

Day Four

TAKE ACTION DAY

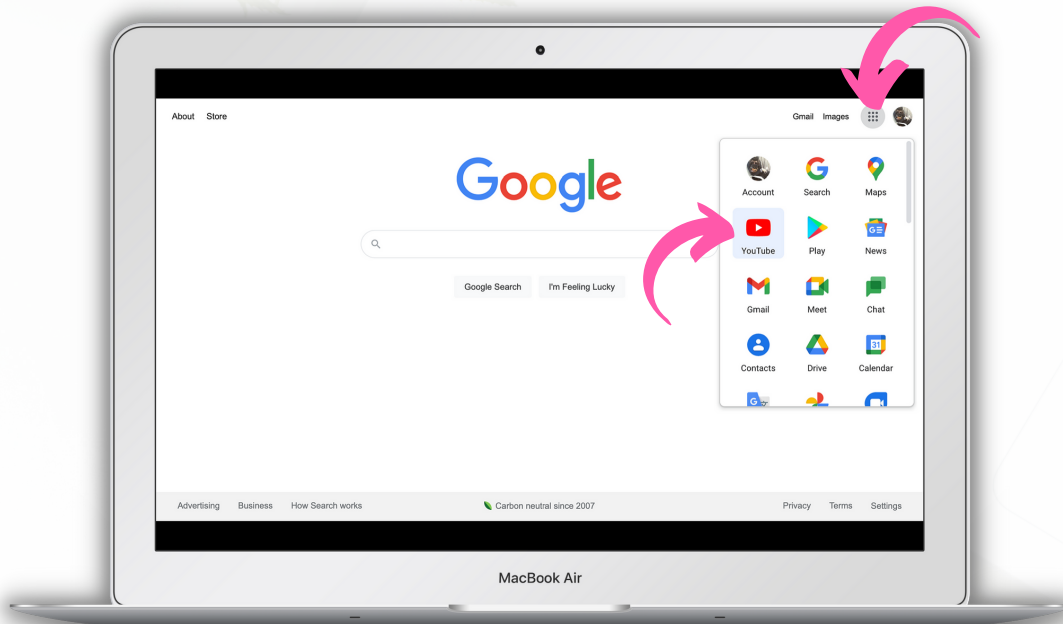
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Take action day.

Create your YouTube channel & create your own videos to share in the group for prizes.

Create Your YouTube Channel:

Step 1: Go to Google, click the waffle at top right & select YouTube.

