PUZZLEPOUTALON STUDIO

Launch Checklist

VidNova - Printable Template

Print it. Fill it in. Ship the video.

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Channel Launch Checklist

Use this before you publish your first video. Work top to bottom — do not skip the Pre-Launch Review.

Before You Create the Channel

- ☐ Pick one niche and write it in one sentence: who this channel is for, and what question it answers
- ☐ Score the niche with the Niche Scorecard Worksheet — total score recorded
- ☐ Watch 10 competitor channels in the niche and list 3 gaps they leave open
- ☐ List 30 video topics you can produce without copying any single source
- ☐ Decide your format: long-form only, Shorts only, or mixed — and your posting cadence
- ☐ Confirm you own or can license every asset type you plan to use (music, voice, images, footage)
- ☐ Set a 90-day review date in your calendar to judge the channel on data, not feelings

Setup

- ☐ Create the Google account for the channel (separate from your personal account)
- ☐ Enable 2-Step Verification on the account
- ☐ Create the channel with a name that states the topic, not a keyword string
- ☐ Write the channel description: who it helps, what it posts, how often
- ☐ Add channel keywords that match your niche and topic list
- ☐ Set country, contact email for business enquiries, and default upload language
- ☐ Create a default upload template: title pattern, description footer, tags, end screen placeholder
- ☐ Turn on comment filters for spam and held-for-review links
- ☐ Verify the channel for features you need (custom thumbnail, longer uploads) if eligible

Branding

- ☐ Design a channel icon that reads clearly at 32px (simple shape, high contrast)
- ☐ Design a banner that states the niche promise in under 7 words
- ☐ Pick 2 fonts and 3 colours — use them in every thumbnail and on-screen graphic
- ☐ Create a thumbnail template: one layout, big text (3–5 words max), one focal image
- ☐ Write a 30-second channel trailer script: problem, promise, proof of format, subscribe reason

☐ Decide your on-screen identity: voice style, pacing, recurring segment names

☐ Check your name, icon, and banner are not confusingly similar to an existing channel

First 10 Videos

☐ Write all 10 topics before filming any of them — check they cover your niche pillars

☐ Script video 1 with the Video Script Template (hook, setup, 3 beats, payoff, CTA)

☐ Produce video 1 fully, then review it against the Pre-Publish Compliance Checklist

☐ Record or generate voice with a tool you hold commercial rights to

☐ Build a stock/asset folder per video so sources and licences are traceable

☐ Export video 1 at your target resolution and check audio loudness is even throughout

☐ Repeat for videos 2–10 — batch scripting, batch voice, batch editing where possible

☐ Write titles and thumbnail text for all 10 before uploading any of them

☐ Schedule the first 3 uploads across your first week — do not dump all 10 in one day

Pre-Launch Review

☐ Every video passes the Pre-Publish Compliance Checklist 2026 — no unchecked boxes

☐ AI disclosure answered correctly on every upload that contains realistic AI content

☐ Titles match what the video actually delivers — no promise the video does not keep

☐ Thumbnails are readable on a phone screen and do not misrepresent the content

☐ Descriptions contain an original summary in your own words, not copied text

☐ Music, voice, images, and footage licences are saved in the project folder

☐ Upload defaults, end screens, and cards point to your own related videos

☐ Performance Tracker is ready — you will log title, date, CTR, and view duration for every upload

☐ Content Calendar shows the next 30 days planned, not just launch week

PUZZLEPOUTTALON STUDIO

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