

STUDY PLAN

Module	Session #	Session Title	Dates	Timings	Topics Covered	Learning Objectives	Learning Outcomes	Tools	Assignment / Deliverable	Hours	Key Resource	Difficulty
LMS Walkthrough	1	Orientation Session	6/6/2026	7:30 PM- 9:30 PM	Welcome & Program Roadmap + LMS Setup	<ul style="list-style-type: none"> Navigate the LMS and access all course materials Understand the 12-week journey and what is expected each week Join the community group and introduce yourself 	Program structure overview; LMS walkthrough; Community rules and doubt-solving process; Tools overview; Submission process explained; Weekly rhythm explained	LMS Platform, WhatsApp community	Login to LMS and explore;; Post your introduction in the community	1		
Module 1 YouTube & the Creator Ecosystem	2	The Creator Economy Decoded: How Content Actually Works	6/13/2026	7:30 PM- 9:30 PM	How YouTube's algorithm actually works (simplified) Search vs Browse vs Suggested traffic YPP eligibility — 1,000 subs + 4,000 watch hours explained Channel types: education, entertainment, how-to, vlog The Creator Funnel: Views → Subs → Revenue Setting up Google Drive workspace & LMS	Explain the algorithm in plain terms Identify which channel type suits your goals Understand YPP thresholds and timelines Set up all accounts and workspace	Students can articulate how YouTube surfaces content, identify their channel type, and have a complete workspace (Google Drive, LMS, community group) ready.	YouTube Studio ChatGPT Free Google Drive LMS Platform	Write a 150-word 'Creator Positioning Statement' — your niche, audience, and value Create Google Drive folder: Scripts / Assets / Submissions / Research / Thumbnails Post intro in community group	2	YouTube Creator Academy (free)	Beginner
Module 1 YouTube & the Creator Ecosystem	3	Creator Niche Validation & Positioning on Instagram, YouTube	6/14/2026	7:30 PM- 9:30 PM	Niche Discovery & Profitability Framework How to find your niche based on skills,	Validate a niche using data, not guesswork Audit 5 competitor	Students have a data-validated niche, 3 content pillars (5	Google Trends YouTube Search ChatGPT Free	Niche Scorecard — rate 3 niches on Demand / Competition / CPM / Passion (1-5 each) Competitor Audit Sheet — 5 channels with subs,	2	vidIQ / TubeBuddy (free tier)	Beginner

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					interests, and market demand Niche profitability framework: demand + competition + CPM Google Trends for niche research YouTube Search autocomplete for demand signals Defining 3 content pillars Competitor channel audit (top 5 channels in your niche) Channel name, handle, and keyword positioning	channels Define 3 content pillars with video idea lists Choose a channel name with keyword potential	video ideas each), a competitor audit, and a final channel name with handle secured.	Google Sheets	views, upload frequency, content gaps Final Niche Statement (50 words) + 3 pillars × 5 ideas			
Module 2 Channel Setup & Branding	4	Building Your Brand & Turning Content into a Business	6/20/2026	7:30 PM-9:30 PM	Brand Account vs Personal Account Channel art: banner (2560×1440px), profile icon specs About section with keyword-rich copy Channel keywords and default upload settings Playlist creation and organization strategy Production OS: folder naming, upload checklist, version tracking YouTube copyright basics and safe sourcing	Create a fully branded YouTube channel Write an SEO-optimised About section Build a Production OS for workflow consistency Set up default upload settings and playlists	Students graduate this session with a live, fully branded YouTube channel — banner, icon, About section, 2 playlists, default settings, and a Production OS ready.	YouTube Studio Canva Free Google Drive Google Sheets	Live YouTube Channel URL with: banner, icon, About section complete 2 Playlists created with SEO names and descriptions Production OS: naming sheet + upload checklist + compliance pack	2	Canva YouTube Banner templates	Beginner

