



Channel Foundations

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Introduction

Welcome to Channel Foundations. This video helps you make decisions to ground your channel for success.

WARNING: YouTube channels have to be unique to win, and the only way for a channel to be unique is for it to be true to its creator, since no two people are unique. Channel uniqueness and positioning comes from YOU, and people will only pay attention to your content and funnel if they feel you are being GENUINE to YOUR character, not mine.

I'm convinced the reason my channel is doing so well is because no one can get my 'vibe' or what I create from anywhere else. I'm 'a market of one'. If you heavily copied or emulated me, your channel and content will feel forced and awkward, and people won't click on or watch forced & awkward content.

Channel Set-Up

Basic Info:

Name: Simple. Name the channel after yourself, not your company. People watch people.

Handle: Go to youtube.com/handle and change your handle to 'yournameofficial' or similar.

Description: "Videos to (state intention)"

Links: Link your inbound funnel (from inbound foundations) with a (Click) CTA

Links: Link any social profiles you have

Profile Pic: Make it you, head and shoulders. This picture will become your literal icon.

Banner: On canva.com, make a 2048x1152 graphic. Company name & what vids you make.

Keep it clean and simple.

For an example: <https://www.youtube.com/c/CharlesMorgan8/>

Channel Mission

Decide on the mission of your channel and state this mission every video. I'd recommend going back to the 'short-form' messages you created for your niche in the 'Acquisition Catalysts (Offer Creation)' in 'Acquisition Genesis' (if you haven't done this, do it NOW).

For example, pretty much every video I say 'I want client acquisition to be easy for everyone that deserves it' in some way or another. Get a mission statement defined, it doesn't have to be perfect. E.g. "I want every realtor to be financially free" if in the realtor niche.

What's your mission? Write it here: I make these videos because...



Static Content Assets

Now you need to decide how you introduce yourself, your company and your mission, what sort of video description you're going to use, and how you outro your videos and introduce your funnel.

We want these assets to remain constant throughout all of your content. They're like the cover of a book series - we want them to be recognisable. And start chinese-water-torturing authority and call-to-actions in our market.

1. **Introduction:** Use following framework for introducing videos:

Key points:

- Authority must be built (past or future)
- Must be said with **confidence**
- Must be short (10 seconds)
- Must be simple

This is what people will eventually know you for, even those that don't spend much time watching your videos.

Structure:

- Quick hook (in this video I'm going to....) (more on hooks in content creation)
- Your name
- Your authority & what you do explained in less than 10 seconds (time yourself)

Example:

Charlie Morgan here. If you don't know who I am, I've built and scaled a marketing agency to seven figures and a multi seven figure consulting company that makes \$10,000 a day, and we help businesses systemise client acquisition.

(your name here), if you're not familiar with me, I've and I help get

If you don't have tangible authority in your past, just borrow it from the future. Example:

Charlie Morgan here. If you don't know who I am, I'm on a mission to revolutionise client acquisition by helping agencies and coaches build the latest and greatest client acquisition systems.

**** Your authority is niche specific.** If you are selling leads to realtors, they won't see any authority in 'I've built a \$10k/mo SMMA in the realtor niche'. It needs to be niche specific, e.g. "I've generated over 1,000 live transfers for realtors with online marketing".



Write yours below:

-

2. **Outro:**

Key points:

- Request for like, comment, sub
- Give reason for liking, commenting, subbing
- Pitch funnel
- The CTA must be casual, blase almost
- Don't ask for them to visit the funnel, mention it's there (put them in control)
- Position funnel as a way for you to help them (if you're struggling with x)

Structure:

- MENTION the funnel (don't ask them to click, suggest they do if it would help them)
- Close the video (so that's all for this video)
- Request YT specific CTA's (like comment sub)
- End on a super positive note

Example:

*So that's that. By the way, if you are struggling to get clients and can't for the life of you figure out how to book appointments, click the first link in the description. Don't worry - it's not a \$997 course, there's no 'case study' or 'webinar', it's just a video of me telling you how my company can help you solve the problem. It's a funnel, designed to sell you something. I'm not going to pretend it's not. You don't have to click, I don't really mind if you click it or not, but feel free to check it out if you have a client acquisition problem. ***

So that's all for this video, if you liked the video, there's a button for that - so be sure to press it if you did. Comment any video ideas or requests you have, and subscribe if you want more content that keeps you engaged to the end! Have a blessed day ahead, thanks SO much for sticking around and watching. Cheers.

Casually mention the funnel and don't explicitly ask people to click it. The funnel should be positioned as a favour to someone, and that it should only be clicked "if" a certain circumstance or situation applies. The key to getting YouTube appointments is to act like you don't need them, and that you just want to serve the market.

