

STUDY PLAN

Module	Session	Session Title	Dates	Key Topics Covered	Learning Objectives	Deliverables	Hours	Tools	Difficulty
Module 1 YouTube & the Creator Ecosystem	1	The Creator Economy Decoded: How Content Actually Works	8/8/2026	How YouTube algorithm works simplified • Search vs Browse vs Suggested traffic • YPP eligibility (1,000 subs + 4,000 watch hours) • Channel types: education, entertainment, how-to, vlog • The Creator Funnel: Views → Subs → Revenue • Niche Discovery & Profitability Framework • Demand + Competition + CPM analysis • Google Trends for niche research • YouTube Search autocomplete for demand signals • Defining 3 content pillars • Competitor channel audit (top 5 channels) • Channel name, handle, and keyword positioning • Setting up Google Drive workspace	Explain algorithm in plain terms • Identify suitable channel type • Validate niche using data • Audit 5 competitor channels • Define 3 content pillars with 5 video ideas each • Choose channel name with keyword potential	Creator Positioning Statement (150 words) • Niche Scorecard (3 niches rated) • Competitor Audit Sheet (5 channels) • Google Drive folder structure • 3 Pillars × 5 ideas • Final Niche Statement (50 words) + Channel name	2	YouTube Studio, Google Trends, ChatGPT Free, Google Drive, Google Sheets	Beginner
Module 2 Channel Setup & Branding	2	Building Your Brand & Turning Content into a Business	8/9/2026	Brand Account vs Personal Account • Channel art (banner 2560×1440px, profile icon) • SEO-optimized About section with keywords • Channel keywords & default upload settings • Playlist creation and organization strategy • Production OS: folder naming, upload checklist, version tracking • YouTube copyright basics and safe sourcing • YouTube vs Instagram vs LinkedIn hooks comparison • Title, script, and metadata formulas for different platforms • Output format control for scripts and bullets	Create fully branded YouTube channel • Write SEO About section • Build Production OS for consistency • Set up 2 playlists with optimization • Understand multi-platform requirements	Live YouTube Channel (banner, icon, About section) • 2 SEO-optimized playlists • Production OS (naming sheet + upload checklist + compliance pack) • Initial prompt library setup	2	YouTube Studio, Canva Free, Google Drive, Google Sheets	Beginner
Module 3 Hook Writing & Script Mastery	3	Hook Science — Win the First 30 Seconds	8/15/2026	Why hooks decide retention: YouTube first-30-second metric • 6 proven hook types: Question, Shock, Story, Statistic, Contrast, Promise • A-B-C hook structure (Attention → Bridge → Content tease) • Pattern interrupts and pacing • Proof insertion for credibility • Avoiding AI-sounding openings • Using AI critique prompts to self-evaluate hooks • RTCC prompting framework (Role/Task/Context/Constraints) • Zero-shot vs few-shot prompting • Chain-of-thought prompts for scripting • Prompt chaining workflow (research → outline → script → metadata) • YouTube title formulas: Curiosity Gap, Number Lists, How-To • Building YouTube-specific prompt library	Write hooks using all 6 proven types • Apply A-B-C structure • Use AI critique for scoring • Build 25+ hook bank • Write structured prompts using RTCC • Generate video titles and scripts using AI • Build 15+ tested prompt library	Hook Bank (25+ hooks across all 6 types) • AI Critique Report (5 best hooks before/after) • Prompt Library v1 (15 prompts: titles, hooks, outlines, descriptions) • Prompt Tracker sheet with quality ratings • 1 complete prompt chain output	2	ChatGPT Free, Google Gemini Free, Google Docs, Google Sheets, YouTube Analytics	Intermediate
Module 3 Hook Writing & Script Mastery	4	Full Script Writing — Deliver 2 Complete Scripts	8/16/2026	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: strategic placement of evidence • CTA types and placement within scripts • Anti-reuse patterns for original scripts • AI feedback loop for script review • Expand Hook Bank to 35+ entries • Evidence checklist building • On-camera vs voiceover delivery setup	Write complete 8–12 minute scripts with all 5 sections • Place CTAs and proof points strategically • Use AI feedback loop for refinement • Deliver peer-reviewed scripts • Expand Hook Bank to 35 entries	Script #1 (complete 8–12 min with all sections) • Script #2 (peer-reviewed using AI critique) • Expanded Hook Bank (35 entries) • Evidence Checklist for both scripts • 2 video outlines with hook + evidence	2	ChatGPT Free, Google Docs, Google Sheets	Intermediate