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Module 2 Channel Setup & Branding	5	YouTube vs Instagram vs LinkedIn: Hooks, Scripts, Editing & Posting	6/21/2026	7:30 PM-9:30 PM	RTCC prompting framework (Role / Task / Context / Constraints) Zero-shot vs few-shot prompting Chain-of-thought prompts for scripting Prompt chaining: research → outline → script → metadata YouTube title formulas: Curiosity Gap, Number Lists, How-To Output format control — scripts, bullets, tables Building a YouTube-specific prompt library	Write structured prompts using the RTCC framework Generate video titles, outlines, and scripts using AI Run a full prompt chain from topic to metadata Build a prompt library of 15+ tested YouTube prompts	Students can run a complete AI content pipeline — topic → outline → script → SEO metadata — and have a 15-prompt library with quality ratings.	ChatGPT Free Google Gemini Free Google Docs Google Sheets	Prompt Library v1 — 15 prompts: 5 titles, 5 hooks, 3 outlines, 2 description templates Prompt Tracker sheet: Prompt / Tool / Output Quality (1-5) / Notes Run 1 full prompt chain (Topic → Outline → Script Draft → SEO tags) and save in Drive	2	Anthropic Prompt Engineering Guide	Beginner
Module 3 Hook Writing & Script Mastery	6	Hook Science — Win the First 30 Seconds	6/27/2026	7:30 PM-9:30 PM	Why hooks decide retention: YouTube's first-30-second metric 6 proven hook types: Question, Shock, Story, Statistic, Contrast, Promise The A-B-C hook structure (Attention → Bridge → Content tease) Pattern interrupts and pacing Proof insertion — adding	Write hooks using all 6 proven hook types Apply the A-B-C hook structure Use AI critique prompts to score and improve hooks Avoid the 5 most common hook mistakes	Students have a Hook Bank of 25+ hooks across all 6 types, with at least 8 passing a quality checklist, and understand why each one works.	ChatGPT Free Google Gemini Free Google Docs	Hook Bank — minimum 25 hooks across all 6 types (label each type) AI Critique Report — run 5 of your best hooks through a critique prompt; save before/after 2 video outlines with hook + evidence placeholders written in	2	YouTube Analytics: Audience Retention tab	Intermediate

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					credibility fast Avoiding AI-sounding openings Using AI critique prompts to self-evaluate hooks							
Module 3 Hook Writing & Script Mastery	7	Full Script Writing — Deliver 2 Complete Scripts	6/28/2026	7:30 PM-9:30 PM	Full video script structure: Hook → Setup → Body → CTA → Close 8-12 minute script pacing and word count targets Tone calibration for your audience Proof placeholders: where and how to insert evidence CTA types and placement within scripts Anti-reuse patterns for original scripts AI feedback loop for script review	Write a complete 8-12 minute video script with Hook, Setup, Body, CTA, Close Place CTAs and proof points strategically Use an AI feedback loop to review and revise Expand Hook Bank to 35 entries	Students deliver 2 complete, peer-reviewed video scripts with retention-first structure, CTAs, and evidence checklists — ready for voiceover or on-camera delivery.	ChatGPT Free Google Docs Google Sheets	Script #1 — complete 8-12 min script with all 5 sections Script #2 — different topic, peer-reviewed using AI critique prompt Expand Hook Bank to 35 entries Evidence Checklist for both scripts	2	Google Docs Script Template	Intermediate
Module 4 Thumbnails & Visual Content	8	Thumbnail Design — CTR-Optimised Visuals	7/4/2026	7:30 PM-9:30 PM	Why thumbnails are your #1 CTR lever The 3-element thumbnail formula: Face + Text + Colour Contrast, emotion, and colour psychology Font choices for readability at small sizes A/B testing thumbnails in YouTube Studio AI image generation with	Design thumbnails using the 3-element formula Apply contrast and emotion principles Generate AI visuals for thumbnails using free tools Set up A/B testing in YouTube Studio	Students deliver 5 thumbnail variations for 2 different videos, with a documented A/B testing plan and an organised asset folder with prompt logs.	Canva Free Microsoft Designer (Free) YouTube Studio Google Drive	5 Thumbnails across 2 videos (at least 2 variations per video) A/B Test Plan — document which variation you'll test first and why Prompt Log — every AI visual documented (tool, prompt, quality score, licensing notes) Asset folder in Drive: labelled and organised	2	Canva YouTube Thumbnail templates	Intermediate