This puts the market in a false perception of control and gives the market THE IMPRESSION YOU ARE NOT TAKING ANYTHING FROM IT AND ARE SELFLESSLY GIVING AWAY VALUE FOR FREE. It's a brilliant fucking hack I discovered.



Write yours below (make it different from mine, don't monkey-see, monkey-do it)

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3. **Description:**

The description serves the purpose of delivering your funnel.

My style is purposefully the polar opposite of what everyone else in my market is doing, and it works really well.

Framework:

CTA 1 Context

Primary CTA (Funnel)

CTA 2 Context

Secondary CTA (Group, or something else e.g. Instagram)

Key points:

- Don't overcomplicate it
- If your market is 'over-sold-to', take an idiosyncratic approach
- Simple is best, as few words as possible
- If not being purposefully idiosyncratic, focus on the transformation the client makes as a result of working with you (see Hormozi's example below)

Examples:

My Desc:

I hate case study funnels and being pitched just as much as you do, but if you're curious about how we help agency owners beyond these videos the link below will explain. No bullshit, no email opt-in and no "FrEe TrAiNinG" to be found there. Check it out....

<https://go.theimperiumagency.com/ia-growth-call>

We share more cool and secret 7 figure stuff for free in our Facebook Group, join it with the link below.

Join here: <https://www.facebook.com/groups/imper...>

Anyway, on with the video...



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Alex Hormozi's Desc:

Online business owners doing \$3M+, if you would like to partner with me to scale to \$30M+
APPLY HERE: <https://Acquisition.com/intake>

If your business is making less than \$3,000,000 per year, YOU are why I make all my materials FREE. I have nothing to sell you. Get more FREE books, trainings & goodies here:
<https://Acquisition.com/training/offers>

Write yours below:

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Content Pillars

Next, it's time to create your channels' content pillars. A content pillar is a topic or field that you find interesting that relates to your niche and the market. I'd recommend having 4-6. They'll be what you become known for.

You must pick content pillars you understand and are interested in. They will be what you become known for and perceived as an expert about. They should align with your overall offer and the transformation your business helps your niche achieve.

Content pillars that overlap are awesome and create a dynamic blend of content that feels unique and one of a kind.

Example: someone helping realtors get more listings.

Example core pillars for this individual:

- *Lead generation*
- *Marketing*
- *Real estate*
- *GoHighlevel*
- *Sales*

Note: you can include content pillars that your niche might not be interested specifically in their problem, but that can overlap into their life (e.g. with my channel being male 18-30, I could talk about call of duty, women, the gym & cars). *Sometimes I talk about Flume, the greatest and best musician to have ever graced this planet.*



My content pillars:

- *Mindset*
- *SMMA*
- *Systems*
- *Acquisition*
- *Persuasion*
- *Psychology*

Alex Hormozi content pillars:

- *Sales & closing*
- *Personal branding*
- *Offers*
- *Getting rich*
- *General Business*

List your content pillars:

- 1
- 2
- 3
- 4
- 5

**** don't worry, you aren't married to these and can change them.**

Competitor Research

I'd recommend familiarising yourself with the market. Look at your content pillars and start researching other people (competitors) in your niche making videos on these topics. Watch the most popular videos, spot the nuances and read all the comments.

Here you are not trying to get video ideas or copy them. You just want to engulf your subconscious mind with content produced by channels in your niche that are having extreme success. It will help you connect dots when making content and managing your channel later. Go do it now, make a doc of all of the big dogs in your space.

Market Research

Note what people seem to want, what they are asking for in the comments and use your intuition to develop ideas that would target your market and stand out. I'd recommend spending half a day watching 15-45 of the best vids for your content pillars in your niche.



Potential Collaborations

List out potential channels in your niche that are competing for the same eyeballs as you, but NOT directly competing with you from a business stance, and reach out to arrange a partnership with them. I did this with Thomas Gonnet, a SMMA YouTuber who helps SMMA's with service delivery.

List out people competing for the same eyeballs as you, but not the same market problem:

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-
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-
-
-
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Now reach out to them, explain the premise of your channel with a loom and strike a compelling negotiation (you'll have to leverage something other than subs & brand at this point).

Content Schedule

Now we need to decide on your content schedule.

This revolves around two things: a) when do you upload, and b) how often?

The premise of YouTube growth is simple: value x volume = success. A lot of people try to make really valuable content infrequently, or less valuable content frequently. I prefer to do both, and it works really well.

Remember: you don't want to become a full time YouTuber, you are a business owner.
Remember: you want to continue adding rocks to the scale that is your channel to continue to add to it's 'value weight'. More videos = more rocks = more value, faster.

However, the more (valuable) content you make, the faster your channel will grow.

