

A woman with dark curly hair, wearing a bright yellow sleeveless top, is looking towards the camera. In the foreground, a hand holds a black gimbal with a smartphone attached. The smartphone screen shows a live feed of the woman in the yellow top. The background is a blurred indoor setting with bright lights and colorful decorations. The entire image is framed by a solid orange border at the top and bottom.

*How to Launch Your
Own YouTube Channel!*
Masterclass Workbook

COMPETTIVE MARKET ANALYSIS – WHERE ARE YOU IN THE POND?

Look at other creators who are in the space that you are (Don't copy them) and track the following using the spread sheet:

Evaluation Metric	YouTuber	YouTuber	YouTuber	YouTuber
1. How they are engaging their audiences? <i>Are they welcoming, friendly, or are they straight to the point?</i>				
2. What do their spaces / sets look like? <i>Do they have busy or simple background, a lot of lighting or dim lighting, or do they use a greenscreen?</i>				
3. How long are their shows? <i>How long do their episodes average?</i>				
4. Do they just commentate? <i>Are they responding to products, news, or are they evaluating independently?</i>				
5. Do they have a lot of cuts and edits in their show? <i>Are they a lot of jump cuts, different frames, or use of supporting footage?</i>				
6. What is their sound like? <i>Do they use music or sound effects during their show? Do they have a camera mic?</i>				
7. Do guests appear on their show? <i>If so, what kind of questions do they ask?</i>				

- *What added value can you bring to an audience that a lot of these YouTubers are missing?*

MARKET EVALUATION

Identify how you are unique. After completing the Market Evaluation. Pick at least 5 YouTubers in your category and identify how you can offer something different to their audience. Example Chart:

YouTuber and Current Offering	Missed opportunity & Potential
1. Vegan Cooking with Max	Max of vegan cooking only focuses on Indian Vegan dishes – My channel can focus on southern and international dishes or primarily organic ingredients.
2. Hair by Tasha	Tasha does natural hair care videos using mainstream products – I can focus on homemade products for natural hair care that specializes in moisture and or growth.

YouTuber and Current Offering	Missed opportunity & Potential
1.	
2.	
3.	
4.	
5.	

Write a rough statement about what your show is about and why you are the person audiences should tune in to and trust:

BRAND SHOW BUILDER: 5W's & 1H

Dimension	Response
WHO – Who are you?	
WHAT - What is its purpose, what is its message? What are your qualifications	
WHEN – When will it air or release? Weekly, Monthly, Daily, Morning, Noon or Night?	
WHERE – Where does it fit in the ecosystem of other shows?	
WHY – Why are you the one to do the show & why will it be different?	
HOW - How long will your video episodes be?	

UDT METHOD: AN EARLY PRODUCTION GUIDE

Complete the below circles by adding which day / date you will complete the following:



BEGINNER EQUIPMENT LIST

Filming on YouTube can start with basic items found in your home or purchased for a nominal fee. The below list serves as an introductory guide to equipment for novice to intermediate users. * Denotes preferential for novice creators.

