

Channel Checklist

A practical preflight for channel setup, publishing, sponsor compliance, and post-publish review.

MONEYBALL RULE

Do not chase perfection. Build a repeatable system, get on base, review the tape, and make the next rep better.

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CHANNEL SETUP

1. Foundation

Channel Foundation

DONE	CHECK
☐	Micro-niche is clear enough to explain in one sentence
☐	Viewer is defined
☐	Channel promise is clear
☐	Three content pillars exist
☐	About copy reflects the actual channel
☐	Branding is readable and consistent
☐	Business / contact email is current

BEFORE PRODUCTION

2. Pre-Production

Before You Shoot

DONE	CHECK
☐	Video idea solves a real viewer problem or opportunity
☐	Promise can be explained in one sentence
☐	At least 3 title angles have been considered
☐	Thumbnail concept exists before or during production
☐	Sponsor requirements are captured if applicable
☐	Affiliate / product links needed are identified
☐	Required B-roll, tests, or proof are planned

BEFORE PUBLISH

3. Pre-Publish

Upload Preflight

DONE	CHECK
☐	Audio is intelligible and levels are acceptable
☐	Opening states value quickly
☐	Dead air / repetition / obvious mistakes are removed
☐	Export was checked after render
☐	Title and thumbnail work together
☐	Thumbnail passes the two-second test
☐	Description includes the important links
☐	Affiliate disclosures are present where required
☐	Sponsor language / link / CTA is correct
☐	Pinned comment is prepared if useful
☐	End screen / related video path is considered
☐	Scheduling / visibility settings are correct

AFTER PUBLISH

4. Review the Tape

Post-Publish Review

DONE	CHECK
☐	Check early comments for confusion or repeated questions
☐	Review click-through rate in context, not in isolation
☐	Review first 30 seconds and major retention drops
☐	Note traffic sources and audience fit
☐	Record affiliate / sponsor / product impact when relevant
☐	Identify one lesson for the next video
☐	Create follow-up ideas from proven demand

WEEKLY OPERATING SYSTEM

5. Keep the Machine Fed

Weekly System

DONE	CHECK
☐	Idea backlog has enough inventory for the next 2-4 weeks
☐	Production schedule is realistic
☐	Recurring links / descriptions / sponsor blocks are templated
☐	Files and project folders are organized
☐	Gear problems are actual bottlenecks before upgrades are purchased
☐	One weak fundamental is selected for deliberate practice

COACH RULE

Use the Checklist to Prevent Dumb Mistakes - Not to Chase Perfection

The checklist is a preflight, not a permission slip. Once the fundamentals are covered, publish. You cannot learn from a video that never leaves the hard drive.