

YOUTUBE FOR AUTHORS

heartbreathings.com



Resource List

YOUTUBE FOR AUTHORS

WEBCAMS & CAMERAS:

- [Logitech c920e webcam](#)
- [Razer Kiyo webcam](#)
- Vlogging: [Sony a5100](#) or [Canon g7x](#) are popular
- I use a [Sony a6400](#) with a [Sigma 16mm lens](#).
- Don't underestimate your phone or built-in webcam!

LIGHTING:

- [Ring Light](#)
- [Small ring light for desktop](#)
- [Softbox lighting kit](#)
- Otherwise, film in front of a natural light source like a window.

MICROPHONES:

- [Blue Yeti](#)
- [Rode NT-USB](#)
- [Blue Snowball](#)
- [Lapel Mic](#)
- [On Camera Mic- Rode Video Micro](#)

heartbreathings.com

MUSIC:

- [Epidemic Sound](#) (Monthly sub)
- [YouTube Audio Library](#)
- [Premium Beat](#)
- [Royalty Free Music](#)

EDITING SOFTWARE:

- iMovie (free) or Final Cut Pro
- [Filmora Wondershare](#)
- [Adobe Premiere Rush or Pro](#)
- [Lightworks](#)
- [KineMaster](#)

OTHER:

- [TubeBuddy](#)
- Screen Recording: Quicktime, [Loom](#), [Streamyard](#)
- [Livestream with Streamyard](#)
- [Create Images in Canva](#)
- [Overhead phone mount](#) or [desk clip mount](#)
- [External Hard Drive](#)
- [Memory Card](#)
- [Google Adsense](#)

What content will you create?



1. What is your goal in starting a channel? What result / outcome / gain do you hope to get from it?

2. How do you hope to serve or entertain your audience?

3. Who is your ideal subscriber? Why are they watching your channel? What do you offer/give to them that makes them tune in?

4. What type of content do you most want to create? Why?



*5. What type of content do you most like to consume on YouTube?
What about it appeals to you most?*

6. What do you feel most comfortable sharing on camera?

7. What scares you most about getting started on YouTube?

8. What are 3 areas or topics you feel most qualified or excited to cover? What makes you excited about this type of content?



BEFORE YOU LAUNCH YOUR CHANNEL

Pre-channel checklist:

- Channel Name
- Brand Colors and/or Logo
- Your Niche or Content Style
- What Equipment You'll Use
- Length of Average Video
- Your Target Audience / Ideal Sub
- Intro Music and Images
- Endscreen Image
- Opening Topics
- Create Your Newsletter
- Create An "Opt-In"
- Launch Strategy

My Equipment List:

- Camera:
- Microphone:
- Lighting:
- SD Card:
- External Hard Drive:
- Other:



RESEARCH

LIST 10 CHANNELS WITH SIMILAR TOPICS / CONTENT TO YOURS:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



RESEARCH

LIST 10 TOPICS YOU WOULD LIKE TO DISCUSS ON YOUR CHANNEL:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Image Guidelines

Thumbnail



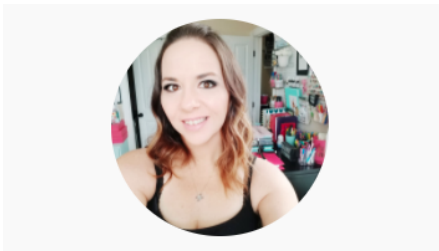
1280 x 720

Channel Banner



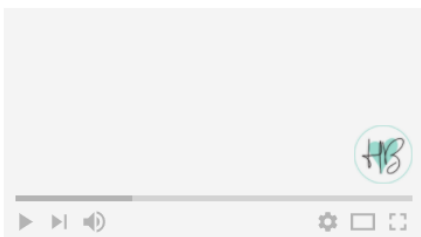
Minimum dimension for upload: 2048 x 1152 px with an aspect ratio of 16:9.
At the minimum dimension, the safe area for text and logos: 1235 x 338 px.
Larger images may get cropped on certain views or devices.
File size: 6 MB or smaller.

