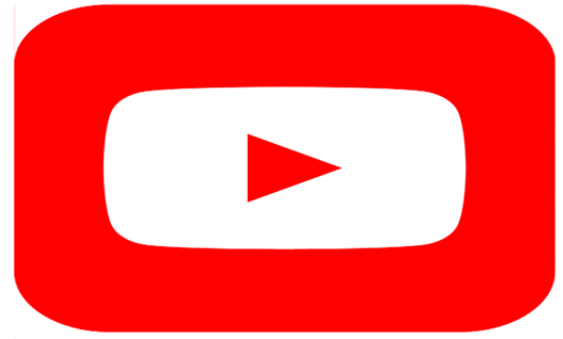


Beginner Plan For a YouTube Journey

On a mission of completing 100 videos



Channel Set up / Branding

- ✓ **1.** For your YouTube channel need to open gmail account
- ✓ Simple name
- ✓ **2.** Description of yourself / your channel
 - ☐ **a.** Who we are?
 - ☐ **b.** What we do? / Organization
 - ☐ **c.** What type of content you make? (For example: Business, Educational, Vlog, Personal vlog)
- ✓ **3.** Channel Banner
- ☐ **4.** Simple keyword for channel
- ✓ **5.** Language setting (British English, USA English)
- ✓ **6.** Country settings

Basic Tools You need

- ☐ **1.** Camera
- ☐ **2.** Light
- ☐ **3.** Mic

After 5/7 Videos you will find out how much storages you need. We need 512gb minimum storage.

- 4.** Memory card: For bigger data transfer you need to have extra storage tools. Pen drive, hard disk etc.

Channel Strategy (At this point we talked about the initial and starting point of our channel like : Category, Content types)

✓ **1. Category selection:** We have to choose your category of video style

- ✦ **Business category:** talked about business plan, share the experience
- ✦ **Educational category:** talked about any historical place, share your thought on recent incidents.
- ✦ **Personal Vlog:** share lifestyle, everyday routine of your life.

□ **2. Content Types:**

- ✦ Long Video
- ✦ Review
- ✦ Shorts
- ✦ Stories (Previous experience)
- ✦ Tips & Tricks (Real life)

Number of videos: specify how many videos you want to uploading in a week

Plan

□ **3. Title:** Choose the title according your category. Always try to pick 4-5 topics for testing. Your title needs to be:

- ✦ Clear, simple
- ✦ Curiosity
- ✦ Focus word what you want to talk about
- ✦ In your title try to add How, Why, What (For example: how you start your channel)

□ **4. Thumbnail:** Thumbnail needs to eye catching, Clipart, Visibility, Color combination need to eye catching, Face thumbnail, Big text.

□ **5. Main Story:** You have to select the story for your video

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- ✦ For business you can talk about your real business planning
- ✦ You can give review of your tools that you used.

6.End of Story / Summary: Here we talk about the summary of video. We summarize the whole process that we talked about till now. In this time, we try to summarize the story with all the main points of whole video.

7.Shooting Location: Inside or outside.

Video Recording

- ❑ **1. Camera set up:** need camera with minimum capability at list 1080p is better. For inside recording need to set up a good background with good lightning. If possible try to make a gap between the sub and background. For outside video we can record video with natural light.
- 2. Audio set up:** Audio is more important than video. We can use any cheapest mic (wireless or with wire). (Buy from amazon or ebay £10-£15 / \$13.13 – \$20.14 / In Bangladeshi tk starts from 1643tk . Don't need to buy any fancy equipments.
- 3. Intro:** Some tips for intro
 - ✦ Put the whole summary within 20-30 sec. Don't waste time to greeting extra. First sentence of video needs to match with title.
 - ✦ Quick wording (why people need this video)
- ❑ **4. Try to not keep shot longer than 2min. It could be hard for to edit.**
- 5.** Focus on location. Background (change lightning, or add some canvas)
- 6.** Balance the sound.
- 7.** Facial expression for connect with people more.
- 8.** We need A role and B role both types of scenes.
- 9.** We have to visualize more what we talked about. After every 10 sec something visuals need to add (If possible)

Editing

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□ 10. Free Software For Editing:

- ✦ CapCut, Clipchamp, OpenShot, Canva, iMovie (for iPhone user)

- 12. **Shorts/Short videos** plays role to reach more audience. Create at list 5-7 shorts in a week of main point of videos with picture. We can cut it from your main videos.

13. **Video early intro** B roll scenes need to add. Start of the video add 2/3 b roll clips for attract people what's happened in this video.

Uploading Process

- 1. For uploading you need to follow some simple steps.

- ✦ Go to you tube account (youtube.com)
- ✦ Click the CREATE button
- ✦ Select files from your device
- ✦ Add Titles
- ✦ Description: In description we need to explain our video in a very simple wording with a keywords, add Social media link, you can add disclaimer
- ✦ Thumbnail
- ✦ A/B testing: Three types of A/B testing – Only title, Only Thumbnail, Title & Thumbnail both (You can choose whatever you want).Go for the last one.
- ✦ Select the category (Educational, Comedy, Music, Personal blog etc) which relate with your video content
- ✦ Specify is it for kids or not
- ✦ Visibility set to Public, Private or Schedule. Set to private at very first. Wait at list 2/3 hours to make it public.
- ✦ Add tags, End screen, Playlist (if you want)
- ✦ After all the information click the button SAVE & PUBLISH

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2. Timeslot: According to google best time for uploading a video for UK & BD

- ✦ UK: Monday – Friday 2pm -4pm / 5pm -7pm. Saturday -Sunday 3pm-5pm
- ✦ BD: Weekends morning. Weekday 2pm-5pm

Finish 30-40 videos we can see the analytics to see when people more engage with our videos. Which help us to find out the idea about the timing of your viewers. We can find the analytics from YouTube studio.

After Uploading Process

- ☐ 1. 30 sec rules: Focusing the views in the first 30 sec, monitoring the copyright claims,
- ☐ 2. Share other platform after a while of uploaded it.
- ☐ 3. Monitoring the youtube analytics first

Consistency

- ☐ 1. Need to consistence with your channel. We have to upload more. If we are not carry the uploading consistency YouTube not suggest our channel.

Mistakes, Weakness, Power

After 5-10 videos we can find out your mistakes, weakness and power.

For a beginner there are some common mistake: Not using keywords, Time maintain, Pronunciation, Not maintain consistency.