30-Day YouTube Channel Launch Plan

From no channel at all to a launched channel with published videos, a connected website, and a working production system. About 45–60 minutes on most weekdays and two to three hours on weekend days. If you have less time, stretch it to six or eight weeks: the order matters more than the pace. Tick each day as you finish it. My start date: _____

WEEK 1 - BUILD THE FOUNDATION (Chapters 1–3)

Goal: Choose your channel idea, understand how YouTube works, and get your channel live.

	Day	Task	Ch.
☐	**1**	Read Chapter 1. Watch five faceless videos in subjects that interest you, and note how each is structured and how viewers seem to find it.	1
☐	**2**	Brainstorm channel concepts with AI (Prompt 1). Shortlist your three favorites.	2
☐	**3**	Research competing channels for each shortlisted idea (Prompt 3). Note gaps you could fill.	2
☐	**4**	Test your top idea (Prompt 2). Write 20 possible video titles for it. If you can't reach 20, reconsider.	2
☐	**5**	Choose your subject and intended viewer. Write your one-sentence channel promise (Prompt 4) and choose your channel name (Prompt 5).	2
☐	**6** ***(weekend)***	Create your channel: Google account, Brand Account, name, handle, and About section. Turn on 2-Step Verification. Verify your channel with a phone number to unlock advanced features.	3
☐	**7** ***(weekend)***	Create your profile image and banner with AI and a design tool. Complete essential YouTube Studio settings. Fill in your Channel Context Block (Appendix A).	3

End-of-week check:

☐ Channel promise written

☐ **Milestone: CHANNEL IS LIVE** (Chapter 3)

☐ Channel Context Block saved

WEEK 2 - YOUR FIRST RESULTS (Chapters 4–7)

Goal: Publish your first Short, develop your narration skills, and plan your first long-form video.

	Day	Task	Ch.
☐	**8**	Set up your project folder structure (Chapter 15) and a blank content-source record (Chapter 19). Choose your AI assistant, voice tool, and editor from the $0 Beginner Toolkit.	4, 15
☐	**9**	Plan your first Short using the Video Plan Worksheet (Chapter 4, companion website). Research and verify the facts.	4
☐	**10**	Write the Short script (Prompt 18). Generate narration. Check your voice tool's commercial-use terms.	5, 6
☐	**11**	Gather visuals, assemble the Short with captions and music, and record every source.	5
☐	**12**	**Publish your first Short** using the Shorts checklist (Appendix C).	5
☐	**13** ***(weekend)***	Practice narration: test several voices, fix pronunciations (Prompt 39), and balance music volume. Choose your channel's standard voice. Plan your first long-form video with the Video Plan Worksheet and Long-Form Script Planner (companion website).	6, 7
☐	**14** ***(weekend)***	Write your first long-form script (Prompt 17). Edit it for spoken delivery, fact-check it (Prompt 14), and polish the hook (Prompt 24).	7

End-of-week check:

☐ **Milestone: FIRST SHORT PUBLISHED** (Chapter 5)

☐ Polished narration voice chosen

☐ Full long-form script complete

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WEEK 3 - YOUR FIRST LONG-FORM VIDEO (Chapters 8–12)

Goal: Produce, publish, optimize, and connect your first long-form video.

	Day	Task	Ch.
☐	**15**	Generate narration for your long-form script. Listen to it all the way through and fix any problems. Create your shot list (Appendix A, Prompt 40).	6, 8
☐	**16**	Gather visuals: stock, public domain, and AI-generated. Record each source and license.	8
☐	**17**	Assemble the video: narration, visuals, music, and captions.	9
☐	**18**	Finish editing: pacing, transitions, and pauses. Export. Create your thumbnail. **Milestone: FIRST LONG-FORM VIDEO COMPLETED.**	9
☐	**19**	Write your title, description, chapters, and hashtags (Prompts 28, 35–37). Upload using Appendix C, and **publish your first long-form video.**	10, 11
☐	**20** ***(weekend)***	Set up your WordPress.com site if you don't have one. Create your first companion post and Videos library page. Link channel and website in both directions.	12
☐	**21** ***(weekend)***	Review Chapter 11's SEO checklist against your published video, and make any improvements. Create your first two playlists. Reply to any comments.	11

End-of-week check:

- ☐ **Milestone: FIRST LONG-FORM VIDEO PUBLISHED** (Chapter 10)
- ☐ **Milestone: VIDEO IS LIVE ON YOUR WEBSITE, LINKS FLOWING BOTH WAYS** (Chapter 12)
- ☐ Content-source records complete for both videos

WEEK 4 - BUILD THE SYSTEM (Chapters 13–15, with a preview of 16)

Goal: Choose your formats, set up repurposing, finalize your toolkit, publish your second long-form video, and plan the month ahead.

	Day	Task	Ch.
☐	**22**	Choose your primary long-form format and your Shorts format (Chapter 13). Write them down alongside your channel promise.	13
☐	**23**	Turn your first long-form video into three Short scripts (Prompt 43). Produce them and schedule them across the coming week, each linked to the long-form video.	14
☐	**24**	Plan and script your **second long-form video** in your chosen format. Mark two to three moments that could become Shorts.	13, 14
☐	**25**	Narrate, build a shot list, and gather visuals for video two, using batching (Chapter 14).	14
☐	**26**	Assemble, edit, and export video two. Create the thumbnail. Complete its content-source record.	9, 19
☐	**27** ***(weekend)***	**Publish your second long-form video** (Appendix C). Create its companion website post. Draft two Short scripts from it.	10, 12, 14
☐	**28** ***(weekend)***	Finalize your toolkit list and subscription tracker (Appendix B). Check commercial-use terms for every tool you use.	15, 19

End-of-week check:

- ☐ Formats chosen
- ☐ Two long-form videos and at least six Shorts published or scheduled
- ☐ Toolkit and subscription tracker complete

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DAYS 29–30 - REVIEW AND HAND OFF TO GROWTH

	Day	Task	Ch.
☐	**29**	Do your first analytics review (Chapter 20): in YouTube Studio's Insights section, check CTR, average view duration, and the retention graph for your first long-form video. Note one thing to improve. Don't worry about the view counts yet.	20
☐	**30**	Build your content calendar for the next four to six weeks (Appendix A, Prompt 10). Choose a publishing schedule you can sustain for a year. Set your first 90-day goal (Chapter 16).	16

Launch complete. You're now ready to begin **Days 1–30 of the 30/60/90-day growth plan in Chapter 16** (Content Calendar & 90-Day Growth Plan, companion website).

IF YOU FALL BEHIND

- **Don't restart. Resume.** Pick up at the next unfinished task. Nothing in this plan expires.
- **Protect the milestones, not the dates.** Getting your first Short and first long-form video published matters far more than hitting Day 19 on Day 19.
- **Combine short tasks.** Days 1, 3, 21, and 29 are lighter and can often be merged with neighboring days.
- **Lower the bar for video two, not video one.** Your first long-form video deserves your full effort.
- **Use weekends as catch-up days** if weekday time runs short.

IF YOU'RE AHEAD

- Publish a third long-form video before Day 30.
- Produce all five Shorts for each long-form video (Chapter 14).
- Start building a small buffer of scheduled videos (Chapter 20).
- Set up an email signup on your website (Chapter 18).

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