

# YOUTUBE IN 5 EASY STEPS

FIND OUT HOW YOU CAN CREATE A CHANNEL  
THAT'S DESTINED FOR LONG-TERM SUCCESS!



# Table of Contents

INTRODUCTION	4
STEP 1: CHANNEL FOCUS	6
STEP 2: CREATING A KEYWORD STRATEGY	14
STEP 3: BRANDING MASTERY	20
STEP 4: CREATING SHAREWORTHY CONTENT	24
STEP 5: BUILD YOUR SUBSCRIBER BASE	31
CONCLUSION	36
RESOURCES	39

# Introduction

There's a good reason that YouTube is the leading video platform online, especially for businesses.

It's easy to use, allows for maximum exposure in the search engines and the audience is readily available. In fact, YouTube has over a billion registered users, which means it's clearly a great way to build a business, maximize outreach and develop an outstanding brand.

But we don't have to tell you about the incredible possibilities that creating a YouTube channel has to offer. You likely already know this. What you may not know is **exactly how to get started.**

This includes things like:

# Step 1: Channel Focus

When it comes to setting up your YouTube account, there are many tutorials online that will guide you through the actual sign-up process, so we won't cover that in this report.

Instead, we'll kick things off by talking about what *really* matters:

## **The focus of your channel.**

The truth is, laying the groundwork for your channel early on is key to your success. In fact, the one thing that often separates successful channels from flops is in careful planning.

First, you want to make sure you have decided on **one main topic** for your channel. Coming up with a strong theme will make it easier for you to grow your audience.

And while you aren't stuck creating content for only one niche,