

# Checklist For Starting a YouTube Channel

## Niche Definition

- Identify target audience
- Select content type
- Research market trends
- Analyze competitor channels

## Strategy Development

- Plan content calendar
- Set publication frequency
- Outline video series
- Decide on video styles

## Brand Identity

- Design channel logo
- Choose channel colors
- Create channel banner
- Develop video intro/outro

## Channel Setup

- Create YouTube account
- Optimize channel description
- Link to social media
- Set channel keywords

## Video Production

- Acquire filming equipment
- Learn video editing
- Enhance audio quality
- Include captions

## Channel Launch

- Upload first video
- Promote on social media
- Engage with viewers
- Monitor analytics

## Go-to Resources for Starting a YouTube Channel

### Video Editing

- [Adobe Premiere Pro](#)
- [Final Cut Pro](#)
- [DaVinci Resolve](#)

### Design Tools

- [Canva](#)
- [Adobe Spark](#)
- [PicMonkey](#)

### Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

### Useful Tools

- [Logo Generator](#)
- [Domain Name Search Tool](#)

\*All of the resources are clickable links