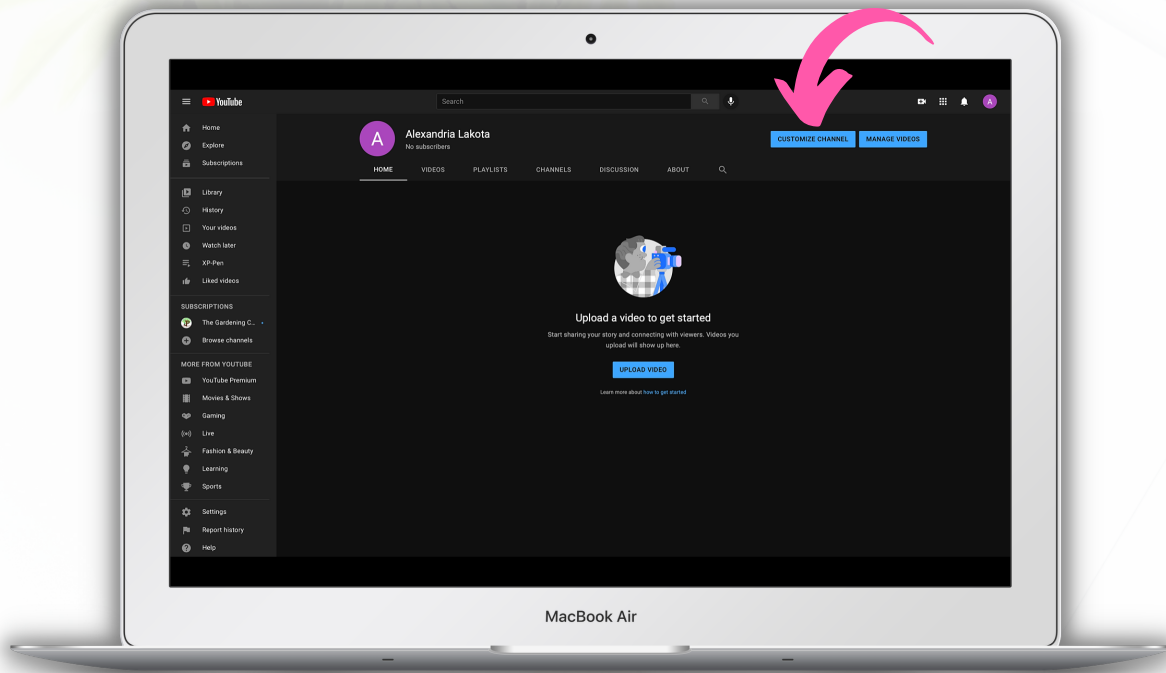


Step 2: Click your circle image at top right & click "Create Channel"

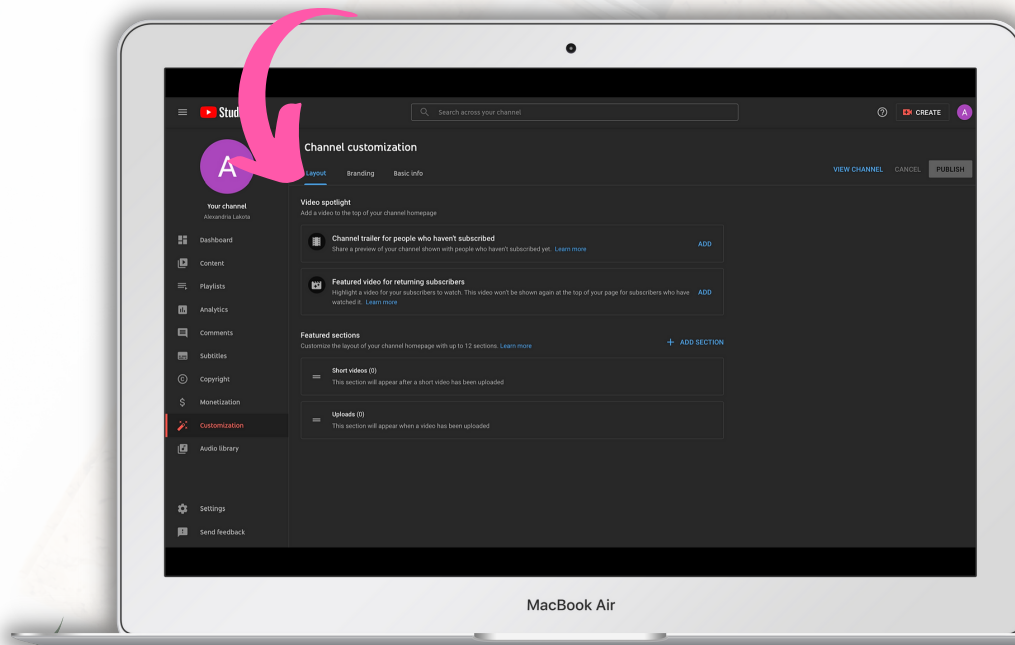


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Step 3: This is the screen you will be brought to. This is your YouTube Studio. Click Customize Channel at the top,