<i>Item</i>	Description	Notes
1. <i>Smart phone*</i>	A mobile phone that performs similar tasks of a computer. It usually has a touchscreen, Internet access, apps to perform additional functions with the phone and comes equipped with a camera that can capture photos and video.	Most smartphones launched after 2017 offer substantial filming capabilities. Smartphone camera functions typically include an edit mode to improve photos and edit videos. Sound is also reasonable without the use of a microphone on these devices.
2. <i>DSLR Camera</i>	A digital single-lens reflex (DSLR) camera is used to capture in most cases photos and sometimes video. They have become extremely affordable, user friendly, portable, and reliable to film content of all sorts. They provide more features especially with quality when filming or capturing photos unlike a smartphone.	They are great options when you have an established routine and a dedicated space where you can film regularly. They also allow for consistent settings which you can pre-set. Unlike phones, they provide a threshold for filming without having to worry about calls, phones, and other notifications from smartphones.
3. <i>Microphone Kit</i>	Usually a microphone that feeds directly into the camera or smartphone that captures sound directly from the subject. It can be wireless or wired.	Various vendors create wired and wireless microphones that are discreet and work with smartphones or DSLR cameras. There are affordable options which can be purchased once a creator is consistently creating videos and filming in larger spaces but want quality sound.
4. <i>Tripod *</i>	A three-legged stand typically used for supporting a camera. Tripods provide stability and a freedom to set the camera to film without needing another individual.	For smartphones – a table top tripod is a reasonable and affordable option to film. However, there are traditional options for smartphone that mount the phone or camera independently so you can film anywhere.
5. <i>Light kit</i>	A set of professional lights, light stands that resemble tripods, and lighting accessories used for filming or photography. Light kits provide consistency despite variations in indoor or outdoor lighting.	Lights kits are great to highlight and build dimension in spaces. It also removes shadows that can appear in videos because of poor lighting.
6. <i>Selfie light *</i>	A selfie light provides illumination to a subject while filming. It ensures that the subject is uniformly lit so that they are captured on film clearly and without shadows.	A selfie light can offer similarities to a light kit but in a portable and affordable manner. Selfie lights are great for content creators who are speaking directly to camera and or conducting demonstrations.

7 BEGINNER TIPS FOR FILMING USING YOUR SMARTPHONE: A BASIC GUIDE

Tip	Advice
1. Learn your phones camera specs	<p>Although smartphones have commonality, the nature in which your phone's camera function will be different. To maximize filming on your smartphone, learn the zoom and exposure functions while also learning how you can transfer filmed content to a laptop or alternative device. It is vital to know the amount of available memory / storage your phone has so you can plan how long to film. It is important to understand how that effects your battery life especially because phones do not change batteries and despite battery packs, they may weigh the phone down or disrupt the cameras stability when trying to film.</p> <p>Note: Since smartphones don't have great zoom lenses, zoom features may reduce the quality of content you are filming, so aim to be close to your subject when filming.</p>
2. Before you film, clean your camera lens	<p>Most smart phones are utilized daily without a proper cleaning. Therefore, camera lens tend to fall prey to smudging or dust. Before you film, ensure that the lens is cleaned to make sure you get a good shot and that light will enter the camera uniformly.</p>
3. Shoot horizontal, not upright	<p>If you want people to be able to watch your video at full size on a monitor or TV screen, keep your smartphone horizontal when recording. Shooting a video clip with your phone upright doesn't seem like an issue at the time because you're watching it on a device with a vertical screen, but as soon as you want to play the video anywhere else, your clip will be fighting for space with two black bars on either side of the screen.</p>
4. Maintain smooth and steady shots	<p>Use both hands with your phone to keep a steady grip and shot. To avoid any abrupt jumps, consider buying a handheld stabilizer or desk tripod. It will give you the ability to move freely and not tire out your arms.</p>
5. Frame Yourself in the middle unless	<p>When filming content, it is important to make sure that you or your subject are the focal point. If you are filming yourself, typically aim to be in the center of the screen.</p>
6. Ensure Good Lighting	<p>When filming, you want the light to illuminate you. Get into the habit of facing the light or rather the lighting source is behind the camera. In rooms, typically the room is illuminated entirely because of a central light. However, when in spaces with lots of furniture and or lamps, lighting may be uneven distributed and reflect a lot of shadows. If your shot is looking bright or dark, change your position and find another angle which still achieves the shot you want. Also consider moving lighting around in your space to help balance out lighting when possible.</p>
7. Test for sound than record	<p>Content with good audio can be tolerated and content with bad audio will be ignored. Before filming especially outdoors, test your cameras audio by recording a few minutes of your content and playing it back. Listen for any sounds that may distract your listeners such as birds, cars, air conditioners, music and wind. If these items are intrusive, consider changing locations, filming at another time, or if in control, turning off items.</p>



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