

YouTube Vlogging Checklist

*The new way to vlog
that actually gets views*



BY
**Vlogging
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Using this vlogging checklist

This guide is designed to help you prepare for successful vlogging. Use it to guide your daily shoots, but don't worry about following every step every time—focus on consistency and try to incorporate as many tips as possible over time.

The old, ineffective approach to vlogging is trying to capture everything. Many mimic their favorite creators who, after becoming famous, vlog their entire day. While this works for those with a massive audience, it's a fast track to burnout for beginners.

The new approach to vlogging is to focus on something specific—something you're knowledgeable and passionate about, with high interest—so your vlog remains targeted and engaging.

Choose a Theme for your channel

In the old way, viewers needed to care about you before they watched your vlogs. By choosing a theme for your channel, you'll attract the right audience through the YouTube algorithm and set clear expectations for your viewers.

A great theme:

- May be something you find yourself talking with your friends about all the time
- Is something you love – something you can nerd out about
- Is broad enough that it gives you flexibility in what vlogs you record
- Is specific enough that it sets viewers' expectations
- Helps you come up with video ideas

Choose a Topic or Takeaway for your video

Once you've chosen a theme, start creating videos! By focusing on a specific topic or takeaway for each video, you provide value to viewers and help the YouTube algorithm target the right audience for your content.

A great Topic or Takeaway:

- Is related to your Theme
- Is something you have a lot to say about
- Is the “moral” of the story
- Helps you create your title and thumbnail
- Piques a viewer's interest when scrolling by your video in the recommendation feed
- Is something viewers might be searching for
- May be topical

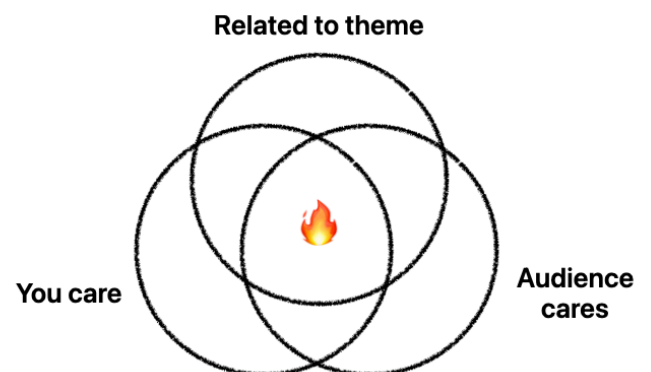


Figure 1. The components of a great topic/ takeaway

Tell more stories

The old way of vlogging required an exciting, unsustainable lifestyle. The new way focuses on storytelling. By sharing relatable stories, you build a connection with your audience without needing fancy editing or a glamorous life, making your content engaging with less effort.

Great stories:

- Can be the point of the video overall
- Can be embedded in the video in small segments
- May be a challenge you faced or a journey you went on
- Are your perspective on the world – something no one else can copy
- Are what you nerd out about to your friends – if you spend time with people and find yourself keeping them captivated, draw from those stories you tell them!

Before you shoot

Having your gear ready removes obstacles getting into the flow of shooting. This is why you should use gear that you are familiar with, that is simple to use, and that is always ready to go.

To be prepared for a shoot:

- Make sure your camera is charged
- Free up space on your SD card or other storage device
- Choose your Topic or Takeaway
- Search for your Topic or Takeaway on YouTube to get inspiration and insight
- Have a title idea based on your Topic or Takeaway
- Have at least one story brainstormed
- Record a strong introduction
- Make sure your thumbnail is captured or planned
- Plan your call to action*

**When planning a call to action, it is best to limit yourself to one for your entire video. For example, you might choose to call for subscribe, sponsorship. The best way to get people to act is to just have one thing called out.*

Everyone knows that you need views to go full time on YouTube.

But getting views is usually the hard part.

What to say?

What niche?

How to edit?

That's where I come in.

I put together a new course teaching how to get views as a newcomer to creating long-form content on YouTube.

If you think you want to become a vlogger, I believe this course is the best way to start:

vloggingacademy.com/go

- Benji Travis, Vlogging Academy

vloggingacademy.com