

# Faceless YouTube Channel Creation — Workbook

This workbook accompanies the Faceless YouTube Channel Creation course and gives you the structured exercises, planning worksheets, and production checklists needed to move from idea to a live, monetizing channel. Work through each section alongside its corresponding course module, completing exercises before watching the next lesson. Every template is designed for real use — fill them in with your actual niche, keywords, and revenue targets.

## Niche Selection and Channel Strategy

Validate your niche with real data, build your channel identity system, and create a 90-day content calendar before filming a single frame.

### Exercise: Niche CPM and Competition Scoring

Research three potential niches using TubeBuddy Keyword Explorer and the YouTube search page. Score each niche on the three dimensions below to identify your best entry point. Complete this exercise before choosing your channel name.

- For each of your three candidate niches, search the primary keyword on YouTube and record: (a) estimated monthly search volume from TubeBuddy, (b) competition score from TubeBuddy (0–100), (c) how many videos in the top 10 results are from channels with fewer than 50,000 subscribers.

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- Estimate CPM potential for each niche by Googling '[niche] YouTube CPM' and recording the typical range reported by creators in that niche. Which niche offers the highest CPM floor?

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- Generate 10 specific video title ideas for your top-scoring niche without using any keyword tool — just brainstorm. If you struggle to reach 10, the niche may be too narrow. If ideas flow easily beyond 30, the niche has strong content depth.

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- State your chosen niche in one sentence: 'My channel will help [specific audience] achieve [specific outcome] through [content format] content.' This is your positioning statement.

### Worksheet: Channel Identity Planning Sheet

Complete every field below before creating any channel assets. This sheet becomes your brand reference document that ensures consistency across all thumbnails, channel art, and descriptions you create.

Channel name (3 candidates ranked 1–3)

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Confirmed YouTube handle availability (yes/no per candidate)

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Confirmed .com domain availability (yes/no per candidate)

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Final chosen channel name

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Primary brand color (hex code)

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Secondary brand color (hex code)

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Font choice for thumbnails (bold weight)

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Font choice for channel banner

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Channel tagline (under 10 words)

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Channel description (first sentence, keyword included)

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Target audience description (age, interest, problem they have)

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Thumbnail template style (text-dominant / image+headline / data visual)

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### Checklist: 90-Day Launch Readiness Checklist

- Niche selected and validated with TubeBuddy keyword data
- 30 video title ideas documented in a keyword spreadsheet
- Channel name and handle secured on YouTube
- Channel art created and uploaded (2560x1440 px banner, 800x800 px profile icon)
- Three thumbnail templates saved in Canva
- Channel description written with primary keyword in first sentence
- About page fully completed including business email and country
- 90-day content calendar built with 2 videos per week scheduled
- Stock footage sources bookmarked (Pexels, Mixkit, plus one paid source)
- Voiceover method chosen (AI tool or home recording setup complete)

## Scripting for Retention

Practice the hook formula, script architecture, and SEO copywriting techniques on real video ideas from your content calendar.

### Exercise: Hook Writing Practice

Apply the three-part hook formula to three video ideas from your 90-day content calendar. Write each hook as it would be spoken in the first 30 seconds of the video. Time each hook reading aloud — it should take 20–30 seconds to deliver.

- Choose your highest-priority search keyword video from your content calendar. Write the Pattern Interrupt (0–5 seconds): a counterintuitive statement or surprising statistic specific to that topic. Avoid starting with 'In this video' or any variation of a greeting.
  - Write the Promise (5–15 seconds) for the same video: state exactly what the viewer will know or be able to do by the end, using one specific, measurable outcome rather than a vague benefit.
  - Write the Credibility Signal (15–30 seconds): a specific data point, historical case study result, or concrete before/after example that proves the promise is achievable. No personal biography or experience claims.
  - Read your complete 30-second hook aloud and time it. If it takes under 20 seconds, add specificity to the Promise. If it takes over 35 seconds, cut the Credibility Signal to a single sentence.
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## Worksheet: Video Script Planning Template

Complete this planning sheet for each video before writing the full script. A filled planning sheet should take 20 minutes and cut full script writing time by at least 50%.

Video title (final, SEO-optimized)

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Primary keyword

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Estimated monthly searches

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Target video length (minutes)

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Target word count (length x 150 WPM)

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Hook: Pattern Interrupt (1–2 sentences)

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Hook: Promise (1–2 sentences)

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Hook: Credibility Signal (1 sentence + specific data)

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Open loop 1 (question planted early, resolved at ~50%)

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Open loop 2 (question planted early, resolved at ~75%)

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Segment 1 heading + key point

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Segment 2 heading + key point

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Segment 3 heading + key point

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Segment 4 heading + key point

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Call to action at end screen (next video recommendation or subscribe prompt)

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Affiliate links to mention (if applicable)

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### Checklist: Script Quality Checklist

- Hook starts with pattern interrupt — no greeting or channel intro
- Promise is specific and measurable, not generic
- Credibility signal includes a specific number, date, or named case study
- At least 2 open loops planted in the first 2 minutes

- [ ] Each open loop resolved before the end of the video
- [ ] Script divided into segments of 200–300 words with clear headings
- [ ] Every segment contains one idea, one explanation, and one concrete example
- [ ] Total word count matches target (length in minutes x 150)
- [ ] No filler phrases: 'in this video,' 'as I mentioned,' 'stay tuned for'
- [ ] End screen CTA directs viewer to a specific related video on your channel
- [ ] Primary keyword appears in first 100 words of script

## Production: Building Professional Faceless Videos

Set up your production workflow, produce your pilot video, and establish the quality benchmarks you will maintain across your entire library.

### