PUZZLEPOUTALON STUDIO

VidNova Monetization & Scale Kit

90-Day Calendars, Sponsorship Outreach, Advanced Analytics & Channel #2 Playbook

Turn one compliant channel into a small media business.

Copyright & Terms of Use

© Puzzle Pout Talon

Publication code: PP-VIDNOVA-OTO2

This file is licensed for your personal use. You may print copies for yourself and your household; please do not share, upload, or resell this file or its contents.

Thank you for supporting independent puzzle makers - every legitimate copy helps us keep making new volumes.

Support

Questions about this file? Email us at puzzle-pout-talon@duck.com and mention the publication code above.

90-Day Content Calendars — Three Niches, Fully Filled

Use one calendar. Do not run all three niches on one channel. Each calendar assumes the same publishing rhythm so you can compare results fairly after 90 days.

- Publishing rhythm for every niche below: 3 long-form videos per week + 4 Shorts per week
- Long-form target length: 8–14 minutes in Weeks 1–4, 12–18 minutes in Weeks 5–12 as retention data improves
- Shorts target length: 30–55 seconds, each Short is either a teaser for that week's long-form or a standalone fact/story beat
- Upload pattern: Long-form on Mon / Wed / Fri, Shorts on Tue / Thu / Sat / Sun
- Batching pattern: Research on one day, script on one day, record and edit in two blocks — never research, script, and edit three different videos on the same day
- Progression logic for all three calendars: Weeks 1–3 = broad, searchable entry topics. Weeks 4–6 = series and sequels to early winners. Weeks 7–9 = deeper, higher-retention stories with stronger stakes. Weeks 10–12 = flagship videos, list/compilation formats, and topics designed to bring new viewers back to the back catalogue.

Niche: Dark History & Untold Stories

This niche runs on curiosity gaps and unresolved endings. Start with famous cases almost everyone has heard of in passing, then move toward lesser-known events, people who vanished from the record, and stories where the official version does not match the evidence. Alternate heavy topics with strange-but-not-graphic topics so the channel does not feel one-note.

- Core pillars: Vanished people and expeditions / Forgotten disasters and cover-ups / Strange deaths, letters, and last messages / Places that were erased, sealed, or abandoned
- Tone rule: Factual and restrained. No graphic detail, no speculation presented as fact, sources noted in the description of every video.
- Shorts rule: One unanswered question per Short. End on the question, not the answer — the answer lives in the long-form video.

Week	Long-Form Videos (3 titles)	Shorts Focus	Goal of the Week
1	1. The Roanoke Colony: What the Only Clue Actually Said / 2. The Hinterkaifeck Murders: Footprints in the Snow / 3. The Somerton Man: The Note Hidden in His Pocket	Famous last words, single-clue mysteries, and 40-second case summaries	Establish the format: hook in 20 seconds, one case, one unanswered question
2	1. The Dyatlov Pass Incident: 9 Hikers, One Night / 2. The Lead Masks Case: Two Men, One Hill, No Cause of Death / 3. The Villisca Axe Murders: The Town That Went Silent	Strange evidence photos described in words, weather and timeline facts	Test which hook style wins: mystery question vs. disturbing detail
3	1. The Mary Celeste: A Ship With No Crew and No Damage / 2. The Green Children of Woolpit: The Story Nobody Can Explain / 3. The Bloop and Other Sounds History Never Identified	Ocean mysteries, medieval oddities, unexplained recordings	Publish first "lighter" mystery videos to widen the audience beyond crime
4	1. The Lost Colony Sequel: The Dare Stones Hoax Explained / 2. The Isdal Woman: A Suitcase, No Name, No Past / 3. The Circleville Letters: Threats That Knew Too Much	Fake evidence and hoaxes, unidentified people, anonymous letters	Start Series 1: "Unidentified" — Isdal Woman is Episode 1
5	1. The Salish Sea Feet Mystery, Solved and Unsolved / 2. The Boy in the Box: 65 Years to a Name / 3. The Hinterkaifeck Sequel: What the Neighbors Heard	Cold cases that got partial answers decades later	First sequel week — bring Week 1–2 viewers back for follow-ups

Week	Long-Form Videos (3 titles)	Shorts Focus	Goal of the Week
6	1. The Tunguska Event: The Blast With No Crater / 2. The Dancing Plague of 1518: They Could Not Stop / 3. The Peshtigo Fire: America's Forgotten Deadliest Fire	Mass unexplained events, forgotten disasters overshadowed by famous ones	Launch Pillar 2: Forgotten Disasters — test disaster topics vs. crime topics
7	1. The Franklin Expedition: Two Ships Frozen Into History / 2. The Donner Party Diaries: What They Actually Wrote / 3. The Lost German Submarine Found Off the Wrong Coast	Expeditions that never returned, primary-source diary readings	Longer runtimes (14–18 min) — retention test with diary/document segments
8	1. The Beaumont Children: The Day at the Beach / 2. The Springfield Three: A House Left Mid-Morning / 3. The Yuba County Five: The Car That Drove the Wrong Way	Disappearances where the scene itself is the clue	Series 2: "The Scene Made No Sense" — three linked videos, end screens chained
9	1. The Kentucky Meat Shower: Meat Fell From a Clear Sky / 2. The Wow! Signal: 72 Seconds From Deep Space / 3. The Taured Man: The Traveller With the Wrong Passport	One-topic oddities with no crime and no deaths as the hook	Mid-quarter variety week — protect the channel from topic fatigue
10	1. The Erfurt Latrine Disaster: A Floor That Gave Way / 2. The London Beer Flood of 1814 / 3. The Great Emu War: The Military Operation That Lost	Absurd true disasters, told straight	Test shareable, almost-comic history — watch share rate and new-viewer %

Week	Long-Form Videos (3 titles)	Shorts Focus	Goal of the Week
11	1. The Pollock Sisters: The Case That Started a Debate / 2. The Reincarnation Files: History's Strangest Claims, Checked / 3. The Hinterkaifeck Files Revisited: Your Questions Answered	Claims vs. evidence breakdowns, viewer questions from comments	Community week — build returning viewers before the finale push
12	1. 10 Cases History Still Cannot Explain — Full Compilation / 2. The Most Haunting Last Messages in History / 3. The Case I Cannot Stop Thinking About: A 90-Day Retrospective	Best moments cut as Shorts, ranked lists, channel retrospective teasers	Flagship week — one compilation, one list video, one personal retrospective to reset the next 90 days

Niche: Space & Science Facts

This niche runs on scale, "wait, that's real?" moments, and missions with human stakes. Start with the solar system topics people already search for, then move outward to exoplanets, failed missions, and the physics that governs endings — of stars, missions, and eventually the universe itself.

- Core pillars: Our solar system, up close / Missions, failures, and near-misses / Deep space and exoplanets / How things end — stars, galaxies, the universe
- Tone rule: Wonder first, numbers second. Every number gets a comparison a viewer can picture.
- Shorts rule: One number, one comparison, one visual. No Short tries to teach two facts.

