

## *Module 17, Lesson 1 Handout:*

### **Basics for Success on YouTube**

Like anything else, creating video content for YouTube (or for any video platform, for that matter), requires a plan. In order to minimize the amount of time spent shooting and reshooting video, it's a great idea to create a script, even if you deviate slightly from it during the actual video. It will keep you on track for time, and ensure you get your message across clearly and efficiently. In your plan, be sure to account for the following:

#### **1. Invest in the Right Equipment**

You don't need super fancy video equipment to create video content for YouTube, but there are a few things that will point you in the direction of success. However, if you're planning to create video content on the regular, you may want to consider the following equipment:

- A Mirrorless camera
- Tripod
- Monopod
- Lenses
- Studio Lighting
- Microphone(s)

#### **2. Keep it Simple at First**

Unless you're a professional videographer, you probably want to start with simple editing software. There's no need to go all out with the most expensive tools. There are several free and user-friendly editing tools that will be just fine for your first YouTube video, like Windows Movie Maker and Apple iMovie.

#### **3. Optimize Your Video Content**

Just like with written content, it's important to optimize your video content for search engines. The title of your video should include a relevant keyword to help people find it online. Adding relevant tags and a good video description will help optimize your video even further, helping it rank higher in the search engines.

## 4. Keep Your Channel Fresh

Be consistent with your content publishing. If you start with 5 videos a week, and then drop off to one video a month, your viewers will likely be disappointed, and your viewership will suffer. Be realistic about how often you can create and share video content.

## 5. Get Connected

Be sure to connect with other YouTubers, fellow professionals, existing friends, new friends, and anyone and everyone to help increase your channel visibility. Posting content that no one is watching isn't going to get you more business. You have to be continually building your network.

## 6. Cut the Extras Out

It's important that your videos only include the best content clips, so if you're unsure about any of the video you recorded, cut it out.

## Questions to Ask Yourself When Creating YouTube Videos

- Is my video content interesting? Why? Why not?
- Is it relevant to my audience?
- Is it entertaining? If not, how can I make it more so?
- Is this content educational? Why or why not?
- Is my message clear and concise?
- What is the purpose of this video?
- Is my video shareable?

YOUTUBE VIDEO CONTENT WORKSHEET	
Video Content Topic/Category (High Level):	
Video Content Message/Focus: What do I want to get across to my viewers?	

Why should my audience care about this content? Why should they share it?	
What story am I going to tell in this video?	
I want to sound - funny/educational/authoritative/down-to-earth/intelligent/friendly/other.	
Props needed?	
Scenery/Environment:	
Actors Needed?	
Length of Video?	
What is my call to action that I want viewers to do after watching the video?	

The above worksheet will help you organize your thoughts and plan for a video that will capture your audience's attention and make them want to share it again and again.