Module 4 Thumbnails & Visual Content	5	Thumbnail Design — CTR-Optimised Visuals	8/22/2026	Why thumbnails are #1 CTR lever • 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 (Canva Magic Media, Microsoft Designer) • Licensing rules for AI-generated visuals • Batch thumbnail creation workflow • Storyboarding basics — planning scenes before recording • Creating 8–10 scene storyboards • AI visual consistency: style guides for generation • B-roll planning from storyboard • Screen recording setup for tutorials • Slide deck as video (Google Slides workflow) • Organizing visual assets in Drive	Design thumbnails using 3-element formula • Generate AI visuals for thumbnails • Set up A/B testing in YouTube Studio • Create full storyboard with 8–10 scenes • Generate consistent AI visuals • Plan B-roll needs before production • Organize complete visual asset pack	5 Thumbnails (2 videos, 2+ variations each) • A/B Test Plan • Prompt Log for AI visuals • Asset folder organized in Drive • Storyboard (8–10 scenes with descriptions) • 8–10 consistent AI visuals • B-roll Shot List (10+ shots planned) • Complete asset pack ready for editing	2	Canva Free, Microsoft Designer Free, YouTube Studio, Google Drive, OBS Studio Free, Google Slides	Intermediate

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Module 5 Video Production & Editing	6	VN Editor & Filmora Editing Foundations — Cuts, Captions & Export	8/23/2026	VN Editor & Filmora interface walkthrough • Importing media (clips, images, audio, voiceover) • Basic cuts, trims, and transitions • Auto-caption feature and manual editing • Pacing and rhythm for viewer retention • YouTube export settings (1080p, h.264) • YouTube upload workflow and file naming • Project template creation • Advanced Editing essentials • AI voiceover using VN Editor & Filmora text-to-speech • On-camera vs voiceover delivery comparison • Background music from YouTube Audio Library & Pixabay • SFX layering and volume hierarchy • Keyframes and speed ramp techniques • Color correction basics • Building reusable SFX and music library	Navigate VN Editor & Filmora confidently • Perform basic edits (cuts, trims, transitions) • Add auto-captions and manual editing • Export correctly for YouTube • Add AI voiceover and layer music + SFX • Apply keyframes and speed ramps • Build organized SFX/music library	60-second practice clip (3 cuts + 1 transition + captions + export) • VN Editor & Filmora template with presets • Editing Workflow Checklist (personal SOP) • Polished 90-second segment (voice + music + SFX + captions + color correction) • SFX & Music Library (12+ tracks from free sources) • Audio Levelling Report with volume levels	2	VN Editor & Filmora, Google Drive, YouTube Audio Library, Pixabay Audio Free, YouTube Studio	Intermediate
Module 6 YouTube SEO & Discovery	7	YouTube SEO — Get Found in Search & Suggested	8/29/2026	How YouTube Search works vs Google Search • Keyword research: YouTube autocomplete, TubeBuddy 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 — relevance in 2025 • Chapter markers and how they help SEO • End screens and cards for session extension • Basic YouTube Analytics: impressions, CTR, watch time, unique viewers • Traffic sources: Search, Suggested, External, Browse • Audience retention curve analysis • Why Shorts matter for channel growth • Shorts vs long-form algorithm differences • Shorts hook formula — first 1 second rule • Retention tricks for sub-60-second content	Perform keyword research using free tools • Write SEO-optimised titles (30-60 chars) • Create descriptions with timestamps • Add chapter markers correctly • Interpret YouTube Analytics • Understand Shorts algorithm • Plan Shorts routing strategy	SEO Pack for 3 videos (titles, descriptions, tags, chapters) • 2 SEO playlists published with optimized names • Analytics Baseline Report (impressions, CTR, watch time) • 10 Shorts Scripts (hook + body + CTA, <60 sec) • Shorts Strategy document with routing plan	2	YouTube Studio, ChatGPT Free, vidIQ Free, Google Sheets, VN Editor & Filmora	Intermediate
Module 7 Content Strategy & Calendar	8	30-Day Content Calendar & Publishing System	8/30/2026	Offer-first content calendar approach • Long video vs Shorts cadence planning • Evergreen vs trending content balance • CTA placement strategy across content types • Upload frequency best practices for small channels • YouTube Studio scheduler walkthrough • Content batching workflow for consistent publishing • YouTube Community posts strategy • Instagram Reels vs YouTube Shorts format differences • Facebook/Threads strategy for YouTube creators • Meta Business Suite walkthrough • Hashtag research and caption writing for Instagram • Bio optimization and link-in-bio tools (Linktree) • Repurposing YouTube content into Reels • Cross-platform content calendar integration • Meta analytics tracking (reach, engagement, followers)	Build 30-day publish-ready calendar • Plan content batching workflow • Schedule uploads in YouTube Studio • Understand multi-platform strategy • Optimize Instagram, Facebook, Threads profiles • Repurpose YouTube content to Reels	30-Day Content Calendar (title, type, date, pillar) • Batch Production Plan • 4 videos pre-scheduled in YouTube Studio • Optimized Instagram profile with 3 Reels • Live Facebook Page with post • Active Threads account with 3 posts • Cross-Platform Calendar Update • Meta Analytics Baseline Report	2	YouTube Studio, ChatGPT Free, Google Sheets, Canva Free, Meta Business Suite Free, Linktree Free	Intermediate