Week	Long-Form Videos (3 titles)	Shorts Focus	Goal of the Week
1	1. What Would Happen If the Moon Disappeared Tonight? / 2. Inside Jupiter: The Planet That Almost Became a Star / 3. Why Venus Is Hotter Than Mercury — And Spins Backwards	Moon facts, planet size comparisons, one planet per Short	Establish the "what if" and "inside the planet" formats

Week	Long-Form Videos (3 titles)	Shorts Focus	Goal of the Week
2	1. The Voyager Probes: Still Calling Home After 47 Years / 2. What the Surface of Mars Actually Sounds Like / 3. The Day Apollo 13 Almost Did Not Come Home	Real mission audio moments, distance/time comparisons	Introduce human-stakes mission stories alongside pure facts
3	1. Saturn's Rings Are Disappearing — Here's the Timeline / 2. The Coldest Place in the Universe Is in a Lab on Earth / 3. Neutron Stars: A Teaspoon Weighs a Billion Tons	Extreme temperatures, densities, and speeds	Test "extreme record" topics — usually strong for browse traffic
4	1. If You Fell Into a Black Hole, What Would You See? / 2. The Great Attractor: Something Is Pulling Our Galaxy / 3. Time Moves Slower on a Mountain — Proven by Clocks	Relativity explained with clocks, GPS, and everyday tech	Series 1: "Gravity and Time" — three linked videos with chained end screens
5	1. Europa: The Ocean Moon That Could Hold Life / 2. Titan: Rivers of Liquid Methane, Explained / 3. Enceladus: Geysers Shooting Into Space	Ocean moons compared side by side	Pillar push: Moons That Act Like Planets — sequel to Week 1 planet videos
6	1. The Fermi Paradox: Where Is Everybody? / 2. Kepler-186f and the Most Earth-Like Worlds We Know / 3. The Drake Equation, Step by Step With Real Numbers	Exoplanet distances in travel time, probability in plain language	Launch Pillar 3: Deep Space — first explicitly search-driven week

Week	Long-Form Videos (3 titles)	Shorts Focus	Goal of the Week
7	1. How the James Webb Telescope Sees the First Galaxies / 2. The Hubble Photos That Changed What We Knew / 3. What the Sun's Death Will Actually Look Like	Famous space photos, the story behind each one	Longer runtimes with image-led chapters — test retention on visual segments
8	1. Apollo 1, Challenger, Columbia: What Each Disaster Taught NASA / 2. The Soviet Missions History Almost Forgot / 3. The Astronaut Who Was Almost Left Behind	Mission timelines, single decisions that changed outcomes	Series 2: "Failure and What It Changed" — respectful, engineering-focused
9	1. Your Body in Space: What Happens Month by Month / 2. The Twin Study: One Year Apart, Two Different Bodies / 3. Why We Have Not Returned to the Moon — The Real Reasons	Human body facts, sleep, bone loss, radiation in plain terms	Human-angle week — widen beyond hardcore space fans
10	1. The Largest Structures in the Universe, Ranked / 2. Rogue Planets: Worlds With No Star at All / 3. The Boötes Void: 330 Million Light-Years of Almost Nothing	Scale ladders from planet to supercluster	Shareability test — ranked/scale formats usually travel furthest
11	1. Dark Matter: Everything We Know and Everything We Don't / 2. Dark Energy and Why the Universe Is Speeding Up / 3. The Questions Webb Still Cannot Answer — Viewer Q&A	Unanswered questions, honest "we don't know yet" Shorts	Community week — source Week 11 topics from top comments

Week	Long-Form Videos (3 titles)	Shorts Focus	Goal of the Week
12	1. How the Universe Ends: The 4 Scientific Scenarios / 2. The Most Important Space Missions of All Time, Ranked / 3. What the Next 10 Years of Space Exploration Will Bring	Finale teasers, ranked moments, prediction recaps	Flagship week — ending-of-everything finale plus a forward-looking closer

Niche: Money & Business Stories

This niche runs on rises, collapses, and the single decision that changed everything. Start with famous consumer brands viewers already buy from, then move to frauds and failures, then to quiet companies and founders most viewers have never heard of. Every video names its sources and separates documented fact from later retelling.

- Core pillars: Brand rises and reinventions / Collapses, frauds, and bankruptcies / Quiet giants and unknown founders / Deals, bets, and turning-point decisions
- Tone rule: Story first, lesson last — and the lesson must come from what actually happened in the story, never generic advice.
- Shorts rule: One number from the story (a price, a debt, a sale price) and the 30-second version of how it happened.
- Compliance rule: No financial advice, no stock tips, no "do what they did" framing. Stories only, with a disclaimer in every description.

Week	Long-Form Videos (3 titles)	Shorts Focus	Goal of the Week
1	1. How LEGO Almost Went Bankrupt — Then Rebuilt Itself / 2. The Night KFC Ran Out of Chicken / 3. How IKEA Got You to Build Your Own Furniture on Purpose	Brand facts customers never notice, pricing and design tricks	Establish the rise/reinvention format with brands viewers own
2	1. The Fall of Blockbuster: The Offer It Laughed At / 2. Kodak Invented the Digital Camera — Then Buried It / 3. Nokia Had the Smartphone First. Here's What Happened	Missed-offer stories, inventions shelved by their own creators	Pillar 2 launch: famous collapses with a clear documented turning point

Week	Long-Form Videos (3 titles)	Shorts Focus	Goal of the Week
3	1. How Costco Makes Money Selling Things Almost at Cost / 2. The Real Reason Airlines Overbook Your Flight / 3. Why Movie Theaters Make Money on Popcorn, Not Movies	Where the margin actually is, explained in 40 seconds	"Where the money really is" mini-series — high save/share potential
4	1. The Enron Collapse: Smartest Guys, Biggest Fraud / 2. Theranos: The Machine That Never Worked / 3. WeWork: A Tech Valuation for a Landlord Business	Red flags visible in hindsight, timelines of what was claimed vs. real	Series 1: "The Fraud Files" — add clear fact/source cards on screen
5	1. How Nintendo Started as a Playing Card Company in 1889 / 2. Samsung Sold Fish and Noodles Before It Sold Phones / 3. The Wrigley Empire Was Built on a Free Gift	Unlikely origin products, first factories, first logos	Origin-story week — sequel energy for Week 1 brand viewers
6	1. The Man Who Sold the Eiffel Tower — Twice / 2. The Ponzi Scheme That Gave Ponzi His Name / 3. Bernie Madoff: How the Biggest Fraud Stayed Hidden	Classic con mechanics explained historically, never as instruction	History-of-fraud week — strictly historical framing, no how-to detail
7	1. How Airbnb Survived by Selling Cereal Boxes / 2. The PayPal Mafia: One Company, a Dozen Empires / 3. How a Tiny Studio Beat Disney at the Box Office Once	Survival decisions, near-death months, first revenue stories	Longer founder-focused videos — test retention on people-led stories
8	1. Toys "R" Us Did Not Die From Competition / 2. The Last Days of Sears, America's Everything Store / 3. Pan Am: How the World's Airline Disappeared	Debt timelines, store-count charts, last-flight/last-day details	Series 2: "The Last Days" — three retail/airline endings, chained end screens

