Channel Launch Checklist

Everything Chapter 3 asks you to do, in order. When every box is checked, your channel is live.

Before you click Create

- ☐ Google account chosen (personal, or a new one just for this channel)
- ☐ 2-Step Verification turned on for that Google account
- ☐ Your channel name and one-sentence promise from Chapter 2 in front of you

Create the channel

- ☐ Channel created with a custom name (this makes it a Brand Account)

Channel name: _____

Handle: @ _____

Handles work best short, easy to spell aloud, and as close to the channel name as possible.

About section

[Channel name] is for *[your viewer]* who want *[what they get]*. You'll find *[types of videos]* about *[topic]*, *[how often]*. *[One line about your tone or approach.]*

_____

_____

_____

Artwork

- ☐ Profile image: square, about 800 × 800 px, a bold icon that still reads at thumbnail size (it displays as a circle)
- ☐ Banner: 2560 × 1440 px (2048 × 1152 minimum, 6 MB max), with your name and promise in the center safe area
- ☐ Checked how both look on a phone

YouTube Studio settings

- ☐ Default video language set
- ☐ Audience set accurately (“Made for Kids”). For most channels in this book, that's “No”
- ☐ Channel keywords added

Security

- ☐ A unique password you don't use anywhere else
- ☐ Recovery email and phone number up to date
- ☐ Rule: never click “verify your account” links in email. Go to studio.youtube.com directly instead
- ☐ **Milestone 2 complete: CHANNEL IS LIVE.** Check it off on your Channel Build Tracker.

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