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					Canva Magic Media & Microsoft Designer Licensing rules for AI-generated visuals Batch thumbnail creation workflow							
Module 4 Thumbnails & Visual Content	9	Storyboarding & AI Visual Production	7/5/2026	7:30 PM-9:30 PM	Storyboarding basics — planning scenes before recording Creating 8–10 scene storyboards for YouTube videos AI visual consistency: style guides for image generation B-roll planning from storyboard Screen recording setup for tutorial-style content Slide deck as video visual — Google Slides workflow Organising visual assets in Drive	Create a full storyboard with 8–10 scenes Generate consistent AI visuals matching the storyboard Plan B-roll needs before production Organise a complete visual asset pack in Drive	Students deliver a complete storyboard, 8–10 consistent AI visuals, a B-roll shot list, and an organised asset pack ready for editing.	Canva Free Microsoft Designer (Free) Google Slides OBS Studio (Free) Google Drive	Storyboard for 1 video — 8–10 scenes with descriptions and shot type 8–10 AI-generated visuals matching storyboard scenes B-roll Shot List — minimum 10 shots planned Complete asset folder: visuals + storyboard + prompt log	2	OBS Studio Quick Start Guide	Intermediate
Module 5 Video Production & Editing	10	VN Editor & Filmora Editing Foundations — Cuts, Captions & Export	7/11/2026	7:30 PM-9:30 PM	VN Editor & Filmora interface walkthrough Importing media — clips, images, audio, voiceover Basic cuts, trims, and transitions Auto-caption feature and	Navigate VN Editor & Filmora confidently Perform basic edits: cuts, trims, transitions, captions Set correct export settings for YouTube	Students can import media, perform a full basic edit, add auto-captions, and export a properly formatted YouTube-ready video clip.	VN Editor & Filmora Google Drive YouTube Audio Library YouTube Studio	60-second practice clip: 3 cuts + 1 transition + auto-captions + correct export VN Editor & Filmora project template with pre-set export settings saved Editing Workflow Checklist — your personal step-by-step SOP	2	VN Editor & Filmora Tutorial (free)	Beginner

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					manual caption editing Pacing and rhythm for viewer retention Export settings optimised for YouTube (1080p, h.264) YouTube upload workflow and file naming	Organise editing projects in a consistent folder structure						
Module 5 Video Production & Editing	11	Advanced Editing — Voiceover, SFX & Polished Segments	7/12/2026	7:30 PM-9:30 PM	AI voiceover using VN Editor & Filmora text-to-speech tools On-camera vs voiceover delivery comparison Background music: YouTube Audio Library & Pixabay SFX layering and volume hierarchy (voice > music > effects) Keyframes and speed ramp techniques Colour correction basics in VN Editor & Filmora Building a reusable SFX and music library Final quality check workflow before upload	Add AI voiceover and layer background music + SFX Apply keyframes and speed ramp for dynamic edits Build a safe, organised SFX and music library Export a polished 90-second segment	Students deliver a polished 90-second YouTube-ready segment with voiceover, music, SFX, captions, and colour correction — all from free sources.	VN Editor & Filmora YouTube Audio Library Pixabay Audio (Free) Google Drive	Polished 90-second segment: voice + music + SFX + captions + colour correction SFX & Music Library: organised folder with 12+ tracks, all from free sources Audio Levelling Report: screenshot showing voice vs music vs SFX volume levels	2	YouTube Audio Library	Intermediate
Module 6 YouTube SEO & Discovery	12	YouTube SEO — Get Found in Search & Suggested	7/18/2026	7:30 PM-9:30 PM	How YouTube Search works vs Google Search Keyword research: YouTube autocomplete, TubeBuddy	Perform keyword research using free YouTube tools Write SEO-optimised	Students deliver a full SEO Pack for 3 videos — titles, descriptions, tags, chapters —	YouTube Studio ChatGPT Free TubeBuddy Free vidIQ Free	SEO Pack for 3 videos: title (A/B variation) + description (with timestamps) + tags for each 2 Playlists published with SEO-optimised names and descriptions	2	TubeBuddy / vidIQ free tier	Intermediate