Week	Long-Form Videos (3 titles)	Shorts Focus	Goal of the Week
9	1. The Company That Owns Everything in Your Kitchen / 2. The Quiet Billionaires Behind Everyday Brands / 3. How One Family Still Owns a 150-Year-Old Business	Brand ownership maps, parent companies revealed	Quiet-giants week — counter-programming against collapse-heavy Weeks 4–8
10	1. The Biggest Business Comebacks Ever, Ranked / 2. The Worst Acquisitions in History — And What Was Paid / 3. Products That Failed Spectacularly in Year One	Deal prices and write-downs, launch-day stories	Ranked/list week — test list formats for browse reach
11	1. New Coke: The Most Famous Product Mistake Ever Made / 2. The Ford Edsel: A Billion-Dollar Lesson in Listening / 3. Your Questions Answered: The Stories Behind the Stories	Viewer-picked products, comment-sourced questions	Community week — highest-commented topics become videos
12	1. The Businesses That Will Define the Next Decade — By the Numbers / 2. 10 Decisions That Changed Business History / 3. 90 Days of Business Stories: What the Data Taught This Channel	Finale countdown teasers, best moments, channel retrospective	Flagship week — one ranked finale, one forward look, one transparent retrospective

- End-of-90-days rule for all three niches: Do not start a new calendar until you have ranked every video by views, CTR, and average view duration, cut the bottom pillar, and doubled the posting weight of the top pillar for the next 90 days.

Sponsorship Outreach Kit

Sponsorship is a business sale, not a reward for growing. Brands buy a defined audience, a defined placement, and proof you can deliver it professionally. This kit gives you the readiness checks, the emails, and the paperwork habits — you set your own prices from your own channel data.

When You Are Ready to Look for Sponsors

There is no subscriber count that guarantees a sponsor, and no sponsor is owed to any channel at any size. Readiness is about evidence a brand can check. Look for sponsors when most of these are true:

- You have published on a consistent schedule for at least 8–12 weeks without a gap longer than 10 days
- Your last 10 long-form videos sit in a stable views range — a brand can predict roughly what a placement will reach, instead of guessing between a flop and an outlier
- Your audience is concentrated: one niche, one main language, and a clear main geography in YouTube Analytics (Audience tab)
- At least 2–3 videos have meaningful comment sections where viewers ask questions, share experiences, or request follow-ups — brands read comments as a trust signal
- You have a channel media page ready: niche, audience demographics from your own Analytics, average views of your last 10 videos, posting schedule, and contact email
- Your channel has no unresolved policy strikes, no misleading titles/thumbnails in your last 20 uploads, and your descriptions already carry clean, consistent formatting
- You can name 10–20 brands whose product your actual viewers would plausibly use — if you cannot list them, you are not ready to pitch
- You have time to deliver: a sponsorship adds script approval, filming changes, and a reporting email. If a normal week already breaks you, fix the workflow first

Signs you are not ready yet:

- Your views depend on one viral video and the rest perform far below it
- You cannot describe your viewer in one sentence (who they are, what they watch you for)
- You have no business email — create a dedicated channel business email before any outreach

- You would accept any product, including ones you have never used and categories you do not understand

What to Prepare Before You Send Anything

- A one-page media summary (PDF or clean web page) with: channel name and link, niche in one line, uploads per week, average views across your last 10 long-form videos, audience age/gender/top countries from your own Analytics, and 2–3 of your best-performing video links
- A dedicated business email on your own domain or a clean channel-branded address — never your personal email
- A simple tracking sheet: brand, contact, date pitched, date followed up, reply, status
- Your compliance lines ready to paste (see the Compliance section at the end of this file)
- A sample reporting format: what you will send the brand after publishing (link, publish date, views at 7 and 28 days, screenshot of the placement)

Template 1 — Cold Outreach Email

Use for: First contact with a brand that fits your audience and has no prior relationship with you.

Send to: A partnerships, marketing, or influencer contact — not a general support inbox if a partnerships address exists.

Subject options (pick one):

- [CHANNEL_NAME] × [BRAND_NAME] — [NICHE] audience, [AVG_VIEWS] average views
- Sponsorship enquiry from [CHANNEL_NAME] ([SUBSCRIBER_COUNT] subs, [NICHE])
- Video placement idea for [BRAND_NAME] on [CHANNEL_NAME]

Body:

Hi [CONTACT_FIRST_NAME],

I run [CHANNEL_NAME], a YouTube channel covering [NICHE_IN_ONE_LINE]. We publish [UPLOADS_PER_WEEK] long-form videos a week, and our last 10 videos averaged [AVG_VIEWS_PER_VIDEO] views, with an audience that is mainly [TOP_AGE_RANGE], [TOP_GENDER_SPLIT], based mostly in [TOP_COUNTRIES].

I am writing because [SPECIFIC_REASON_THIS_BRAND_FITS — name the product, a recent campaign of theirs, or the exact viewer problem it matches]. Our viewers regularly [VIEWER_BEHAVIOUR_EVIDENCE — e.g. ask about tools in comments, watch full gear/process breakdowns, save our resource lists].

I would like to propose [PLACEMENT_TYPE — e.g. a 60–90 second integration in an upcoming long-form video / a dedicated segment / a Shorts + long-form package] in our video scheduled around [PROPOSED_PUBLISH_WINDOW], titled "[WORKING_VIDEO_TITLE]".

I have attached our one-page media summary with recent video links and audience data. If the fit looks right, I am happy to share our rate card and hold the slot while you review.

Either way, thank you for your time.

Best regards,

[YOUR_NAME]

[CHANNEL_NAME] — [CHANNEL_URL]

Business enquiries: [BUSINESS_EMAIL]

Notes on using this template:

- Replace every [VARIABLE] with your real, checkable numbers — a brand will open your channel and verify them in under a minute
- One email, one brand, one specific reason. A paragraph that could be sent to 50 brands unchanged will read that way
- Never invent audience data, never round your average views up to your best video, and never claim a demographic you cannot screenshot from your own Analytics

Template 2 — Follow-Up Email

Use for: No reply after 7–10 business days. Send a maximum of two follow-ups, then stop and move the brand to a "revisit in 90 days" list.

Send as: A reply in the same email thread as Template 1, so the original pitch is visible below.

Subject: Re: [ORIGINAL_SUBJECT_LINE]

Body:

Hi [CONTACT_FIRST_NAME],

Following up on my note from [DATE_OF_FIRST_EMAIL] about a placement for [BRAND_NAME] on [CHANNEL_NAME].

Since then, [NEW_EVIDENCE — e.g. our video "[RECENT_VIDEO_TITLE]" reached [VIEW_COUNT] views, we passed [NEW_MILESTONE], our last 3 videos averaged [UPDATED_AVG_VIEWS]]. The slot I mentioned for [PROPOSED_PUBLISH_WINDOW] is still open, but we lock our production calendar on [CALENDAR_LOCK_DATE], so I wanted to check in before then.

If the timing is wrong, a simple "not now" is completely fine — I can follow up again in [REVISIT_TIMEFRAME] with updated numbers. If a different placement format would suit [BRAND_NAME] better, I am open to discussing options.

Thank you again,

[YOUR_NAME]

[CHANNEL_NAME] — [CHANNEL_URL]

[BUSINESS_EMAIL]

Notes on using this template:

- A follow-up must contain something new — a newer video result, a milestone, or a deadline that is real. "Just checking in" with no new information rarely gets a reply
- Keep the exit easy. Brands remember creators who were professional about a no
- If there is still no reply after the second follow-up, do not send a third. Silence is an answer for this quarter

Template 3 — Replying to a Rate Request and Negotiating

Use for: The brand replied asking for your price, or offered a fee below your rate.