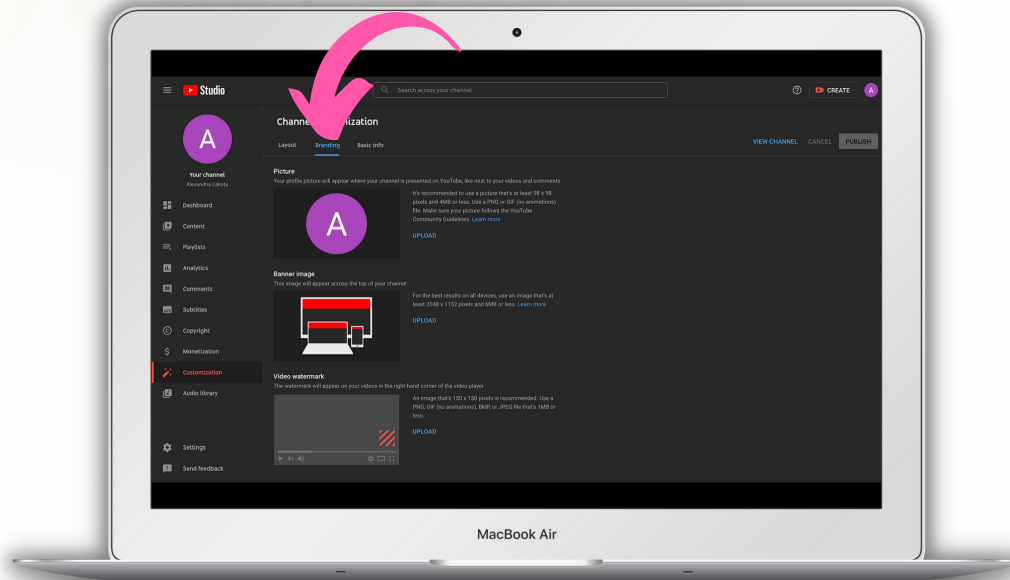


Step 4: The first tab is "Layout" where you can add a video preview of your channel for people who haven't subscribed yet, highlight a video for your subscribers to watch & customize the layout of your channel's homepage.



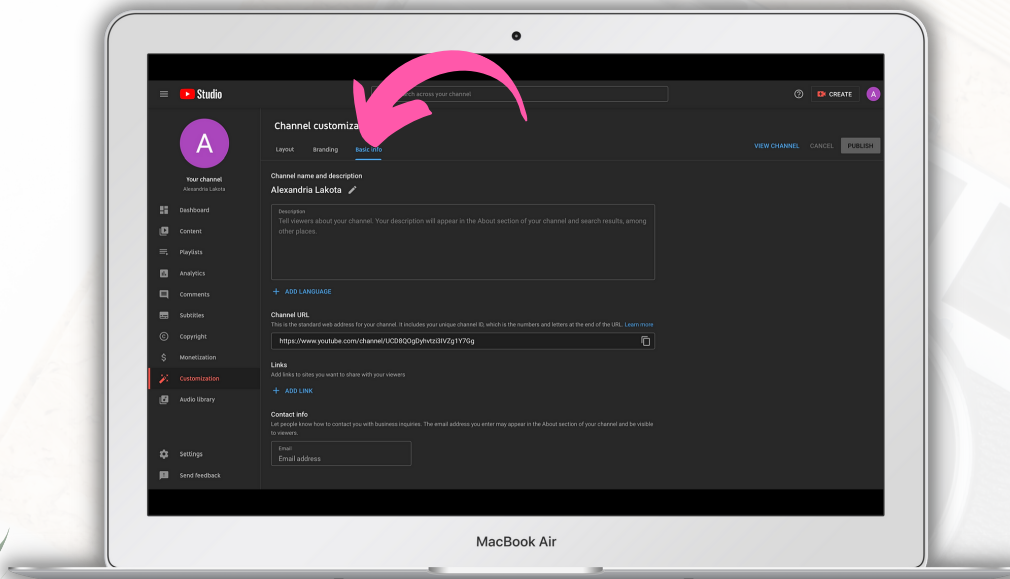
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Step 5: The second tab is "Branding" where you can edit your profile picture, your banner & a watermark/logo that will appear in the corner on all your videos.



Step 6: The third tab is "Basic Info" where you can add some information about who you are and what your channel is about. You can also add links to your website & social media, along with your email.

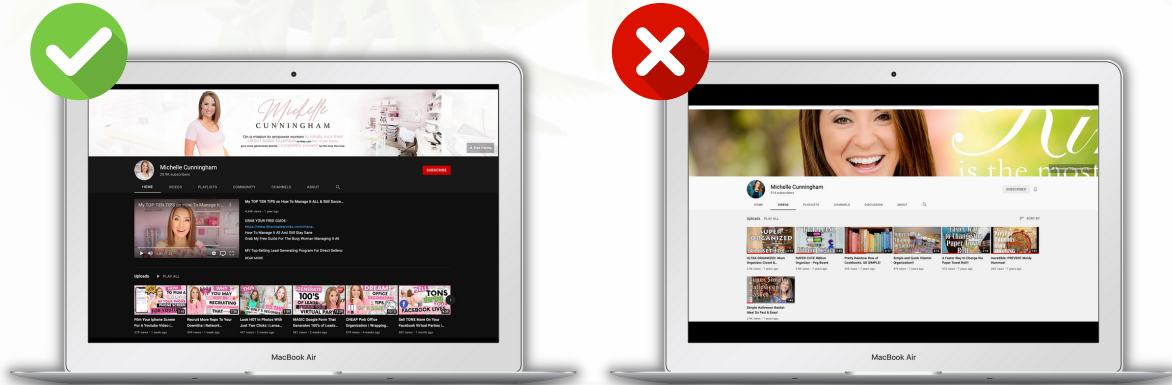
You can create a custom URL for your channel here also, but only when your channel has 100 or more subscribers, is at least 30 days old, has an uploaded profile picture & has an uploaded banner image.



