

# YouTube Channel Monetization Strategy — Workbook

This workbook turns the course into a priced, scheduled monetization plan for your specific channel. Work through it with YouTube Studio open, because every exercise asks for your real numbers: views, RPM, audience splits, and conversion rates. By the end you will have a stream ranking, a sponsorship rate card, a media kit outline, and a 90-day rollout you can act on this quarter.

## The Monetization Map

Audit your current revenue concentration and rank the six streams by return for your channel's size and niche.

### Worksheet: Current Revenue Concentration Audit

Pull your last 12 months from YouTube Studio Analytics. Fill in the totals, then compute the two derived figures yourself so you understand how exposed you are to ad-revenue swings.

Total estimated revenue, last 12 months (USD)

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Total views, last 12 months

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Computed RPM (revenue divided by views, times 1,000)

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Revenue from AdSense (USD)

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Revenue from all other streams (USD)

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AdSense as a percent of total revenue

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December RPM

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January RPM

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Percent drop from December to January

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### Exercise: Score and Rank Your Six Streams

For each of the six streams, score 1 to 5 on revenue potential at your current size, setup effort (5 equals easy), and ongoing effort (5 equals low). Sum the three scores. The highest totals are what you build first.

- Which two streams scored highest, and does that match your gut feeling about your audience?
- Which stream scored lowest, and is that because of your size, your niche, or unproven demand?

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- Are you already eligible for your top-scoring stream today, or are you building toward a gate?
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- What is the single stream you will switch on this week based on this ranking?
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### Checklist: Eligibility Gate Check

- Confirm whether you are in the YouTube Partner Program (full ads door)
- Note your current subscriber count against the 1,000 membership gate and 10,000 merch gate
- Confirm your valid public watch hours over the last 12 months
- Mark which fan-funding features are already available in YouTube Studio Monetization
- List the two streams with no YouTube gate (affiliates and sponsorships) as immediately available
- Write down the next eligibility milestone you are closest to reaching

## Fan-Funded Revenue

Design membership tiers, set up tipping prompts, and decide between on-platform and off-platform homes for your superfans.

### Worksheet: Membership Tier Designer

Design two or three tiers your true fans will pay for monthly. Name them after your channel's theme. List the perks for each and confirm every recurring perk is one you can sustain for a full year.

Tier 1 name and monthly price

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Tier 1 perks (badges, emoji, thank-you)

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Tier 2 name and monthly price

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Tier 2 perks (members posts, early access)

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Tier 3 name and monthly price

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Tier 3 perks (live hangout, credits)

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The one lightweight recurring perk you will deliver every week or month

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Your highest-effort perk and the frequency you can sustain for 12 months

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### Exercise: Project Your Membership Income

Estimate your monthly membership revenue using your active subscriber base and a realistic conversion rate between 0.5 and 5 percent. Do the arithmetic yourself so you can test different scenarios.

- At a 1 percent conversion and your blended average tier price, how many members and how much gross revenue per month?

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- What does that figure become after the roughly 30 percent platform cut?

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- If your conversion doubled to 2 percent, how would the monthly net change?

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- Is that net worth the ongoing perk-delivery effort, or would another stream return more per hour?

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## Exercise: Tip Prompt Experiments

Write the exact, guilt-free Super Thanks and live-tip prompts you will test. Tie each to value already delivered and keep it to one line.

- Write your end-of-tutorial Super Thanks line that references the value the viewer just received

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- Write your live-stream Super Chat acknowledgement routine (how fast and how you name the tipper)

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- Write the pinned-comment note explaining what Super Thanks supports

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- Which upcoming video or stream will you test the first prompt on, and how will you track results?

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## Checklist: On-Platform vs Off-Platform Decision

- Compare YouTube membership net (about 70 percent) against Patreon or Fourthwall net after fees
- Decide your primary membership home and commit to leading with only one
- Confirm whether your planned perks are even possible on YouTube (physical mail and downloads are not)
- Set up a way to capture member email addresses regardless of platform
- Write one sentence on why your chosen home fits your bottleneck (conversion vs margin)

## Products and Affiliates

Decide whether merch fits, audit your back catalog for missed affiliate income, and scope your first digital product.

### Exercise: The Merch Fit Test

Honestly assess whether your brand identity is strong enough to carry merchandise before investing design hours.

- Do you have a catchphrase, logo, character, or in-joke fans already repeat back to you?