Send as: A reply in the same thread, within one business day.

Subject: Re: [ORIGINAL_SUBJECT_LINE]

Body:

Hi [CONTACT_FIRST_NAME],

Thank you for getting back to me. Here are the details for the placement we discussed:

- Deliverable: [DELIVERABLE — e.g. one 60–90 second mid-roll integration in a long-form video]
- Video: "[WORKING_VIDEO_TITLE]", scheduled to publish [PUBLISH_WINDOW]
- Based on our last 10 videos averaging [AVG_VIEWS_PER_VIDEO] views, our rate for this placement is [YOUR_RATE] [CURRENCY]
- Included in that rate: [INCLUDED_ITEMS — e.g. script segment sent for your approval before filming, one round of factual corrections, link and pinned comment for [PIN_DURATION], usage of our published analytics summary at 7 and 28 days]
- Not included: [EXCLUDED_ITEMS — e.g. paid usage/whitelisting rights, exclusivity beyond [EXCLUSIVITY_SCOPE], additional Shorts or community posts, raw footage]

[IF NEGOTIATING — choose and adapt one paragraph:]

Option A — Hold the rate, adjust the package: I understand [BRAND_NAME] is working to a budget of [THEIR_OFFER]. I cannot reduce the rate for the full

placement, but I could offer [SMALLER_PACKAGE — e.g. a 30–45 second placement, or a first mention plus description link] at that level, so your team can test our audience before a larger booking.

Option B — Meet partway with a defined trade: I can come to [ADJUSTED_RATE] if we [TRADE — e.g. confirm two videos this quarter at the same rate, move payment to [PAYMENT_TERMS], drop the exclusivity clause to [SHORTER_EXCLUSIVITY]].

Option C — Decline clearly: That budget is below what we can deliver this placement for properly, so I will have to pass this time. If your budget changes next quarter, I would be glad to talk again — our audience data will be updated by then.

Payment terms we work to: [PAYMENT_TERMS — e.g. 50% before filming, 50% within 14 days of publishing], invoiced by [INVOICE_NAME/BUSINESS_NAME]. We mark the video as a paid promotion in line with YouTube and FTC disclosure rules — that part is standard and not optional on our side.

If this works, I will send a short written agreement covering deliverables, approval deadlines, and payment terms before we start.

Best regards,

[YOUR_NAME]

[CHANNEL_NAME] — [CHANNEL_URL]

[BUSINESS_EMAIL]

Notes on using this template:

- Always answer a price question with a price, a package, and terms — never with "what is your budget?" as your only reply
- Trade scope, timing, or volume. Do not trade away disclosure, factual accuracy, or your right to say no to script lines you believe are false
- Get the agreement in writing before filming, even for small deals: deliverables, length, placement position, approval rounds and deadlines, payment amount and dates, exclusivity if any, and what happens if either side cancels

Sample Rate Card

This is a SAMPLE STRUCTURE ONLY. The basis column shows how a creator works out a rate — it is not a price list, not a market guarantee, and not a promise of what any brand will pay you. Fill in your own figures from your own average views, your production costs, your time, and the rights the brand is asking for. Two channels with the same subscriber count can legitimately charge very different rates.

Deliverable	What's Included	Sample Rate Basis
30–60 second integration (long-form)	Script segment written by you, sent for brand approval; placement inside one long-form video; description link	Your own worked example: start from [YOUR_AVG_VIEWS] ÷ 1,000 × [YOUR_CHOSEN_CPM_BASIS], then adjust for niche, geography, and production effort — record the figure YOU calculate here: [YOUR_RATE]
60–90 second integration (long-form)	Everything above, with a longer demonstration or story segment; pinned comment for an agreed period	Same formula as above with a longer-segment multiplier you set yourself, e.g. [YOUR_MULTIPLIER]× the 30–60 second rate — your figure: [YOUR_RATE]
Dedicated video	Full video built around the brand's product/topic, subject to your editorial and accuracy standards; approval round included	Priced per project, not per view: your production cost [YOUR_COST] + your time [YOUR_TIME_VALUE] + audience value from the formula above — your figure: [YOUR_RATE]
YouTube Short placement	One Short (30–55 seconds) featuring the product, published to your Shorts feed; link where the platform supports it	Based on your own average Shorts views [YOUR_AVG_SHORTS_VIEWS] using the same per-1,000 approach — your figure: [YOUR_RATE]
Community post + description package	One community post and a tracked link in the descriptions of [NUMBER] upcoming videos	Flat add-on fee you set: [YOUR_RATE] — only sell this if you actually publish community posts consistently
Paid usage / whitelisting rights	Brand's right to run your video segment as an ad, or repost it on their channels, for a defined period	Priced separately from the placement, per [TIME_PERIOD — e.g. per 30/90 days] of usage: [YOUR_RATE_PER_PERIOD]. Never bundle unlimited usage into a base rate
Category exclusivity	You agree not to feature a direct competitor for a defined period around the placement	Priced separately, per week of exclusivity: [YOUR_RATE_PER_WEEK], with the competitor category defined in writing

Rate card rules:

- Review and update your rates after every 10 published sponsored/organic long-form videos, using your newest average views — do not leave launch-day

numbers on a card for a year

- State the currency, the tax/VAT position for your situation, and whether the rate is net or gross wherever your card is shown
- Keep one internal version with your walk-away minimum for each deliverable. The walk-away figure never goes in an email

Deliverables Checklist

Before agreeing:

☐ Audience fit checked — this product makes sense for the viewers you actually have

☐ Product/category checked against YouTube policy and your own channel standards

☐ Deliverable defined in writing: format, length in seconds, placement position, publish window

☐ Rate, currency, payment schedule, and late-payment handling written down

☐ Exclusivity (if any) defined: which competitors, for how long, starting when

☐ Usage rights defined: organic posting only, or paid usage — and for how long

☐ Approval process defined: how many rounds, who approves, deadline for brand feedback

Before filming:

☐ Script segment written in your own voice — no claims you cannot verify

☐ Every product claim checked against the brand's own documentation

☐ Disclosure wording prepared for the video itself and the description (see Compliance below)

☐ Filming deadline confirmed against your normal publishing calendar

At publishing:

☐ YouTube "paid promotion" declaration set during upload (see Compliance)

☐ Verbal/visual disclosure inside the video in the first 30 seconds for an integration, at the start for a dedicated video

☐ Description disclosure line present above the fold, plus the agreed link and pinned comment live

☐ Brand sent the live link and publish timestamp on the day of publishing

After publishing:

☐ 7-day report sent: views, link, screenshot of placement and disclosure

☐ 28-day report sent: updated views and any notable comment themes

☐ Invoice sent on the agreed date with the agreed reference

☐ Brand logged in your tracker: delivered on time? paid on time? would you work with them again?