Module 8: Monetization, Advertising & Affiliate Marketing	9	YouTube Monetisation — AdSense, YPP & High-CPM Strategy	9/5/2026	YouTube Partner Program eligibility + application • AdSense setup step-by-step • RPM vs CPM: what they mean and how to improve • High-CPM niches and content types • Mid-roll ad placement strategy • YouTube Premium revenue explained • Channel memberships and Super Thanks • Ad-friendly content guidelines • Affiliate Marketing Fundamentals • Different affiliate content formats • Amazon Associates, Meesho, and niche programs • CTA and disclosure placement strategies • UTM link tracking for affiliate clicks • Landing page creation (Google Sites) • Lead magnet planning and audience capture • Understanding affiliate funnel (1000 visitors → 100 fills → 1 sale) • 7-day nurture sequence planning • Conversion tracking dashboard setup	Apply for YPP and understand AdSense • Differentiate RPM vs CPM • Identify high-CPM opportunities • Understand affiliate content formats • Build landing page with lead magnet • Setup affiliate link tracking • Plan nurture sequences	YPP Eligibility Tracker • CPM Benchmarks Sheet • Mid-Roll Ad Plan for 3 videos • 2 Affiliate Content Outlines • Live Google Sites Landing Page with lead magnet • Lead Magnet Draft (1-page PDF) • 7-Day Nurture Sequence outline • Conversion Tracking Dashboard in Google Sheets	2	YouTube Studio, Google AdSense, ChatGPT Free, Google Sheets, Google Sites, Amazon Associates/Meesho	Advanced
Module 9 Brand Deals & Freelancing	10	Brand Sponsorships — Package, Price & Pitch	9/6/2026	How brands evaluate YouTube creators • Packaging deliverables into 3 sponsorship tiers • Pricing logic for new creators • Negotiation basics and communication strategy • 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 • YouTube skills you can sell as freelancer • Freelance platforms: Fiverr and Upwork basics • Fiverr profile optimization and gig creation • Packaging services: scriptwriting, thumbnails, channel management • Proposal writing templates • Portfolio building from course deliverables • Freelance pricing for YouTube services • Client communication and delivery workflow	Create 3 sponsorship packages with pricing • Design professional media kit • Build 30-brand outreach list • Write cold outreach scripts • Identify 3 YouTube skills to sell • Create optimized Fiverr profile • Write 2 proposal templates • Build freelance portfolio	Offer Menu (3 sponsorship tiers with pricing) • Media Kit in Canva • 30-Brand Outreach CRM • 2 Outreach Scripts • FTC Compliance Checklist • Fiverr Profile (fully optimized + 1 gig) • 2 Proposal Templates • Freelance Portfolio Doc (5 best deliverables) • Freelance Pricing Sheet	2	Canva Free, Google Sheets, Google Docs, LinkedIn, Gmail, Fiverr Free	Advanced

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Module 10 Growth, Analytics & Scaling	11	Analytics — Read the Data, Grow Faster	9/12/2026	YouTube Studio Analytics deep-dive • Key metrics: impressions, CTR, average view duration, unique viewers • Traffic sources deep analysis: Search, Suggested, External, Browse • Audience retention curve: identifying drop-off points • Revenue analytics: RPM, CPM, estimated revenue • A/B testing titles and thumbnails systematically • Using analytics to improve next video • 90-day growth plan creation with milestones • Data-driven content optimization • Identifying high-performing content patterns	Interpret all key YouTube Analytics metrics • Identify strongest traffic sources • Read retention curves and apply insights • Build data-driven 90-day growth plan • Conduct A/B testing for optimization	Full Analytics Audit (screenshots + commentary) • Retention Analysis (3 drop-off points + fixes) • 90-Day Growth Plan (targets, sources, milestones) • A/B Test Log for ongoing testing	2	YouTube Studio, Google Sheets, ChatGPT Free	Advanced
Module 10 Growth, Analytics & Scaling	12	Graduation — Portfolio, 90-Day Plan & Launch	9/13/2026	Course recap: the complete YouTube creator stack • Portfolio review: audit all session deliverables • YouTube channel checklist before going public • Fiverr gig final review and optimization • 90-day earning plan with income milestones • Community building: YouTube Community posts, memberships • Scaling beyond solo: when to outsource • Goal setting and accountability systems • Pre-launch checklist (15-point review) • Post-program improvement planning (4-week roadmap) • Graduation and community support	Audit and complete all session deliverables • Finalize 90-day earning plan • Set post-program improvement goals • Complete channel launch checklist • Establish freelancing pipeline • Graduate with fully operational setup	Graduation Portfolio Checklist (verify all deliverables) • 90-Day Earning Plan with milestones • 4-Week Post-Program Improvement Plan • Channel Launch Checklist (15-point review) • Fiverr Gig final review • First outreach proposal sent	2	YouTube Studio, Fiverr, Google Sheets, Canva Free, Google Docs	Advanced
TOTAL PROGRAM - 12 Sessions							24		