

Preliminary Channel Focus and Goals

Writing your goals down is the first step to making them real. The goals you set now will most likely change over time, but you need to start somewhere.

When people watch my videos, this is what I want them to think about me	⇒	
When people watch my videos, this is how I want them to feel	⇒	
After people watch my videos, these are the actions I want them to take	⇒	
I think the people who will be interested in my videos can be described as	⇒	
I think the people I want to reach are interested in	⇒	

One year from now

# Subscribers	⇒		Other goals:
Monthly revenue	⇒		
Video frequency	⇒		
Total videos	⇒		