Compliance — Disclosure Is Not Optional

- Always declare sponsorship. On YouTube: tick the "My video contains paid promotion like a product placement, sponsorship or endorsement" box in YouTube Studio at upload, for every sponsored video, integration, dedicated video, and gifted-product video where the brand had any control or agreement.
- Always disclose inside the content itself: say it in the video, early and clearly ("This video is sponsored by [BRAND_NAME]"), and put a clear disclosure line in the description — for example: "Paid promotion: Includes a paid promotion for [BRAND_NAME]." Platform labels alone are not a substitute for your own clear disclosure.
- Follow FTC guidance (US) and your local equivalent: disclosures must be clear, conspicuous, in the same medium as the claim (spoken claims need spoken disclosure), and never hidden in a hashtag block, a collapsed description, or after a "read more" break as the only disclosure.
- Affiliate links are also disclosures: if a description link can earn you a commission, say so next to the link.
- Gifted products, free trips, early access, and discount codes given in exchange for coverage are material connections — disclose them the same way.
- Never accept a contract clause that asks you to hide a sponsorship, skip the paid-promotion declaration, or remove your disclosure. Walk away from that deal.
- Keep records: agreement, invoices, approval emails, and the published video link, for at least as long as your local tax/business rules require.
- Rules change. Re-check YouTube's paid promotion policy and the FTC Endorsement Guides at least once a quarter, and update the disclosure lines in your upload template when they do.

Advanced Analytics Tracker & Review System

Beginner tracking counts views. Advanced tracking connects four numbers — CTR, average view duration, returning viewers, and subscribers gained — to a decision. Copy this tracker into a spreadsheet, fill it every week without exception, and never judge a video on views alone.

The Advanced Weekly Tracker

Fill one row per week, every week, on the same day. Use YouTube Analytics set to that exact 7-day period, in the same timezone each time, so weeks are comparable.

Week	Videos Published	Views	Watch Hours	CTR %	Avg View Duration	Returning Viewers %	Subs Gained	Revenue Streams Notes
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								

How to fill each column:

- Videos Published — Count long-form and Shorts separately in your notes (e.g. "3 LF / 4 S"). A week you published less will look worse on every total — the count explains why.
- Views — Total channel views for the 7 days, not the sum of new uploads only. Note the single biggest video's share: if one video is over 60% of the week, the channel is outlier-dependent.
- Watch Hours — Total watch time for the period. Compare watch hours per 1,000 views week to week — that ratio falling while views rise means the new traffic is

shallower.

- CTR % — Use the channel-level impressions click-through rate for long-form for the period, and note the CTR of each new long-form video individually in your per-video notes. Shorts do not use CTR the same way — do not mix them.
- Avg View Duration — Channel average for long-form, plus the AVD and average percentage viewed of each new upload. Duration without video length is meaningless: a 4-minute AVD on an 8-minute video is a different signal from 4 minutes on a 20-minute video.
- Returning Viewers % — From the Audience tab: returning viewers ÷ (new + returning viewers) for the period. This is your loyalty gauge. A growing channel with a collapsing returning share is renting an audience, not building one.
- Subs Gained — Net subscribers for the period (gained minus lost, as Analytics reports it). Also note subs per 1,000 views — it tells you whether new reach is converting or just passing through.
- Revenue Streams Notes — Notes only, in your own words and your own figures: which stream moved, why you think it moved, any sponsorship deliverable published, any affiliate or product note. Never copy another channel's numbers in here as a target. Leave blank in weeks where nothing changed — a blank is honest data.

The CTR × AVD Decision Matrix

Find each new long-form video in this matrix after 7 days. Judge CTR and AVD against YOUR channel's own recent average for videos of similar length — not against numbers from videos, courses, or other channels. "High" below means above your channel median, "low" means below it.

	High Average View Duration	Low Average View Duration
High CTR	SCALE IT — Packaging and content both work. Action: 1. Make a direct sequel or same-pillar follow-up within 14 days. 2. Study the title/thumbnail pattern and reuse its structure (not its exact words). 3. Pin this video's format in your playbook as a proven template. 4. Check its traffic source — if browse is dominant, this is a repeatable browse format.	FIX THE OPENING AND THE PROMISE — The thumbnail/title earns the click but the video does not deliver it. Action: 1. Watch the first 60 seconds against the title: does the opening pay off the exact promise? 2. Find the biggest drop-off point in the retention graph and note what happens on screen there. 3. Do NOT copy this packaging pattern until the content problem is fixed — high CTR with weak retention trains the wrong lesson. 4. Next video on this topic: same packaging family, rewritten first 30 seconds, tighter first chapter.
Low CTR	FIX THE PACKAGING, KEEP THE VIDEO — People who click stay, so the content works and the packaging does not. Action: 1. Change the thumbnail first (one variable only), note the date, and compare CTR after 7 days. 2. If CTR does not move, rewrite the title toward the video's strongest specific moment. 3. Do not judge the topic as failed — repackage before you abandon it. 4. Log the before/after CTR in your per-video notes so the lesson survives.	RETIRE OR REWORK THE FORMAT — Neither the packaging nor the content held viewers. Action: 1. Check impressions first: if impressions were very low, the topic itself may have no demand — verify with search/browse source data before spending more on it. 2. If impressions were healthy and both numbers are still low, stop this format after 2–3 attempts. Do not make a fourth the same way. 3. Salvage test: cut the strongest 40 seconds as a Short. If the Short also fails, the topic — not the execution — is the problem. 4. Record the decision and the evidence in your monthly review so you do not retry it from memory in three months.

Matrix rules:

- One video is a data point, three videos in the same quadrant are a pattern. Act on patterns, note single results.
- Never change a title and a thumbnail on the same day — you will not know which one worked.

- Wait for a meaningful impressions base before reading CTR. A CTR from a tiny impressions count in the first hours is noise.

Reading Traffic Sources

Open YouTube Analytics → Content → Traffic source, per video and for the channel, in every weekly review. Each source tells a different story and demands a different response:

- Browse features (Home) — YouTube is recommending you to viewers on their home feed. This is packaging-driven: CTR and AVD decide whether browse expands or dies. A video growing on browse with falling CTR is being shown to a wider, colder audience — that pattern is normal during a push, watch AVD to judge quality.
- Suggested videos — You are being placed next to other videos. Note WHICH videos you are suggested beside (Analytics shows this per video). If you are suggested beside much larger channels in your niche, your titles are matching the niche conversation. Make follow-ups that continue those specific videos' topics.
- YouTube search — The topic has durable demand. Search-driven videos decay slowly and reward exact-match titles and clear first chapters. Keep a list of your top search terms (Analytics → Traffic source → YouTube search) and make the follow-up videos those terms are asking for.
- Shorts feed (for Shorts) — Judge Shorts on viewed vs. swiped away and shares, not CTR. A Short that earns shares but few profile visits needs a clearer channel promise, not better editing.
- Channel pages — Viewers are browsing your back catalogue. A rising channel-page share means your series, playlists, and end screens are working. Protect it: keep playlists ordered, pinned, and named for the viewer, not for you.
- External / Other — Spikes here usually mean a share, an embed, or a mention. Find it, note it in the tracker, and do not build a strategy on a source you cannot repeat.

The diagnostic question for every video: "Where did its first 1,000 views come from?" A search video and a browse video with identical view counts need opposite next steps.

Returning vs. New Viewers

Open Analytics → Audience in every monthly review and record both numbers next to the tracker.

- New viewers growing + returning viewers stable or growing — Healthy expansion. The top of the funnel and the core are both fed. Keep the current pillar mix.
- New viewers growing + returning viewers falling as a share — You are buying reach with topics your core did not subscribe for. Check: are your last 5 uploads still in the pillar your subscribers joined for? Schedule a core-pillar video before the next experiment.