It took me about 150 long-form videos to get to 8,000 subscribers. The maths here is simple:

That's 3 vids a week, over 50 weeks (1 yr)

That's 2 vids a week, over 75 weeks (1.5 yrs)

That's 1 vids a week, over 150 weeks (3 yrs)

Your channel will output subscribers and appointments parallel to the volume of input, which is content. You do, however, have a business to run, and want to spend as little time as possible on YouTube while getting big results.

The key is consistency, regardless of volume.

Simple rules for mid-long form content:

- 1) Don't post less than 1 video a week
- 2) Don't post more than 3 videos a week

Simple rules for shorts volume:

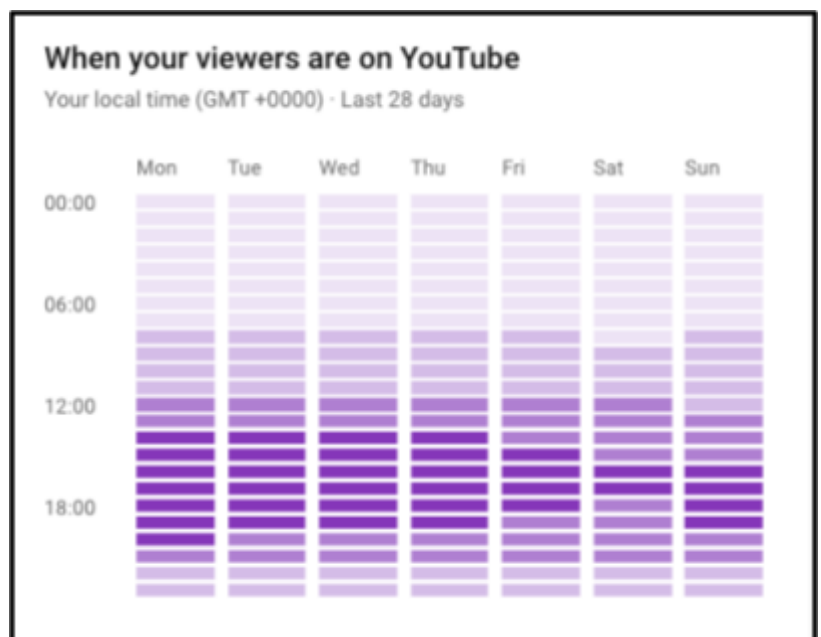
- 1) Post as many as you'd like or can manage (shorts will feed your mid-long form vids)

Find what works for you.

You can build your content schedule around data. In YouTube analytics, under 'audience', you will find 'when your viewers are on YouTube'. You won't have this data until you've posted consistently for a while, but it is helpful to adjust your schedule according to this.

My content schedule:

Monday - 1 mid-long form
 Tuesday - 2 shorts
 Wednesday - 1 mid-long form
 Thursday - 2 shorts
 Friday - 1 mid-long form
 Saturday - 3 shorts
 Sunday - 3 shorts



Make it something you can stick to that is reasonable based on your current time constraints.

Decide your content schedule below:

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Tools

TubeBuddy: gives cool analytics on channels & key tags they use (install it [here](#))

VidIQ: cool tool for growth (I've never used it, have heard good things) (install it [here](#))

Canva: making thumbnails (we'll be hiring thumbnailers however) (link [here](#))

Google drive, docs & sheets: for managing videos, writing descriptions, etc

Screenflow: simple cut video editing (link [here](#), \$135 as of me making this)

Recording Environment

Like any system, YouTube operates in an environment, and this environment needs to be conducive to good, valuable content.

We can break this down to some simple do's and don'ts.

Do's:

- Record where you are comfortable
- Record where you cannot be disturbed
- Record where there are no external noises that need to be edited out

Don't:

- Have a room with bad acoustics (rugs, curtains, furniture needed!)
- Record in the dark or with non-professional artificial light
- Fret over a fancy background

I'd suggest recording in the same place every time, as it will make content flow easier and will allow your mind to associate the space with creativity and articulate ability.

This stuff is really basic and does not need much thought.

You do NOT need:

- Special LED strips in the background
- A skyline view of a city or 5,000 house plants

Keep it simple. All of your attention should be directed towards creating and distributing value via your channel. Excess time, energy and money spent on equipment and 'the backdrop' is a waste.

Note: as my channel grows I may be paying more attention to this, since what is required to grow to 1,000,000 subs is a little different to 10,000. But for now, we're just building a channel for niche authority and appointments, not fame. Get yourself set up!

Equipment

The key here is to not get fancy.

iPhone: set to record in the 1080p, 60FPS (cinematic mode increases file size, but is cool)

Tripod: ZOMEi 54 inch tripod (link [here](#)) or find it, or an equivalent on Amazon :)

** You don't need a fancy camera, fancy lighting, fancy backgrounds or fancy sound.

All you need:

- Smartphone capable of recording 1080p in selfie mode
- A plastic tripod, 50+ inches
- Natural light from a window
- A quiet room with good acoustics

All of my videos are recorded on my iPhone 13 Pro Max (\$1,000), in selfie mode. They're then stored to my photos and then manually uploaded to Google Drive via the Google Drive app.