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					free, vidIQ free Intent mapping: informational vs transactional queries Title writing for SEO + CTR (30-60 character sweet spot) Description SEO: keyword placement, timestamps, links Tags strategy — still relevant or not? Chapter markers and how they help SEO End screens and cards for session extension	titles (30-60 chars) + descriptions Add chapter markers and timestamps correctly Interpret basic YouTube Analytics: impressions, CTR, watch time	and an Analytics Baseline Report from their live channel.	Google Sheets	Analytics Baseline Report: screenshot of impressions, CTR, and average view duration			
Module 6 YouTube SEO & Discovery	13	YouTube Shorts — Strategy, Production & Routing	7/19/2026	7:30 PM-9:30 PM	Why Shorts matter for channel growth in 2025 Shorts vs long-form: algorithm differences Shorts hook formula — first 1 second rule Retention tricks for sub-60-second content Routing strategy: Short → Long Video → Playlist Batch scripting: 10 Shorts scripts in one session Caption styles for vertical video Shorts A/B testing and analytics	Plan Shorts that drive viewers to long-form content Write 10 Shorts scripts using batch scripting Produce 3 publish-ready Shorts end-to-end Set up routing (pinned comments + end card links)	Students have 10 Shorts scripts, 3 fully edited publish-ready Shorts with routing, and a documented Shorts production SOP.	VN Editor & Filmora ChatGPT Free YouTube Studio Google Sheets	10 Shorts Scripts: hook + body + CTA (max 60 sec each) 3 Publish-Ready Shorts: fully edited with captions, SFX, transitions Routing Map: which Short links to which long video + playlist Shorts Production SOP: step-by-step batch editing workflow	2	YouTube Shorts Analytics Guide	Intermediate

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Module 7 Content Strategy & Calendar	14	30-Day Content Calendar & Publishing System	7/25/2026	7:30 PM-9:30 PM	Offer-first content calendar approach Long video vs Shorts cadence planning Evergreen vs trending content balance CTA placement strategy across content types Upload frequency: what the data says for small channels YouTube Studio scheduler walkthrough Content batching workflow for consistent publishing YouTube Community posts strategy	Build a 30-day publish-ready content calendar Balance evergreen and trending content strategically Schedule uploads using YouTube Studio Plan a batching workflow for efficient production	Students have a complete 30-day content calendar with video titles, content types, posting dates, and a content batching workflow.	YouTube Studio ChatGPT Free Google Sheets Google Docs	30-Day Content Calendar: title, content type (long/short/community), posting date, pillar tag Batch Production Plan: which videos to batch in the same recording session YouTube Studio Scheduler: 4 videos pre-scheduled for the next 2 weeks	2	YouTube Creator Insider channel	Intermediate
Module 7 Content Strategy & Calendar	15	Meta Mastery — Instagram Reels, Facebook & Threads for YouTube Creators	7/26/2026	7:30 PM-9:30 PM	Reels, Stories, Feed ranking signals; Instagram Reels vs YouTube Shorts — format, hook, and CTA differences; Instagram content pillars aligned to YouTube pillars; Facebook Page setup and cross-posting strategy for creators; Facebook Reels and Groups — organic reach tactics; Threads for creator authority and audience engagement;	Understand how Instagram, Facebook, and Threads algorithms surface content; Repurpose existing YouTube content into platform-native Meta formats; Set up and optimise Instagram creator profile, Facebook Page, and Threads account; Use Meta	Students have a fully optimised Instagram creator profile, a live Facebook Page, an active Threads account, 3 Reels repurposed from YouTube content, a cross-platform posting schedule integrated into their 30-day calendar, and a Meta analytics	Facebook, Threads, Meta Business Suite (Free), Canva Free, Linktree Free, Google Sheets	bio, highlights, link-in-bio, and branded grid (top 3 posts planned); Facebook Page — fully set up with About section, banner, and 1 published post; Threads Account — set up and 3 engagement posts published; 3 Instagram Reels — repurposed from YouTube content with platform-native captions, hashtags, and CTAs; Cross-Platform Calendar Update — Meta posting schedule added to existing 30-day calendar; Meta Analytics Baseline Report — screenshots of Instagram Insights and Facebook Page Insights with commentary	2	Meta Business Suite Help Centre	Intermediate