- New viewers flat + returning viewers growing — A loyal core with no discovery engine. The fix is packaging and topics with wider entry points, not more of the same for the same people.
- Both flat or falling for 3+ weeks — A structural problem, not a bad week. Run the monthly review early, rank the last 12 videos by returning-viewer share, and rebuild the next month's calendar from the top half only.

Practical uses:

- Returning viewers are who sponsorship, product, and community offers are actually worth something to — a brand cares far more about a trusted returning audience than raw new-viewer reach.
- Premiere/community features, series numbering, and "Part 2" videos only make sense once returning viewers are a real segment. Use the data to decide when series formats are worth the effort.
- When a video over-performs with NEW viewers but under-performs with returning viewers, make its sequel a bridge: new topic framing, core pillar substance.

Weekly Review Process (30–45 minutes, same day each week)

1. Export or read the 7-day numbers and fill this week's tracker row completely — no row left half-filled.
2. List the week's uploads with their 48-hour and 7-day views, CTR, AVD, and average percentage viewed, best to worst.
3. Place each new long-form video in the CTR × AVD matrix and write the one action the matrix prescribes. No action written = review not finished.
4. Check the retention graph of the week's best and worst long-form video. Write down the timestamp of the single biggest drop in each, and what happens on screen at that moment.
5. Read the traffic source split for the channel and for the best video. Write the answer to: "Where did the first 1,000 views of our best video come from?"
6. Read the top 10 comments across the week's videos. Log every repeated question, correction, and topic request verbatim in a requests list — this feeds future titles.
7. Compare this week to last week and to the 4-week average on: views, watch hours, CTR, AVD, returning viewers %, subs gained. Flag any metric that moved sharply in either direction and write a one-line hypothesis for why.
8. Choose exactly three changes for next week (for example: one packaging change, one opening-structure change, one topic change). Write them at the top of next week's plan.
9. Close the review by updating the sponsorship media summary if this week's numbers changed your last-10-videos average.

Monthly Review Process (2 hours, in the first week of each month)

1. Aggregate the month: total videos, views, watch hours, average CTR, average AVD, returning viewer share, net subs — and the same totals for the previous month beside them.
2. Rank every video published this month by views, then separately by AVD percentage, then separately by subs gained per 1,000 views. Note which videos appear in the top 5 of more than one list — those are your true performers.
3. Rank your content pillars by their combined views, average CTR, and average AVD. Decide formally: which pillar gets more slots next month, which gets fewer, which (if any) is retired.
4. Audit packaging: list the month's 5 highest-CTR and 5 lowest-CTR thumbnails side by side. Write the visible pattern difference in one paragraph. Update your thumbnail rules with it.
5. Audit openings: re-watch the first 30 seconds of the 3 highest-AVD and 3 lowest-AVD videos. Write what the high group does that the low group does not.
6. Review traffic sources for the month. Which source grew, which shrank, and does next month's calendar match that reality — search topics if search is growing, browse packaging if browse is growing?
7. Review returning vs. new viewers using the four patterns in the section above. State which pattern you are in, in writing.
8. Review the Revenue Streams Notes column for the month: which notes repeat, which stream actually moved, and what single test you will run next month. Set targets only from your own previous months — never from anyone else's reported figures.
9. Write the one-page month summary: what worked, what failed, what stops, what scales, the three priorities for next month. File it where you will actually re-read it at the next monthly review.
10. Update every standing document the month's data affects: media summary for sponsors, calendar pillars, thumbnail rules, and your walk-away decisions list (formats retired, with the evidence).

Channel #2 & Team Playbook

A second channel is a second business, not a second upload slot. Open it only when Channel 1 runs on a system that no longer depends on your daily improvisation — and run it with written briefs, paid help where it helps, and the same compliance standards as Channel 1.

When to Open Channel #2 — Readiness Conditions

Do not open Channel #2 until ALL of these are true:

- Channel 1 has published on its stated schedule for at least 12 consecutive weeks, with no gap longer than 10 days
- Channel 1's workflow is written down end-to-end: research, script, voice/recording, edit, thumbnail, upload, analytics — a competent stranger could follow the document
- Channel 1's last 10 long-form videos sit in a stable performance range (you can describe its typical views, CTR, and AVD from your tracker without guessing)
- Your weekly analytics review and tracker (see the Analytics Tracker system) have been completed for at least 8 straight weeks — the record-keeping system exists before you double the records
- You have at least 4 weeks of Channel 1 content banked, scheduled, or fully scripted ahead — Channel 2 must never be fed by starving Channel 1
- You can state, in writing, the hours per week Channel 2 will take and which hours they come from. "Evenings" is not an answer; a named block in your calendar is
- You have a separate brand identity ready for Channel 2: name, handle availability checked, channel art direction, and a business email or clearly separated contact

If any condition fails, the correct move is to fix that condition on Channel 1 first. A second channel built on an unstable first channel produces two unstable channels.

Signs you are opening Channel 2 for the wrong reason:

- A Channel 1 video flopped and a new niche feels more exciting
- Another creator is growing in a niche you do not watch yourself
- You want to post videos that do not fit Channel 1 but have no audience evidence behind them
- You are avoiding a known fix on Channel 1 (packaging, openings, topic selection) by starting fresh

Choosing the Channel #2 Niche — No Self-Competition

The rule: Channel 2 must be able to grow without taking a single planned video away from Channel 1's calendar, and without splitting the same viewer session.

- Choose an adjacent-but-distinct niche: same broad curiosity, different specific promise. Example pairings that respect this rule: Channel 1 = Dark History & Untold Stories → Channel 2 = Space & Science Facts (shared love of "stories/facts you never heard," different topic universe, different search terms, different thumbnails at a glance).
- Pairings that break the rule: Channel 1 = Dark History → Channel 2 = True Crime Cases (same viewers, same topics, two channels bidding against each other in Suggested). Channel 1 = Money & Business Stories → Channel 2 = Startup Stories (the same video could belong on either channel — that is the test failing).
- The "one video, one home" test: Take 20 video ideas for Channel 2. If more than 3 of them could plausibly be published on Channel 1 instead, the niches overlap too much. Redefine Channel 2 until at least 17 of 20 ideas have exactly one possible home.
- Check the session risk: If a viewer watching Channel 1 would be shown Channel 2 by YouTube as a competitor for the same watch time on the same evening, expect both channels' CTR to be judged against each other. Distinct visual identity — different colour family, different thumbnail layout, different title voice — reduces accidental self-competition.
- Validate before launch: Publish nothing until you have a 12-week idea list for Channel 2 (titles only) AND a 12-week list for Channel 1 that does not get weaker because of it.
- Keep the channels operationally separate: separate playlists, separate analytics tracker, separate sponsor/media summary. Cross-promotion is a deliberate, occasional tactic (one end screen, one community post) — not a growth plan.

Team Roles — Who Does What

One person can hold several roles on Channel 1. On two channels, every task needs a named owner, in writing, or it will be owned by no one.

