

HOW TO SUCCEED IN

MARKETING

& WIN ON YOUTUBE



DEFINING YOUR BRAND: EXPLORATION QUESTIONNAIRE

Who Are You?

How would you describe your brand in three words?

What is your brand's mission or purpose?

What are the core values that define your brand?

What unique qualities set your brand apart from competitors?

Target Audience:

Who is your target audience? (Demographics, interests, pain points)

How do you want your audience to feel when they interact with your brand?

What is the one message or takeaway you want viewers to remember from your videos?

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Target Audience:

What specific problems or challenges does your brand solve for your audience?

Brand Story (YOUR ORIGIN STORY):

How did your brand come to be? What's the story behind it?

What personal or professional experiences led you to create your brand?

Brand Identity:

What colors, fonts, or design elements best represent your brand?

What tone or voice do you want to convey in your videos? (e.g., professional, casual, humorous)

Are there any brands or YouTube channels that inspire the look and feel you want for your brand?

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Content Strategy:

What type of content will you create? Education or entertainment? Long form, short form or both?

What are the top three topics or themes you want to cover on your channel?

1.

2.

3.

How will you produce your content? Outsourcing filming/editing? If DIY, what equipment do you have?

How often are you able to post new content ?

Goals & Metrics:

What are your short-term and long-term goals for your YouTube channel?

Short-term

Long-term

How will you measure the success of your YouTube channel? (views, engagement, leads, subscribers, downloads, scheduled calls, podcast or speaking event invitations)

Call to Action:

What do you want your audience to do after watching your videos? (subscribe, watch next video, visit your website, buy your product, schedule a call, download freebee, join your mailing list)

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