



YOUTUBE CLIENT-MAGNET CHECKLIST

TURN YOUR CHANNEL INTO A CLIENT-GENERATING MACHINE



YouTube Client-Magnet Checklist for Coaches

Transform Your Channel Into a Client-Generating Machine

Use this checklist to ensure every video you create is optimized to attract your ideal coaching clients. Each element has been proven to increase viewer engagement and conversion rates.

✓ Check off each item as you complete it for your next video

1 Pre-Production Planning

☐ Define Your Ideal Client Avatar

Clearly identify who this video is for. What's their biggest pain point? What transformation do they want?

☐ Research High-Intent Keywords

Use tools like TubeBuddy or VidIQ to find keywords your ideal clients are actively searching for.

☐ Create a Compelling Hook (First 8 Seconds)

Script an opening that immediately addresses your viewer's problem and promises a solution.

☐ Plan Your Call-to-Action

Decide what action you want viewers to take (book a call, download a resource, join your email list).

☐ **Write a Keyword-Rich Description**

First 2-3 sentences should summarize the video's value. Include your CTA link in the first line.

☐ **Add Relevant Tags**

Include 5-8 tags mixing broad and specific keywords related to your coaching niche.

4 Conversion Elements

☐ **Add Cards at Strategic Moments**

Link to your lead magnet, booking page, or related videos at natural transition points.

☐ **Create a Strong End Screen**

Include a clear CTA, subscribe button, and link to your best-performing video or landing page.

☐ **Pin a Comment with Your Offer**

Immediately after publishing, pin a comment with a link to your free resource or booking calendar.

☐ **Add Timestamps in Description**

Break your video into chapters to improve watch time and user experience.

2 Video Content Optimization

☐ Deliver Immediate Value

Share actionable tips within the first 30 seconds to build trust and keep viewers watching.

☐ Include Pattern Interrupts

Use visual changes, B-roll, or text overlays every 5-7 seconds to maintain attention.

☐ Share a Personal Story or Case Study

Connect emotionally by sharing how you or a client overcame a similar challenge.

☐ Position Your Coaching as the Next Step

Naturally mention how your coaching helps clients achieve faster/better results.

3 Metadata & SEO

☐ Craft a Click-Worthy Title

Include your target keyword and create curiosity (e.g., "How I [Result] in [Timeframe] Without [Common Obstacle]").

☐ Design a Custom Thumbnail

Use contrasting colors, large text (3-5 words max), and an expressive face or compelling image.

5 Post-Upload Strategy

- ☐ **Share to Your Email List**
Send a personalized email to your subscribers within the first hour of publishing.

- ☐ **Post on Social Media**
Share a teaser clip or key takeaway on Instagram, LinkedIn, and Facebook with a link to the full video.

- ☐ **Respond to Comments Within 1 Hour**
Engage with early commenters to boost the algorithm and build community.

- ☐ **Analyze Performance After 48 Hours**
Check CTR, average view duration, and traffic sources. Double down on what's working.

BONUS: The 3 Types of Videos Every Coach Needs

- 1. Authority Videos:** Establish expertise (How-to guides, industry insights)
- 2. Connection Videos:** Build trust (Behind-the-scenes, personal stories)
- 3. Conversion Videos:** Drive action (Case studies, transformation stories, direct offers)

Rotate between these three types to create a balanced content strategy that attracts, nurtures, and converts your ideal clients.