style and pacing** throughout
- Always save a **clean copy of your script** in your project folder
- Record audio **after script is final** to avoid redos

🧩 Visual & Layout

- Stick to 1 **font family** and a few brand colors
- Use the **same intro/outro animation** across videos
- Add **clear titles** for each section (scene, tip, or step)
- Use **high-quality B-roll or images** that reinforce what you're saying
- Keep text **big, bold, and easy to read** on mobile

🎬 Editing Flow

- Set project to **1920x1080, 30fps**, light gray background
- Keep **tracks organized**: audio on bottom, visuals above
- Use **behaviors or animations** to guide the viewer's attention
- **Zoom in/out** on the timeline for precise control
- Use **simple transitions** — avoid gimmicky effects

📁 Project Organization

- Create a main folder with these subfolders:

/Script — Your prompts and final script
/Audio — Voice tracks
/Visuals — Images, B-roll, icons
/Assets — Music, transitions, extras
/Exports — Final MP4s

🖊️ Before You Export

- Watch it **start to finish** — fix sync or timing issues

- Check for **typos** in titles and on-screen text

- Make sure **every visual matches the voice**

- Thumbnail: **1280x720px**, clear title, consistent style

- Keep file size reasonable — **H.264 at 1080p** is ideal

💡 Final Tip

If you ever get stuck, don't guess — ask ChatGPT.
Use it to fix text, check pacing, or walk you through a step.

Mastering AI
Make AI Work for You