

Step-by-Step YouTube Channel Launch Blueprint

A free fill-in-the-blanks guide to launch your channel with clarity, consistency, and content that actually brings in viewers & customers.

Provided by: Launch Tube Media

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Quick Start Launch Checklist

Defined my channel purpose & target audience Chosen a clear channel name & branding Set up channel settings, banner, logo & description Planned 10–20 video ideas before launch Scripted & filmed at least 3–5 videos Created custom thumbnails for each video Set upload schedule for first 30–60 days Linked socials, website & offers in descriptions Learned basic analytics (YouTube Studio) Launched and posted consistently for 30 days

STEP 1: Clarify Your Channel Purpose

Know exactly who you're talking to and why your channel exists. Define your ideal viewer, the problem you help solve, and your top 2 content pillars.

STEP 2: Pick a Channel Name & Branding

Choose a name that's simple, searchable, and consistent with your niche. Keep your branding clean, cohesive, and memorable.

STEP 3: Set Up Your Channel Properly

Add your logo, banner, and channel description. Use this template:
"We help [audience] with [problem] by sharing [content type]. New videos every [schedule]."

STEP 4: Plan Your First 10–20 Video Ideas

Brainstorm questions, tutorials, and stories that speak directly to your audience's needs.

STEP 5: Script & Film Your First 3–5 Videos

Use this formula: Hook → Intro → Value → Call to Action. Film in batches for efficiency.

STEP 6: Create Thumbnails & Titles That Get Clicks

Titles: Be clear, not clever. Thumbnails: Use emotion, contrast, and large readable text.

STEP 7: Upload & Optimize

Use relevant keywords in your title and description. Add cards, end screens, and playlists.

STEP 8: Promote Smartly

Share each video on Instagram, TikTok, LinkedIn, and your email list. Use short clips for Reels/Shorts.

STEP 9: Track What's Working

In YouTube Studio, monitor CTR, watch time, and retention. Make more of what performs best.

STEP 10: 30-Day Launch Plan

Week 1: Define niche & setup channel

Week 2: Plan & film videos

Week 3: Edit & schedule uploads

Week 4: Publish, promote & analyze results.

90-Day Commitment:

"For the next 90 days, I will post at least ____ videos per week."

Signature: _____ Date: _____