

## MODULE 1 (WEEK 1)

### LESSON 1 - Getting Started

- ❖ Foundational Principles
- ❖ How it Works
- ❖ Brands Who Use YouTube
- ❖ Evolution of YouTube
- ❖ Facts About YouTube
- ❖ Case Studies
- ❖ Strategies & Mindset

### LESSON 2 - Building Your Channel

- ❖ Researching Your Channel
- ❖ Channel Name/Title
- ❖ Channel description
- ❖ Channel Art
- ❖ Tags
- ❖ Channel links
- ❖ Frequency
- ❖ Store & Community Tab
- ❖ Playlists Tab
- ❖ Formats & Best Practices
- ❖ Pre-scheduled videos
- ❖ 2-Part Teaser strategy
- ❖ YouTube Editorial Calendar

### LESSON 3 - Types of Content That Get Views on YouTube

- ❖ Latest Trend
- ❖ Challenges
- ❖ Social Experiments
- ❖ Compare (X vs Y)
- ❖ Q&A Videos
- ❖ Tours & Walkthroughs
- ❖ Collab with Alisters
- ❖ Video Game Walkthroughs
- ❖ How To Guides and Tutorials
- ❖ Educational Videos
- ❖ Product Reviews + Unboxing
- ❖ Celebrity Videos
- ❖ Vlogs
- ❖ Comedy / Sketch Videos
- ❖ YouTube Lives
- ❖ Webinars On YouTube

## MODULE 2 (WEEK 2)

### LESSON 1 - Scripting & Storyboarding

- ❖ Keyword Selection Strategy
- ❖ Content Ideas
- ❖ Storyboarding
- ❖ Pacing, Timing, and Tempo technique
- ❖ YouTube Content Outlines
- ❖ Script Templates
- ❖ How To Optimize New And Existing Videos For Views
- ❖ Create awesome videos without a camera

### LESSON 2 - Case Studies

- ❖ 7 Lessons from the top 50 YT channels
- ❖ How Logan Paul Hit 10M Subscribers in 12 months
- ❖ GoPro grew with User Generated Content
- ❖ How Ed Sheeran Became a YT Sensation
- ❖ YouTube Ad Best Practices
- ❖ YouTube Ad Scripts
- ❖ YouTube Ad Examples
- ❖ Retargeting Ads + Retargeting Lists

### LESSON 3 - Promoting Your Videos

- ❖ Build Trust and Establish Authority With Video
- ❖ Make Your Videos Are Fully Search Engine Friendly
- ❖ Alternate Video Platforms to Post Your Videos
- ❖ Content Promotion Workflow
- ❖ Working With Influencers
- ❖ Give Your Videos Maximum Reach
- ❖ Track and Adjust Your Ranking Performance
- ❖ Summary - How to use the course