

Faceless YouTube Channel Business — Workbook

This workbook turns the course into action. You will score and lock a niche, build your production pipeline and SOPs, package your first videos, and map a concrete revenue path to 10,000 dollars a month. Work through each section as you finish the matching module, and use the templates to track real numbers from your own channel.

Choosing a Faceless Niche That Actually Pays

Score your candidate niches, validate demand, and commit to one before producing anything.

Exercise: Brainstorm 12 Candidate Niches

List at least 12 faceless niche ideas you could realistically sustain for a year. Pull from your interests, your knowledge, and proven niches you have seen on YouTube. Do not filter yet; quantity first.

- What topics could you research and write about for 50-plus videos without losing interest?

- Which high-RPM areas (finance, business, tech, software, how-to) overlap with something you know?

- Which faceless formats appeal to you: explainer, tutorial, list, documentary-style, or background content?

- Of your 12, which three excite you most and which three look most profitable?

Worksheet: Niche Validation Deep-Dive

Take your single top-scoring niche and complete every field below before committing. If you cannot fill a field, that is a signal to keep researching or to pick a different niche.

Chosen niche

Estimated RPM range (with the source you found it from)

Three proven outlier videos in this niche (title and view count each)

Number of video titles you generated in the 50-idea test

Top 10 search results: how many are faceless

Top 10 search results: how many are from the last 12 months

The specific competitive gap you will fill

Honest 1 to 10: can you stand making this for a year

Go or no-go decision

Checklist: Niche Lock-In Checklist

- Scored 8 to 12 candidate niches in the scorecard template
- Confirmed the winning niche scored 22 or higher out of 30
- Passed the 50-idea test for the chosen niche
- Verified at least three outlier videos prove the topic pulls traffic
- Confirmed the RPM math can reach my income goal at a plausible view count
- Committed in writing to this niche for at least the next 6 months

Building the Faceless Production Pipeline

Assemble your tools, write a retention script, and document the system that lets you ship consistently.

Exercise: Write and Sharpen Your First Hook

Choose one validated video idea. Write three completely different 15-second opening hooks for it, then read all three aloud back to back and circle the strongest.

- Hook A: lead with the payoff the viewer gets by the end.

- Hook B: lead with the stakes, the cost of not knowing this.

- Hook C: lead with a surprising fact or contrarian claim.

- Which hook made you want to keep listening, and why?

Worksheet: Production Toolstack Decisions

Lock in the exact tool you will use at each stage so your channel has a consistent identity and a repeatable process. Note the plan or cost and confirm commercial and monetization rights where relevant. AI voiceover tool and the single voice I will use every video

Voiceover plan and confirmed commercial/monetization rights (yes or no)

Stock video sources (free and paid)

Music and SFX source with monetization clearance

Video editor I will use

Thumbnail design tool

Target video length and word count at 140 words per minute

Checklist: Five-Stage SOP Build Checklist

- Wrote a step-by-step SOP for the research stage with tools and settings
- Wrote a scripting SOP including my hook patterns and word-count target
- Wrote a voiceover SOP with exact tool, voice, and export settings
- Wrote an editing SOP including music level and export specs

- Wrote a packaging SOP for title, thumbnail, description, and end screen
- Set up a content tracker with one row per video and a column per stage
- Built a buffer plan to stay two to three finished videos ahead

Packaging, Publishing, and Growing Views

Engineer titles and thumbnails that win the click, set your metadata, and build a feedback loop from analytics.

Exercise: Reverse-Engineer Winning Packaging

Find five high-performing videos in your niche (high views relative to channel size). For each, study why the packaging works and capture the pattern you can reuse honestly.

- What promise or curiosity gap does each title create in its first few words?

- What is the single focal point of each thumbnail, and what makes it readable at small size?

- How do the title and thumbnail work together without saying the same thing?

- Which patterns will you adapt for your own next three videos?

Worksheet: Single-Video Packaging Plan

Complete this before you publish a video. Draft multiple options where asked and commit to a final choice.
Video topic and main keyword

Title option 1

Title option 2

Title option 3

Chosen title and why

Thumbnail concept (focal point, text of 3 to 5 words, colors)

Description: first two to three keyword-rich sentences

Chapters and timestamps planned (yes or no)

Captions uploaded (yes or no)

Checklist: Pre-Publish and Post-Publish Checklist

- Created at least two thumbnail options and chose the strongest
- Confirmed the title makes a specific, honest promise
- Added a keyword-rich description, chapters, and accurate captions
- Scheduled the upload on my consistent weekly slot
- Logged views, CTR, and average view duration in the tracker after 48 hours
- Decided the next video based on what the data favored
- Flagged any older video with high impressions but low CTR for a thumbnail refresh

Monetization and Scaling to \$10k/Month

Track progress to the YPP, design your revenue stack, and plan the team that scales the operation.

Exercise: Design Your Revenue Stack

AdSense alone rarely reaches 10,000 dollars a month. Map the specific income streams you will layer on top of ad revenue and when each one starts.

- Which affiliate programs fit your niche, and which videos will carry the links?

- What is one digital product (template, guide, preset, course) your audience would buy?

- At what view count will you start pitching sponsors, and what is your rough rate per 1,000 views?

- Sketch a worked month that adds your streams to roughly 10,000 dollars.

Worksheet: Monetization Milestone Tracker

Fill in your current numbers and your targets so you always know how far you are from the next unlock. Update monthly.

Current subscribers

Public watch hours in the last 12 months

Watch hours still needed to reach 4,000

Current monthly views

My niche RPM

Monthly views needed to hit my income goal at that RPM

Revenue streams currently active

Next stream to add and its start trigger

Exercise: Plan Your First Outsourcing Hire

Editing is usually the first stage to delegate. Plan the handoff so quality stays consistent and your channel stays secure.

- Which stage frees the most of your hours if you delegate it first?

- What is your budget per video, and where will you find the freelancer (Upwork, Fiverr, communities)?

- Which SOP and tracker access will you give them, and what will you keep yourself?

- What does your paid trial brief look like, and how will you judge it?

Checklist: Scaling Readiness Checklist

- [] Confirmed all monetization-policy requirements are met (original content, no reused material)
- [] Reached or have a dated plan to reach 1,000 subscribers and 4,000 watch hours
- [] Activated at least one revenue stream beyond AdSense
- [] Ran a paid trial with a freelancer before any ongoing commitment
- [] Granted access via YouTube role permissions, never shared the password
- [] Documented the weekly operator routine: choose topics, approve packaging, protect quality
- [] Set the trigger for cloning a second channel only once the first is hands-off

Your Action Plan

1. Score 8 to 12 niches in the scorecard and lock the one scoring 22 or higher.
2. Pass the 50-idea test and validate three outlier videos for the chosen niche.
3. Lock your toolstack: one AI voice, your footage and music sources, and your editor.
4. Write your first script using the hook-context-body-rehook-payoff structure.
5. Produce video one end to end following the voiceover-first production order.
6. Package every video with multiple thumbnail options and a specific, honest title.
7. Publish weekly and log views, CTR, and average view duration after each upload.
8. Track progress toward 1,000 subscribers and 4,000 watch hours in the milestone tracker.
9. Add affiliate links from day one, then layer a digital product and sponsorships.
10. Once profitable and systematized, hire an editor on a paid trial and step into the operator role.