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					Meta Business Suite walkthrough — scheduling, insights, and inbox management; Hashtag research and caption writing for Instagram; Bio optimisation, link-in-bio tools (Linktree free), and profile branding; Repurposing YouTube content into Instagram Reels and Facebook Reels; Cross-platform content calendar integration; Meta platform analytics — reach, engagement rate, follower growth tracking	Business Suite to schedule, track, and manage content across platforms	baseline report.					
Module 8 Monetisation — Ads & Affiliate	16	YouTube Monetisation — AdSense, YPP & High-CPM Strategy	8/1/2026	7:30 PM-9:30 PM	YouTube Partner Program: eligibility + application walkthrough AdSense setup step-by-step RPM vs CPM: what they mean and how to improve them High-CPM niches and content types Mid-roll ad placement strategy for maximum revenue	Apply for YPP and understand AdSense setup Differentiate RPM vs CPM and identify ways to improve both Place mid-roll ads strategically for revenue optimisation Identify the highest-CPM content opportunities in your niche	Students understand the full AdSense/YPP system, have a CPM improvement strategy for their niche, and a mid-roll ad placement plan for their next 5 videos.	YouTube Studio Google AdSense ChatGPT Free Google Sheets	YPP Eligibility Tracker: current subs, watch hours, and projected date of eligibility CPM Benchmarks Sheet: CPM estimates for 5 content types in your niche Mid-Roll Ad Plan: ad placement timestamps for 3 upcoming videos Ad-Friendly Content Checklist: 10-point review for every upload	2	YouTube Help: YPP requirements	Intermediate

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					YouTube Premium revenue explained Channel memberships and Super Thanks Ad-friendly content guidelines							
Module 8 Monetisation — Ads & Affiliate	17	Affiliate Marketing — Content, Funnels & Tracking	8/2/2026	7:30 PM-9:30 PM	Affiliate Marketing Fundamentals Affiliate content formats that convert Amazon Associates, Meesho, and niche affiliate programs CTA and disclosure placement strategies UTM link tracking for affiliate clicks Landing page creation using Google Sites Lead magnet planning and audience capture Understanding the affiliate funnel (1000 visitors → 100 form fills → 1 successful sale) 7-day nurture sequence planning Conversion tracking dashboard setup in Google Sheets	Understand different affiliate content formats and conversion strategies Learn how affiliate funnels work from traffic to conversion Learn to build a simple landing page with lead magnets using Google Sites Set up and track affiliate links using UTM parameters Plan and structure a 7-day nurture sequence for conversions	Students deliver 2 affiliate content outlines, a live Google Sites landing page with lead magnet, a nurture sequence draft, and a conversion tracking dashboard.	Google Sites Free ChatGPT Free Google Sheets Amazon Associates / Meesho	2 Affiliate Content Outlines: different formats (Top 5 + Comparison) with CTAs + disclosure Live Landing Page on Google Sites: headline, benefits, lead magnet, CTA button Lead Magnet Draft: 1-page PDF checklist for your niche 7-Day Nurture Sequence Outline: message topic for each day Conversion Dashboard: Google Sheet with tracking columns	2	Amazon Associates Getting Started	Advanced

