



You Tube Ministry SUCCESS CHECKLIST



Helping Christian Creators Reach More People with Excellence!

★ Simple steps to create videos that get seen, loved and shared for *God's glory!* ★

1 PLAN YOUR CONTENT



- ☐ Know your audience and what they need.
- ☐ Choose topics people are searching for.
- ☐ Create an outline or bullet points.
- ☐ Focus on one main message per video.



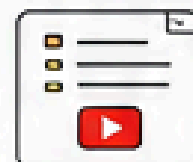
2 HOOK EARLY (First 3 Minutes!)



- ☐ Capture attention in the first 15–30 seconds.
- ☐ In the first 3 minutes, preview what the whole video will cover.
- ☐ Keep them watching by solving a problem or answering a question.
- ☐ Value first, then depth!



3 RECORD FIRST... CREATE EVERYTHING ELSE LATER



- ☐ Record your teaching.
- ☐ Get the transcript.
- ☐ Let AI (ChatGPT) create your titles, descriptions, keywords, posts, shorts, thumbnails, and more!
- ☐ This keeps all your content consistent with what you actually taught.



4 USE SMART KEYWORD RESEARCH & LET AI DO THE HEAVY LIFTING

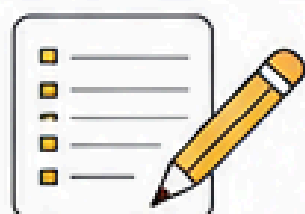


Ask ChatGPT to create:

- ✓ SEO-friendly titles
- ✓ Descriptions
- ✓ Keyword strings
- ✓ Hashtags
- ✓ Facebook posts
- ✓ Instagram posts
- ✓ Shorts descriptions
- ✓ Thumbnail ideas
- ...and more!

- ☐ Include your main keyword naturally in:
 - Title
 - Description
 - Spoken words
 - Thumbnail text (when appropriate)
- ☐ Ask: "What are people searching YouTube for about this topic?"
- ☐ Remember: YouTube is a search engine – not just social media.

5 WRITE A STRONG DESCRIPTION



- ☐ Use your main keyword in the first 1–2 lines.
- ☐ Explain what the video is about.
- ☐ Add timestamps (if applicable).
- ☐ Include links to your website, socials, and resources.
- ☐ Keep it helpful & engaging!



6 CREATE EYE-CATCHING THUMBNAILS



- ☐ Use bright colors and high contrast.
- ☐ Keep text short (3–5 words max).
- ☐ Show emotion, faces, or curiosity.
- ☐ Be consistent with your brand style.
- ☐ Make people want to CLICK!



7 TAGS STILL MATTER



- ☐ Use a mix of broad and specific tags.
- ☐ Include your main keyword.
- ☐ Add related keywords and common misspellings.
- ☐ Keep it relevant – don't spam!



8 VIDEO LENGTH STRATEGY



- ✓ **Shorts (under 60 sec):** Great for reach & new audiences.
- ✓ **Under 3 minutes:** Great for quick tips & higher retention.
- ✓ **Longer videos (8–15 min+):** Best for in-depth teaching & watch time.
- ☐ Focus on value – not just length!



9 PLAYLISTS & END SCREENS



- ☐ Add your video to relevant playlists.
- ☐ Use End Screens to suggest more videos.
- ☐ Use Cards during your video to keep viewers watching.
- ☐ Guide viewers to the next step!



10 ENGAGE WITH YOUR COMMUNITY



- ☐ Reply to comments.
- ☐ Ask questions in your videos.
- ☐ Create community posts.
- ☐ Build relationships – it builds loyalty!



11 BE CONSISTENT & PATIENT



- ☐ Post on a regular schedule.
- ☐ Consistency builds trust & growth.
- ☐ SEO + good content compound over time.
- ☐ Don't give up! You've got this!



12 USE STREAMYARD TO CREATE MORE CONTENT!



If you use StreamYard to record your videos, let it help you create short reels effortlessly!

- ✓ Click "Create Clips" after your stream.
- ✓ StreamYard will generate short reels for you.
- ✓ Edit or customize if needed.
- ✓ Upload those YouTube Shorts using the same process as your longer videos (title, description, keywords, etc.).



★ MORE PRO TIPS

- ✓ Name your video file before uploading (with your main keyword).
- ✓ Upload accurate captions (or review auto-captions).
- ✓ Pin a comment with your website, playlist, next video & call to action.
- ✓ Heart and reply to comments within the first 24–48 hours.
- ✓ Use chapters on videos over 8–10 minutes.
- ✓ Mention the next video before this one ends.
- ✓ Consistency beats perfection!



SHARE SMART WITH PLAYLIST URLS

From your master playlist, choose a playlist you want to be seen after your current new upload. When ready to share, insert it before the playlist URL.

EXAMPLE:

Your New Video URL
(Your Video Link)

Playlist URL
(Playlist Link)

This is the video
people just watched.

This is what YouTube
will suggest next.

Example of full share link:

<https://www.youtube.com/watch?v=abc1234xyz&list=PLYourPlaylistID>

This keeps people binge-watching your content
and growing your channel!



SCHEDULE BEFORE PUBLISHING



Wait 24–48 hours before making the video public. This gives AI (YouTube's algorithm) time to understand and properly place your video for the right audience!



Remember...



Record first...
create everything
else later.

One teaching can be
multiplied into many
pieces of content to
reach more people
with your message.



Your assignment
isn't to go viral.

Your assignment is
to be faithful.



Create with
excellence.

Serve with love.



Trust God
with the increase.

He will take your
faithfulness and
do the multiplying!

Colossians 3:23

"Whatever you do, work at it
with all your heart, as working
for the Lord..."



Be helpful. Be consistent. Be you. Your voice matters!

Create with purpose. Serve with love. Shine for His glory!