Profile Picture



It's recommended to use a picture that's at least 98 x 98 pixels and 4MB or less. Use a PNG or GIF

Watermark



150 x 150

Launch Strategy

1. CHOOSE 7 STRONG TOPICS THAT WILL APPEAL TO YOUR IDEAL AUDIENCE.
2. OUTLINE, RECORD, AND EDIT ALL 7 VIDEOS. (BONUS: NOTE YOUR PROCESS!)
3. BEGIN TO TEASE FOLLOWERS ON OTHER PLATFORMS AND GET THEM TO SUBSCRIBE!
4. RAPID RELEASE 7 VIDEOS IN 7 DAYS.
5. SHARE EACH VIDEO ON SOCIAL, WITH FRIENDS, TELL EVERYONE.
6. AGAIN, DEPENDING ON YOUR GOALS, HAVE AN "OPT-IN" READY TO GO AND ENCOURAGE VIEWERS TO LIKE, SUBSCRIBE, AND SIGN UP!

My Video Topics

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7..

Best Practices

BE CONSISTENT!! DECIDE ON A SUSTAINABLE UPLOAD SCHEDULE AND LET PEOPLE KNOW RIGHT AWAY WHEN YOU'LL BE UPLOADING.

USE TUBEBUDDY TO DO YOUR RESEARCH, FIND GOOD KEYWORDS, AND CRAFT A VIDEO TITLE THAT IS EYE-CATCHING.

NAIL YOUR THUMBNAILS. IF A VIDEO ISN'T GETTING VIEWS, CONSIDER CHANGING UP THE THUMBNAIL OR TITLE OF THE VIDEO! (LIKE BOOKS, A COHESIVE BRAND HELPS.)

USE THE MAX NUMBER OF KEYWORDS IN YOUR VIDEO.

LIKE AND COMMENT ON YOUR OWN VIDEO! PIN IT TO THE TOP AND "HEART" IT.

INTERACT IN THE COMMENTS AS OFTEN AS POSSIBLE.

COMMENT ON OTHER AUTHORS' VIDEOS, TOO! COMMUNITY INTERACTION IS GOLD!

HAVE A GOOD DESCRIPTION WITH LINKS TO YOUR SOCIAL MEDIA, MAILING LIST, FREEBIES, AND ANY OTHER IMPORTANT INFORMATION.

CREATE A STEP-BY-STEP CHECKLIST OF YOUR PROCESS. (TRUST ME, IT HELPS!)

KNOW YOUR ANALYTICS!!

EXPERIMENT WITH DIFFERENT LENGTHS, TOPICS, AND STYLES EVERY ONCE IN A WHILE TO SEE IF SOMETHING STRIKES A CHORD OR IS REALLY FUN FOR YOU.

PAY ATTENTION TO WHAT RESONATES WITH YOUR AUDIENCE AND DOUBLE-DOWN ON THAT.

USE "CARDS"

ALWAYS COMPLETE YOUR ENDSCREEN TASKS: ADD A SUBSCRIBE BUTTON AND A LINK TO THE VIDEO YOU WANT THEM TO WATCH NEXT.

BE SURE TO ASK PEOPLE TO LIKE AND SUBSCRIBE IN YOUR VIDEOS!

UPGRADE YOUR EQUIPMENT AS YOU GROW.

EDIT OUT THE "UMS" AND AWKWARD MOMENTS.

HAVE AT LEAST AN OUTLINE TO WORK FROM, SO YOU'VE THOUGHT THROUGH WHAT YOU WANT TO SAY.

BATCH CONTENT SO YOU ALWAYS HAVE A BACKUP OR TWO

LEARN FROM OTHERS, BUT DON'T COPY! BE YOURSELF!

AMPLIFY YOUR CONTENT



Heart Breathings

WITH SARRA CANNON

YOUTUBE: [YOUTUBE.COM/HEARTBREATHINGS](https://www.youtube.com/heartbreathings)

WEBSITE: [HEARTBREATHINGS.COM](https://www.heartbreathings.com)

FACEBOOK: [FACEBOOK.COM/HEARTBREATHINGS](https://www.facebook.com/heartbreathings)

INSTAGRAM: [INSTAGRAM.COM/HEARTBREATHINGS](https://www.instagram.com/heartbreathings)

[JOIN MY NEWSLETTER AND GET ACCESS TO MY FREE
RESOURCE LIBRARY FOR AUTHORS:](#)