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Module 9 Brand Deals & Freelancing	18	Brand Sponsorships — Package, Price & Pitch	8/8/2026	7:30 PM-9:30 PM	How brands evaluate YouTube creators Packaging deliverables into 3 sponsorship tiers Pricing logic for new creators Negotiation basics Media kit design in Canva Disclosure rules for sponsored content (FTC) Finding brands in your niche Cold outreach scripts and follow-up cadence CRM tracker for brand pipeline	Create 3 sponsorship packages with pricing Design a professional media kit in Canva Build a 30-brand outreach list Write cold outreach + follow-up scripts	Students have a rate card with 3 tiers, a Canva media kit, a 30-brand outreach CRM, and two outreach scripts ready to send.	Canva Free Google Sheets Google Docs LinkedIn Gmail	Offer Menu: 3 sponsorship tiers (Basic / Standard / Premium) with deliverables and pricing Media Kit in Canva: channel stats, audience profile, package overview 30-Brand Outreach CRM: contact info, relevance score, outreach status 2 Outreach Scripts: cold intro + follow-up Compliance Checklist: disclosure language for sponsored videos	2	FTC Disclosure Guidelines	Advanced
Module 9 Brand Deals & Freelancing	19	Freelance Services — Fiverr, Proposals & Client Pitching	8/9/2026	7:30 PM-9:30 PM	YouTube skills you can sell as a freelancer Can start freelancing from Day 1 according to your skill set Freelance platforms: Fiverr and Upwork basics Fiverr profile optimisation and gig creation Packaging services: scriptwriting, thumbnail design, channel management Proposal writing templates Portfolio building from course	Identify 3 YouTube skills to sell as freelance services Create a fully optimised Fiverr profile with 1 published gig Write 2 client proposal templates Build a freelance portfolio from course deliverables	Students have a live Fiverr gig, 2 proposal templates, a freelance portfolio, and a pricing sheet for their YouTube services.	Fiverr Free Google Docs Canva Free Google Sheets	Fiverr Profile: fully set up with bio, skills, and 1 published gig 2 Freelance Proposal Templates: customisable for different client types Freelance Portfolio Doc: links to 5 best deliverables from the course Pricing Sheet: rate card for 3 services (scripts / thumbnails / channel management)	2	Fiverr Getting Started Guide	Advanced

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					deliverables Freelance pricing for YouTube services Client communication and delivery workflow							
Module 10 Growth, Analytics & Scaling	20	Analytics — Read the Data, Grow Faster	8/15/2026	7:30 PM-9:30 PM	YouTube Studio Analytics deep-dive Key metrics: impressions, CTR, average view duration, unique viewers Traffic sources: Search, Suggested, External, Browse Audience retention curve: identifying drop-off points Revenue analytics: RPM, CPM, estimated revenue A/B testing titles and thumbnails Using analytics to improve your next video 90-day growth plan creation	Interpret all key YouTube Analytics metrics Identify traffic sources and optimise for the strongest ones Read audience retention curves and apply insights to scripts Build a 90-day data-driven growth plan	Students can read and act on all key YouTube Analytics panels, have a retention analysis for 1 published video, and a 90-day growth plan with measurable milestones.	YouTube Studio Google Sheets ChatGPT Free	Analytics Audit: full review of your channel's key metrics (screenshots + commentary) Retention Analysis: identify top 3 drop-off points in 1 published video + fixes 90-Day Growth Plan: monthly targets, traffic source goals, content milestones A/B Test Log: record thumbnail/title tests and outcomes going forward	2	YouTube Studio Help: Analytics	Advanced
Module 10 Growth, Analytics & Scaling	20	Graduation — Portfolio, 90-Day Plan & Launch	8/16/2026	7:30 PM-9:30 PM	Course recap: the full YouTube creator stack Portfolio review: audit all 20 session deliverables YouTube channel checklist before going public Fiverr gig final review 90-day earning	Audit and complete all 20 session deliverables Finalise 90-day earning plan with income milestones Set post-program improvement goals Graduate with a fully	Students graduate with a live channel, portfolio of 20 deliverables, active Fiverr gig, 90-day plan, and a clear roadmap to YPP eligibility and first revenue.	YouTube Studio Fiverr Google Sheets Canva Free Google Docs	Graduation Portfolio Checklist: verify all 20 session deliverables complete 90-Day Earning Plan: income sources, monthly targets, action items 4-Week Post-Program Improvement Plan: weekly goals Channel Launch Checklist: 15-point pre-publish review Fiverr Gig: final review and first proposal sent	2	YouTube Creator Academy — Graduation	Advanced

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					plan with milestones Community building: YouTube Community posts, memberships Scaling beyond solo: when to outsource Goal setting and accountability systems Graduation	operational YouTube creator setup						
TOTAL PROGRAM — 14 Modules · 20 Sessions										40		

