Channel Idea Worksheet

Work top to bottom. By the end you'll have the three things Chapter 3 needs: a subject, an audience, and a name.

1 · My topic

Evergreen check (Google Trends, last 5 years, YouTube Search): ☐ Steady ☐ Rising ☐ Spiky / news-driven

2 · My one viewer

Name: _____ **Age or life stage:** _____

Why they're watching: _____

☐ Beginner ☐ Some knowledge ☐ Advanced ☐ Wants a quick answer ☐ Wants to go deep

3 · What's already working, and what's missing

Channel I studied	What they do well	What they skip / viewers ask for

The gap I'll fill: _____

4 · Five-minute test

YouTube search: active audience or near silence? _____

Questions or complaints in the comments: _____

What people I asked said: _____

5 · Name and promise

Name idea 1: _____

Name idea 2: _____

Name idea 3: _____

My one-sentence promise: _____

☐ **Milestone 1 complete:** subject, audience, and name chosen. Check it off on your Channel Build Tracker.

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