- Research — Owns: topic verification, source collection, fact list with links, angle notes. Delivers: a research pack per video (sources, key facts with citations, disputed points flagged, images/footage references with licences noted). Standard: no fact enters a script without a source in the pack.
- Script — Owns: outline, full script, hook (first 30 seconds written word-for-word), chapter structure, description draft, disclosure lines where required. Delivers: script in the channel's format doc, at agreed word count for the target runtime. Standard: reads aloud naturally at the channel's established pace; claims match the research pack exactly.
- Voice / Narration — Owns: recording or generation and delivery of clean narration audio. Delivers: final audio file at agreed format and loudness, plus a retake list turnaround within the agreed window. Standard: names, dates, and numbers

pronounced per the script's pronunciation notes.

- Edit — Owns: full video edit, pacing, b-roll and footage per the research pack's licensed sources, captions, music at agreed levels, end screen elements. Delivers: export at the channel's spec, plus a revision-ready project or edit decision list. Standard: retention-first pacing per the channel playbook — no dead air, no unlicensed assets, ever.
- Thumbnail — Owns: thumbnail concepts and final files. Delivers: [NUMBER] concepts per video plus the selected final at all required sizes. Standard: readable at mobile size, follows the channel's current thumbnail rules document, no misleading imagery.
- Upload & Publish — Owns: title/description/tags final entry, paid-promotion declaration, scheduling, pinned comment, playlist and end-screen assignment, first-hour comment check. Delivers: published link plus a completed upload checklist screenshot/record. Standard: nothing publishes with an unchecked disclosure setting.

Operating rules for any team, paid or not:

- Every handoff happens against a written brief (templates below) — never a chat message that says "same as last time"
- Feedback goes to one named person per deliverable, in one consolidated message per revision round
- Keep a shared tracker per channel: video title, stage, owner, deadline, status. If it is not in the tracker, it does not exist
- Pay agreed amounts on agreed dates, and confirm rates, revision rounds, and usage/ownership of the work in writing before the first paid task

Freelancer Brief Template 1 — Editor Brief

Send this brief for every video. Attach: final script, final narration audio, research pack, channel edit style guide.

- Project: [CHANNEL_NAME] — "[VIDEO_TITLE]"
- Deliverable: One edited long-form video, target runtime [TARGET_RUNTIME, e.g. 10–13 minutes], export spec: [RESOLUTION / FORMAT / CODEC — e.g. 1920×1080, MP4, per attached channel spec sheet]
- Source files provided: Script [LINK], Narration audio [LINK], Research pack with licensed asset links [LINK], Channel style guide [LINK], Music library access [LINK/LOCATION]
- Editor name: [EDITOR_NAME]
- Deadline: First cut by [DATE_TIME_TIMEZONE]. Final delivery by [DATE_TIME_TIMEZONE]

- Fee and terms: [FEE] [CURRENCY] for this video, payable [PAYMENT_TIMING — e.g. on approved final delivery], via [PAYMENT_METHOD]. This fee includes [NUMBER] revision rounds as defined below.

Editing standards for this video:

- Opening: First visual change within [X] seconds; the hook from the script's first 30 seconds must be supported on screen, not covered by generic b-roll
- Pacing: No static shot longer than [MAX_SECONDS] except the deliberate pauses marked in the script; cut on the narration's sentence rhythm per the style guide
- Assets: Use ONLY the sources and licences in the research pack. If you need an asset that is not in the pack, ask before using it — do not substitute stock or web images on your own
- Text on screen: Dates, names, and figures exactly as written in the script. Spellings are copied, never retyped from memory
- Music and levels: Music from [APPROVED_LIBRARY] only, ducked under narration to the level in the style guide; no copyrighted tracks under any circumstances
- Captions: Burned-in or sidecar captions as specified here: [CAPTION_FORMAT], generated from the final script text, not auto-transcribed guesswork
- End screen: Leave the final [END_SCREEN_SECONDS] clean for end-screen elements at the positions in the style guide template

Delivery standard:

- Deliver: Final export file named [FILE_NAMING_FORMAT — e.g. CHANNEL_VideoTitle_YYYYMMDD_Final], plus the project file or edit decision list, plus a one-line note listing any script deviations you made
- Self-check before sending: Audio plays clean start to finish, captions match the narration, every on-screen date/name matches the script, export spec verified
- Revisions: This brief includes [NUMBER — e.g. 2] revision rounds. A round = one consolidated list of changes from us, one updated export from you, within [REVISION_TURNAROUND — e.g. 48 hours]. Factual errors introduced in the edit (wrong date, wrong name, unlicensed asset) are corrections, not revision rounds, and are fixed at no extra charge
- Rights: The finished video and project files are delivered for the channel's full use; do not post the video, excerpts, or project files publicly or in a portfolio without written permission: [PERMISSION_TERMS]

Freelancer Brief Template 2 — Scriptwriter Brief

Send this brief for every script. Attach: research pack, channel script format guide, two example scripts that performed well.

- Project: [CHANNEL_NAME] — working title "[VIDEO_TITLE]"

- Deliverable: One complete narration script for a long-form video, target runtime [TARGET_RUNTIME], which at this channel's pace means [WORD_COUNT_RANGE] words
- Topic and angle: [ONE_PARAGRAPH_ANGLE — what this video argues/shows, and what it deliberately does NOT cover]
- Audience: [VIEWER_DESCRIPTION — who they are, what they already know, what they do not]
- Research pack provided: [LINK] — every fact, date, name, and figure in the script must trace to a source in this pack
- Scriptwriter name: [WRITER_NAME]
- Deadline: Outline by [DATE_TIME_TIMEZONE]. Full draft by [DATE_TIME_TIMEZONE]
- Fee and terms: [FEE] [CURRENCY] for outline + full script, payable [PAYMENT_TIMING], via [PAYMENT_METHOD]. Includes [NUMBER] revision rounds as defined below.

Writing standards for this script:

- Hook: The first 30 seconds are written word-for-word and deliver the title's exact promise — no throat-clearing, no channel intro before the hook
- Structure: Follow the attached format — hook, context chapter, main chapters of roughly [CHAPTER_LENGTH] each with a turn or reveal at each chapter break, closing that answers the opening question
- Accuracy: Contested or disputed points are written as contested ("records disagree," "one account claims") — never smoothed into false certainty. Direct quotes are copied exactly from the pack with the source noted in brackets
- Voice: [CHANNEL_VOICE_DESCRIPTION — e.g. calm, factual, dry humour at most once per chapter, no hype phrases, no direct financial or medical advice of any kind]
- Pronunciation notes: Add bracketed pronunciation guides for every name/place a narrator could plausibly misread
- Packaging support: End the script document with — 3 alternative title options, 1 thumbnail text suggestion (3 words or fewer), the description's first two lines, and any disclosure line this topic requires (see the compliance note at the end of this playbook)

Delivery standard:

- Deliver in [FORMAT — e.g. the channel's Google Doc template], with sources cited inline in brackets after each factual claim
- Self-check before sending: Word count in range, every claim sourced, hook written in full, names/dates consistent with the pack throughout

- Revisions: Includes [NUMBER — e.g. 2] revision rounds — one consolidated notes message from us, one redraft from you within [REVISION_TURNAROUND]. A change of topic or angle after the outline is approved is a new brief, not a revision
- Rights and confidentiality: The script is work delivered for [CHANNEL_NAME]'s exclusive use on delivery and payment; do not publish, resell, or reuse the script or the research pack elsewhere: [TERMS]

Freelancer Brief Template 3 — Thumbnail Brief

Send this brief for every video. Attach: final title, channel thumbnail rules document, three recent high-performing thumbnails as reference.