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Give Your YouTube Channel A Pretty Banner.

You can have one made on Fiverr.com or you can make one yourself inside Canva, but sure that you size it correctly if you make it yourself. For the best results on all devices, use an image that's at least 2048 x 1152 pixels and 6MB or less.

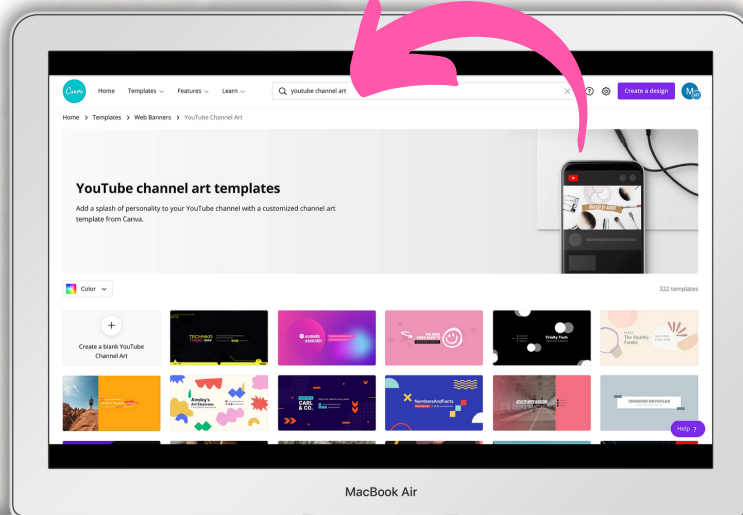


Canva.com to make a banner

Search "youtube channel art" to find templates
Click the icon, the link or scan the QR code to go to Canva.com:



<https://www.canva.com/join/abalone-smiley-mauve>

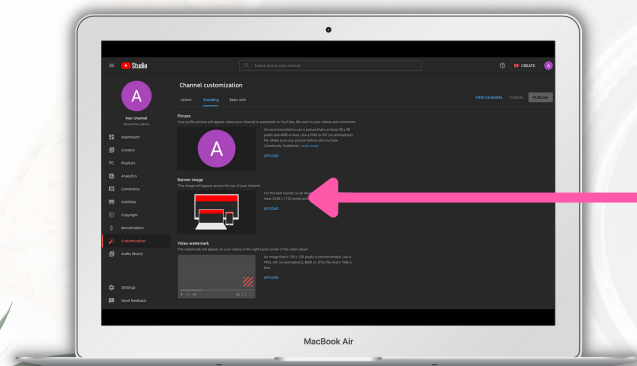
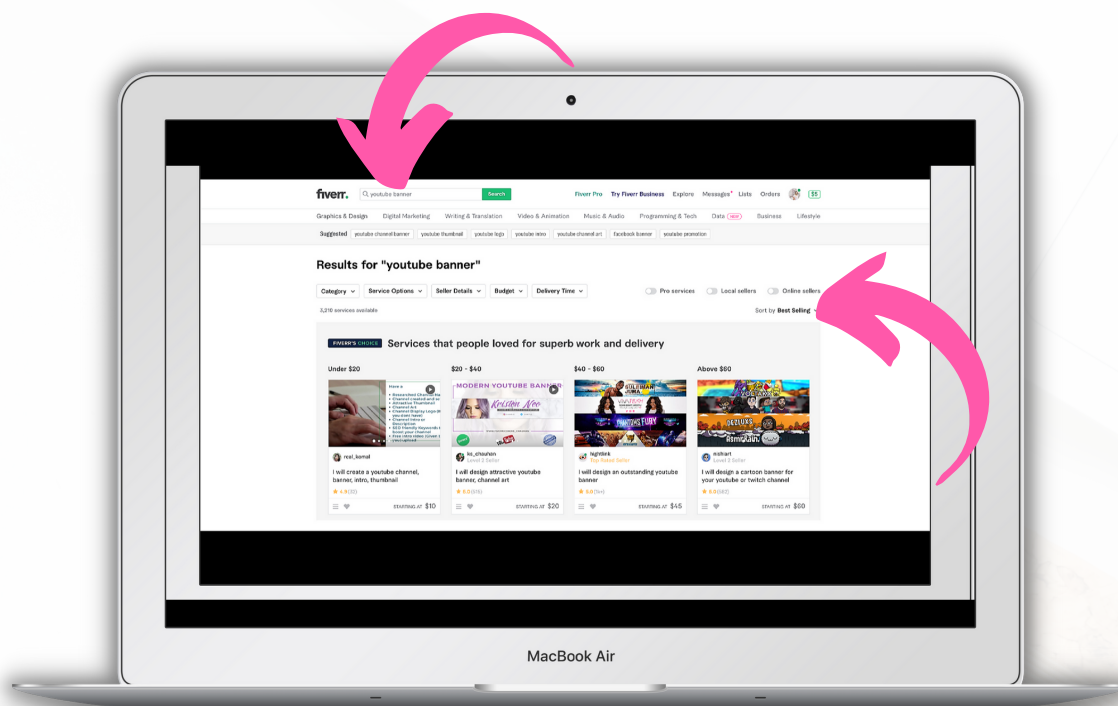