Here are my iPhone settings for recording videos:

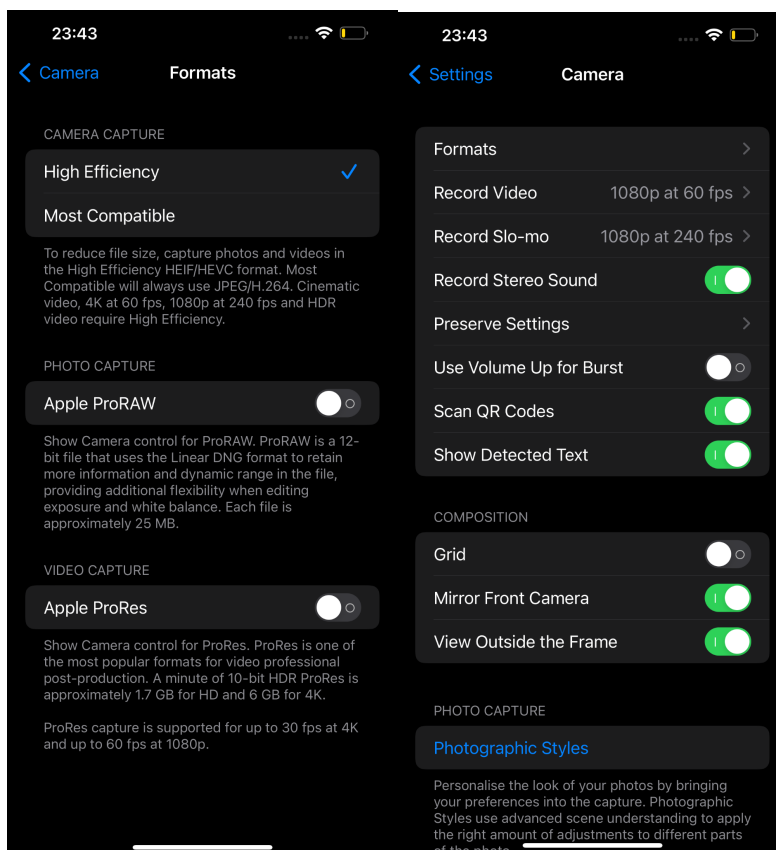
KEY TIP: If on iPhone, turn Apple ProRes & ProRAW off. It messes with the contrast in editing software.

I cannot stress enough: you don't need fancy stuff to grow a channel and book a ton of appointments.

How to make it fun: only invest in stuff to get fancy on YouTube the money you make from it.

It can make sense to 'get fancy' when your channel really takes off, reinvesting in a system that is already performing.

Get your equipment ordered!





Video Tags

Every video you post can contain tags that improve SEO. I don't pay much attention to them, but I tag every video with the same tags.

YouTube allows for a max of 400 characters on tags per video.

If you exceed 60 tags, YouTube will ignore every hashtag on that video.

If you add irrelevant tags to your content, YouTube will punish you.

To find the best tags, just go directly to your competitor's best performing (most popular videos) and turn on TubeBuddy to see the tags for the video.

Make a Google Doc and save the tags, using [this tool](#) to keep a log of the characters.

Action Item Checklist

Every step should be kept simple. Avoid shiny objects and don't complicate it.

- ☐ Complete basic channel setup
- ☐ Define your channel's mission statement
- ☐ Create your static intro
- ☐ Create your static outro
- ☐ Configure your static description
- ☐ Define your 4-6 content pillars
- ☐ List competitors (direct or indirect in your niche)
- ☐ Watch the most popular 15-45 vids for content pillars in your niche (more = better)
- ☐ Read all the comments of the 15-45 most popular vids in your niche
- ☐ List potential collaborators (indirect competitors in the same niche)
- ☐ Reach out to potential collaborators (via loom), negotiating channel kick-start collabs
- ☐ Define a content schedule you can reasonably stick to every week for 10 years
- ☐ Install TubeBuddy
- ☐ Tags
- ☐ Decide on & set up your recording environment
- ☐ If needed, buy stuff to improve your recording environments acoustics
- ☐ Make sure you have a smartphone that can record 1080p 30fps in selfie form
- ☐ Buy a 50+ inch tripod

Once done, you're ready to start ideating, making, packaging and distributing your content!

Once again, I cannot stress it enough: focus on the value, and your channel will win. Fancy cameras, lighting setups, tags, tools, editing & recording studios do not matter (its 97% value, 3% window dressing, so why focus on the window dressing?).