### 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

### 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

### 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 Aliisters
- Video Game Walkthroughs
- How To Guides and Tutorials
- Educational Videos
- Product Reviews + Unboxing
- Celebrity Videos
- Vlogs
- Comedy / Sketch Videos
- YouTube Lives
- Webinars On YouTube

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