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- Would a fan wear your best design even if it did not name your channel?

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- If you launched three products, which two or three would they be and why those?

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- Given your honest answers, is merch a now decision, a later decision, or a no?

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## Worksheet: Affiliate Back-Catalog Audit

List your last ten videos and the products you mentioned in each. For every one, note whether an affiliate link exists and what program would pay best. Leave the estimated monthly earnings column empty until you have real click data.

Video title

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Product or tool mentioned

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Affiliate link currently present? (yes or no)

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Best-fit program and its commission rate

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Cookie window of that program (hours or days)

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Estimated monthly affiliate earnings (leave blank until you have click data)

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## Exercise: Scope Your First Digital Product

Pick the one narrow problem your comments ask about most and design the smallest product that fully solves it.

- What question appears most often in your comments or community tab?

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- What is the smallest deliverable (template, guide, preset pack, checklist) that fully solves it?

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- What price does the value justify, between 19 and 49 dollars, and why that number?

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- Which existing or upcoming video will act as the sales pitch for this product?

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## Checklist: Affiliate Compliance and Placement

- Place key links in the first two lines of the description, above the fold
- Add a pinned comment with the links for products mentioned
- Reference at least one link verbally in the video
- Group links under clear headers so viewers find them fast
- Add a clear affiliate or paid disclosure to satisfy platform and advertising rules
- Recommend only products you would use unpaid

## Brand Sponsorships

Build a defensible rate card, outline a media kit from real audience data, and prepare for the negotiation.

## Worksheet: Sponsorship Rate Card Builder

Use your real median views (not your best video) and a researched niche CPM. Fill the inputs, then compute each fee yourself so you can defend every number to a brand.

Median views of your last ten videos

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Researched niche sponsorship CPM (USD per 1,000 views)

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Base integration fee (median views divided by 1,000, times CPM) — compute yourself

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Short mention fee (40 to 60 percent of base) — compute yourself

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Dedicated video fee (2 to 4 times base) — compute yourself

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Add-on price: pinned comment plus description link

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Add-on price: Shorts cut-down or cross-post

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Add-on price: ad usage rights / whitelisting

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Add-on price: 90-day category exclusivity

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## Worksheet: Media Kit Outline

Pull your audience data from YouTube Studio Analytics (Audience and Overview tabs) and draft each field. This becomes your one to two page media kit.

Channel name and niche in one line

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Subscriber count

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Median views and average views

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Top audience age range and gender split

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Top three countries by viewership

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Engagement rate or typical likes-and-comments per video

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Example brands worked with (or comparable brands you would fit)

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Sponsorship packages and indicative pricing

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Business contact email

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## Exercise: Outreach Pitch Draft

Write a short, specific cold pitch you can tailor per brand, and build a five-brand target list of products you genuinely use.

- Write your one-line introduction (who you are and your niche)

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- Write your one-line audience-fit statement for a specific brand

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- Write one concrete content idea featuring their product

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- List five well-matched brands and the likely contact (marketing or influencer manager)

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## Checklist: Pre-Negotiation Terms Checklist

- [ ] Have your rate-card number ready before the call so you never quote blind
- [ ] Decide your price for ad usage rights separately from the integration fee
- [ ] Decide your price for category exclusivity and the maximum window you will accept
- [ ] Set your payment terms: ask for 50 percent up front on larger first-time deals
- [ ] Confirm you will write or approve the script to protect your voice
- [ ] Get fee, deliverables, timeline, rights, and payment schedule in writing before filming
- [ ] Plan to use the paid-promotion toggle and a clear disclosure on every sponsored video

## Your Action Plan

1. Run the revenue concentration audit and confirm what percent of your income depends on AdSense alone
2. Score the six streams and commit to the top two for your size and niche
3. Enable Super Thanks, Super Chat, and Super Stickers this week, since there is no downside
4. Audit your last ten videos and add or fix affiliate links, with proper disclosure, in every one
5. Build your sponsorship rate card using real median views and a researched niche CPM
6. Draft your one to two page media kit from your YouTube Studio audience data
7. Send tailored pitches to five well-matched brands and follow up once after a week
8. If eligible and your brand identity is strong, design two or three merch items and order samples
9. Design and launch your first digital product priced by the value it delivers
10. Set a 90-day calendar that layers streams in ranked order and review your revenue mix at the end











