

Day-00-Getting-Started

The Game Plan

Welcome to 2Weeks2Videos.com—a 14-day challenge designed to help you create **two high-ranking YouTube videos** using proven growth strategies. Whether you're struggling to get views or looking for a repeatable system to create **viral-worthy content**, this challenge will guide you step by step, ensuring your videos maximise watch time, engagement, and visibility.

What You'll Accomplish

- 🚀 Create 2 high-ranking videos in just 14 days
 - 🔥 Learn & implement the same strategies top creators use to go viral
 - 🎯 Build a repeatable system that makes content creation effortless
 - 📈 Grow your audience & boost your YouTube momentum
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The Plan

Each day is strategically designed to remove guesswork and streamline your video production process:

1. **Video Idea Selection & Research** – Finding viral-worthy ideas
 2. **Thumbnail Creation** – Make people *want* to click
 3. **Draft & Write a High-Retention Script** – Hook viewers & keep them watching
 4. **Filming Day** – Capture engaging content efficiently
 5. **High-Retention Editing** – Craft a video that keeps people glued to the screen
 6. **SEO Optimisation + Analysis** – Rank higher & get discovered
 7. **Social Media Teaser** – Set yourself up for a *great* video
 8. **Rest & Content Repurposing** – Expand your reach effortlessly
 9. **Repeat Steps 2-7/8** for your second video
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By the End of 14 Days...

- ✓ You'll have 2 high-ranking videos primed for virality, bringing in views, subs, and momentum.
- ✓ If things don't go as planned, you'll still walk away with a battle-tested system to consistently create high-performing content and grow your channel.

| Either way—**you're growing as a YouTuber**  Ready to level up? Let's get started!

Your Toolkit

Now that you know what this challenge is all about, it's time to set yourself up for success. The best part? You won't have to spend a dime on any of the tools we'll be using—every single one of them has a free version that's more than powerful enough to help you create high-ranking videos. The challenge is about efficiency, and the right tools will make sure you work smarter, not harder.

YouTube Studio – Your Command Center

The first tool you'll need is YouTube Studio, which is built right into your YouTube account. This will be your command centre, where you'll track video performance, analyse what's working, and fine-tune your strategy. You'll use it to check audience retention, click-through rates, and watch time, ensuring your videos are optimised for growth. The data inside YouTube Studio will tell you exactly what's working and what needs improvement. Without it, you're just guessing.

Canva – Thumbnails That Get Clicks

Your thumbnails are just as important as your content, which is where Canva comes in. A video might be incredible, but if nobody clicks on it, it won't get views. Canva allows you to create professional-looking thumbnails, even if you have zero design experience. You can also use it for on-screen graphics, overlays, or any additional visuals that enhance your video. A strong thumbnail can skyrocket your click-through rate, and Canva makes sure you're not left guessing.

CapCut or DaVinci Resolve – Edit Like a Pro

Editing is where your video comes to life. The good news? You don't need expensive software. CapCut and DaVinci Resolve are both completely free and offer everything you need to create high-retention videos. If you're new to editing, CapCut is a simple, beginner-friendly option. If you want more advanced control, DaVinci Resolve is one of the most powerful free editing tools available. Experiment and choose the one that fits your workflow best. Also, note that CapCut is not available in a few countries.

Notion or Google Docs – Organise Your Workflow

A well-planned video is a successful video. That's why you'll need a place to store ideas, plan scripts, and track progress. Notion or Google Docs will help you stay organised throughout the challenge. Instead of scrambling for ideas at the last minute, you'll have a clear roadmap for your content. Keeping your workflow structured will ensure that you never run out of content ideas beyond the challenge.

Final Steps Before We Begin

- Set up accounts for each tool
 - Download and install the necessary software
 - Familiarise yourself with each tool before Day 01
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The challenge has started, and you can't afford to waste time figuring things out last minute. The faster you move, the better your chances of success. No one likes to lose.

All the tools listed above are my recommendations, but if you're already comfortable with other similar tools, feel free to use them. Got a recommendation? Send it over to me at JAGAT@2WEEKS2VIDEOS.COM and I might include it in future versions of the challenge!

| Let's get set up— **big things are coming**

Channel Setup and Optimisation

Before you jump into creating videos, it's important to set up your channel for success. A well-optimised channel builds credibility, attracts the right audience, and increases your chances of ranking higher in search results. Think of it as laying a strong foundation before constructing a skyscraper. Let's go over everything you need to get right before we start the challenge.

Profile Setup

Your **channel name** is the first thing people see. If possible, try to include **relevant keywords** that describe your content niche. This helps YouTube understand what your channel is about and improves discoverability. But don't stress too much—clarity and brand consistency matter more than stuffing in keywords.

The **Bio/About Section** is another key place where you can insert **important keywords** naturally. Your description should be **clear, engaging, and give new visitors a reason to**

subscribe. Let them know **what type of content to expect, how often you'll post, and why they should stick around.** A pro tip? Include a CTA (Call-To-Action) like: "*Subscribe now if you want to master YouTube growth!*"

Your **profile picture** should be **professional, recognisable, and high quality**. If you're the face of the brand, use a **clear headshot with good lighting**. If it's a brand or business, use a **high-resolution logo**. A blurry or unprofessional profile picture makes your channel look low-effort, and first impressions matter.

Next, your **banner** should be clean, well-designed, and **optimised for all screen sizes (TV, desktop, mobile)**. This is your channel's **billboard**, so make it **branded and consistent with your channel name**. You could even add a tagline or a schedule (e.g., *New Videos Every Friday!*).

Branding Elements

Branding makes your channel look **polished and professional**, and over time, it will help people recognise your content instantly.

Custom end screens & cards are underrated but **highly effective**. They help keep viewers on your channel longer by directing them to your other videos. You can place **cards** (those small pop-ups) to link to related videos **during the video** and add an **end screen** at the last few seconds to suggest your best-performing content. If you're unfamiliar with these, a quick Google search on "YouTube end screens and cards" will give you all the info you need.

Your **channel colours and fonts** should remain **consistent** across your thumbnails, banner, and branding elements. Over time, your audience will start recognising your content just **by the colour scheme and style**. Pick colours and fonts that match your **niche, personality, and brand identity**, and stick with them.

YouTube SEO Basics

YouTube is a **search engine**, and optimising your channel makes it easier for the algorithm to **recommend your videos** to the right audience.

If eligible, **claim a custom URL** and **YouTube handle** that matches your brand. This makes it easier for people to find you and looks more professional than a long, random string of numbers and letters.

Your **channel keywords and tags** tell YouTube what your channel is about. Use words that describe your niche, content style, and target audience. For example, if you're in

the tech niche, you might include tags like “*tech reviews, best gadgets, smartphone tips.*”

Lastly, **playlists** are not just for organising content—they **boost SEO and watch time**. Group your videos into categories (e.g., *YouTube Growth Tips, Editing Tutorials, Monetisation Strategies*) to make it easier for viewers to **binge-watch**. YouTube favours channels that keep viewers watching for longer, and a well-structured playlist does exactly that.

Final Steps Before the Challenge Starts

Take a few minutes to go through this checklist and **set up your channel properly** before we begin. A well-branded and optimised channel will give your videos a **higher chance of success** once you start uploading.

Once you've done this, you're ready for **Day 1 of the challenge!** 