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Fiverr.com to have a banner created for you
Search "youtube channel art" to find designers & sort by "best selling"
Click the icon, the link or scan the QR code to go to Fiverr.com:



<https://www.fiverr.com/>



To upload your banner.

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Have Great Video Thumbnails

Good thumbnails create curiosity and make users want to click on them.



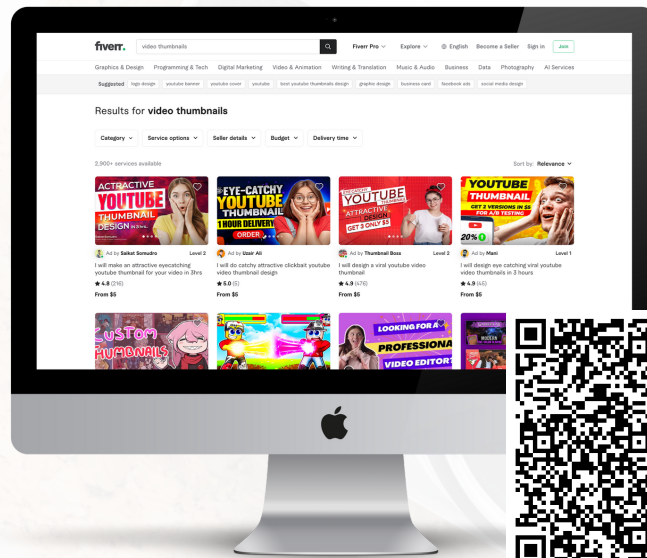
Design Tip:

Have a designer create you a template in Canva that you can easily edit with a new image and new words for each video you make.



You can also hire someone from [Fiverr.com](https://www.fiverr.com)

Just search “video thumbnails” and you can filter the results by category, service options, seller details, budget & delivery time.



Day Four HOMEWORK

STEP 1:

Come up with a few different topics for short videos you'd like to film. Here are some ideas:

1. A curiosity video about your product
2. Share a story and drop a hint about a product you use
3. Provide free training & value and access to a freebie you offer
4. Create a video sharing a review about your product for YouTube.

STEP 2:

After writing down some ideas, hit record.

You don't have to be perfect. You just have to get started.

STEP 3:

Share your imperfect videos in our Facebook group for feedback. Also, share these videos to your social media platform.

STEP 4:

And lastly, remember to save them to a folder in your phone so you can reuse them in the future.

STEP 5:

Make sure you marked your calendars for tomorrow's bonus training at 8:00pm



Turn The Page...

to find out how to win prizes!

Prize Giveaway

STEP 1:

Once you have completed your homework, come over to our Facebook group, find the #homework post and share what you have completed for Day 4. We will pick one lucky winner each day!



STEP 2:

Look for the #aha post and share your AHA from today's training. How has it helped? How has it changed your thinking?

