



So You Want to Be a YouTube Star?

My Why:

My Niche, My Brand Identity: What makes me unique and Why should people watch me?
What makes my channel unique?

My Audience: Who will watch me? What else do they like to watch or do?

Production: How will I create my videos and content?

Audience Building and Marketing: How will I grow? Who are potential partners?

My Revenue Streams: How will I make MONEY?