

YouTube Starter Kit

A practical launch roadmap for getting from blank channel to a repeatable publishing system.

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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START HERE

1. Pick a Micro-Niche

Broad channels are hard to become known for. Start small enough that you can become useful and recognizable fast. You can expand after you earn authority.

Positioning Worksheet

The viewer	I make videos for _____
The result	who want to _____
The obstacle	without _____
Micro-niche	The small corner I can realistically own is _____
Authority proof	What I have done, know, test, build, or can show that makes me useful: _____

THE FIRST LINEUP

2. Choose Three Content Pillars

Use three repeatable lanes so you are not inventing a new channel every week.

Content Pillars

Pillar 1	Teach / solve recurring problems
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Pillar 2	Compare / review / buying decisions
Pillar 3	News / mistakes / reactions / updates

FIRST AT-BATS

3. Plan the First Ten Videos

Do not wait for a perfect launch. Your first ten videos are practice with consequences: real viewers, real data, real improvement.

First Ten Video Mix

DONE	CHECK
☐	3 basic how-to questions
☐	2 mistakes or myths
☐	2 comparisons or buying decisions
☐	1 case study / show your work
☐	1 timely topic or news opportunity
☐	1 strong opinion you can defend with experience

PACKAGING

4. Make the Promise Clear

The title and thumbnail earn the click. The video earns the next click. Build packaging around one promise and deliver it.

Two-Second Packaging Check

DONE	CHECK
☐	Can the right viewer tell what this is about immediately?
☐	Does the title create a clear reason to care?
☐	Does the thumbnail have one dominant visual idea?
☐	Do title and thumbnail add to each other instead of repeating?
☐	Would the video actually satisfy the promise?

PRODUCTION

5. Build a Schedule You Can Survive

Consistency is not daily. Consistency is a schedule you can repeat. Start with the highest cadence you can maintain without wrecking quality or your life.

Publishing Rhythm

Days	I will publish on _____
Batch work	Tasks I can batch together: _____
Template	Tasks I can template or automate: _____
Review	I will review performance every _____

SCOREBOARD

6. Track the Right Things

Early on, judge the system before judging the channel. The question is not “Did I go viral?” It is “Did I publish, learn, and improve?”

30-Day Scorecard

DONE	CHECK
☐	Published on the planned schedule
☐	Tested at least 2 title / thumbnail angles
☐	Improved the first 30 seconds
☐	Added to the idea backlog instead of waiting for inspiration
☐	Reviewed comments and retention for patterns
☐	Made one deliberate change based on evidence

COACH RULE

Do Not Buy Your Way Out of a Fundamentals Problem

Your phone is good enough to start. Upgrade gear when the current tool creates a real bottleneck in quality, speed, reliability, or revenue.

Next: Use the Start Here diagnosis at coachjeffking.com/start-here.html when you know something is wrong but are not sure what to fix first.