- Project: [CHANNEL_NAME] — final title: "[VIDEO_TITLE]"
- Deliverable: [NUMBER_OF_CONCEPTS — e.g. 3] distinct thumbnail concepts, then the selected concept finished as the final file
- Designer name: [DESIGNER_NAME]
- Deadline: Concepts by [DATE_TIME_TIMEZONE]. Final file by [DATE_TIME_TIMEZONE]
- Fee and terms: [FEE] [CURRENCY] per video (concepts + final), payable [PAYMENT_TIMING], via [PAYMENT_METHOD]. Includes [NUMBER] revision rounds on the selected concept as defined below.

Design standards for this thumbnail:

- Text: [TEXT_ON_THUMBNAIL — 3 words or fewer], set exactly as written here. Thumbnail text complements the title — it never repeats the title word for word
- Focal subject: [MAIN_SUBJECT — the single person/object/place that must dominate the frame], sourced from: [APPROVED_IMAGE_SOURCE — licensed asset link from the research pack / provided photo / generated per channel rules]
- Layout and brand: Follow the channel thumbnail rules [LINK] — [COLOUR_FAMILY], [LAYOUT_PATTERN — e.g. subject right, text left], consistent with the reference thumbnails attached, and visually distinct from Channel 1 if this is a Channel 2 video
- Readability: Must read clearly at mobile size (test at roughly 10% zoom). One idea only — if a viewer needs more than one second to get it, simplify
- Honesty rule: The thumbnail must depict something the video actually shows or proves. No misleading faces, objects, numbers, or outcomes — a click earned by a false promise is a compliance and retention failure, not a win

Delivery standard:

- Deliver concepts as [FORMAT — e.g. full-resolution PNG previews], final as [FINAL_SPEC — e.g. 1280×720 PNG/JPG under platform file size limit], file named [FILE_NAMING_FORMAT]

- Self-check before sending: Text spelled exactly as briefed, image rights are from the approved source only, mobile-size check done, no element in the design contradicts the final title
- Revisions: Includes [NUMBER — e.g. 2] revision rounds on the chosen concept (layout, colour, text size, subject crop). A brand-new concept direction after selection counts as a new deliverable unless we request it because a concept broke the honesty or rights rules above
- Rights: Final design and its source file are delivered for the channel's full use; do not reuse the design, or post the unreleased video title/topic publicly before publication: [TERMS]

QC Checklist — Before Accepting Any Handover

Run this checklist on every deliverable, from every freelancer, every time. Do not publish from an unchecked handover, and do not pay the "final delivery" milestone until the relevant section passes.

General:

☐ Deliverable matches the brief: correct video, correct format/spec, correct file name

☐ Delivered by the agreed deadline, or the delay was agreed in writing before the deadline

☐ File opens/plays cleanly from start to finish — checked by you, not assumed

Script QC:

☐ Every factual claim traces to the research pack; spot-check at least 5 claims against their sources

☐ Names, dates, and figures are consistent throughout and match the pack exactly

☐ Hook is written in full and pays off the title's promise

☐ Disputed points are written as disputed; no speculation presented as fact

☐ Pronunciation notes present for all difficult names and places

Edit QC:

☐ Narration matches the approved script — no dropped or reordered sections

☐ On-screen text matches the script exactly (dates, names, figures)

☐ Every visual/music asset is from the research pack's licensed sources — no substitutions

☐ Captions match the narration word for word

☐ Audio levels consistent; music never competes with narration

☐ End-screen window left clean at the correct position and duration

Thumbnail QC:

☐ Text is exactly the briefed text, spelled correctly, readable at mobile size

☐ Image comes only from the approved source in the brief

☐ Thumbnail promise is truthful — the video shows/proves what the image implies

☐ Design follows the current channel thumbnail rules and is distinct from the other channel's identity

Upload QC:

☐ Title and description entered exactly as approved; links checked live

☐ Paid-promotion declaration set correctly for this video (see compliance note below)

☐ Disclosure lines present in the description where required

☐ Playlist, end screen, pinned comment, and schedule all set and verified after publishing

Feedback rule: Return failures as one consolidated list quoting the brief line each failure breaks. "Make it better" is not feedback; "0:47 shows 1961, the script and pack say 1916 — correct it" is.

Compliance — Freelancers Follow the Same Rules as You

- Every freelancer, editor, writer, designer, or uploader who touches either channel works to the SAME compliance checklist as Channel 1. There is no lighter standard for Channel 2 and no exemption for contractors.
- Briefs must state this explicitly (the templates above do): only licensed/approved assets, no copyrighted music or footage substitutions, accurate claims sourced to the research pack, honest thumbnails and titles.
- Paid promotion and disclosure rules apply identically: if a video contains a sponsorship, integration, gifted product, or affiliate arrangement, the uploader sets the YouTube paid-promotion declaration and the disclosure lines go in exactly as they would on Channel 1 — whoever uploads it. A freelancer must never be instructed, or allowed, to skip a disclosure to "test" performance.
- Corrections are not revision rounds: factual errors, unlicensed assets, or missing disclosures introduced by any contributor are fixed immediately at no extra charge, and the publish is held until they are fixed.
- Put it in writing before the first paid task: the contributor confirms they have read the channel compliance checklist, will only use approved sources, and will flag — not silently work around — any brief item that would break policy, copyright, or disclosure rules.
- Access hygiene: freelancers get the minimum access needed for their role (shared folders and files, not channel ownership), access is reviewed whenever a collaboration ends, and passwords/credentials are never shared in briefs or chat.

PUZZLEPOUTTALON STUDIO

Enjoying This System? Complete Your Library

Thank you for building with us! Here is what to explore next. Support: puzzle-pout-talon@duck.com - we reply within 1-2 business days.

MORE FROM THE STUDIO

Cold Case Detective Studio
Printable murder-mystery case dossiers: evidence logs, suspect boards & transcripts.
https://cold-case-studio.pages.dev/

Mythic Creature Fantasy Map & Lore Studio
Fantasy world maps, creature lore and adventure hooks for KDP & tabletop.
https://mythic-map-studio.pages.dev/

AI KDP Master-Pack + Prompt Pack - 3-in-1 Bundle
Our best-value bundle for KDP puzzle & mystery book publishers.
https://kdp-bundle-deal.pages.dev/

Whodunit Detective Puzzle Pack v2 - Full Catalog
The complete Whodunit series: FE, Pro Unlimited, DFY 50-Book Pack & Agency PLR.
https://murdoku-v2-sales.pages.dev/

SHARE & EARN 50% COMMISSION

Know a creator or publisher who would love these products? Join the PuzzlePoutTalon affiliate program on WarriorPlus and earn 50% commission on every sale made through your personal link. Free ready-made email swipes are waiting for you here:

https://puzzlepouttalon-hub.pages.dev/swipes/

Browse the full catalog: https://puzzlepouttalon-hub.pages.dev/

Affiliate commissions are tracked and paid by WarriorPlus on completed sales via your link. No earnings are guaranteed. Prices and availability may change. (c) 2026 PuzzlePoutTalon Studio. All rights reserved.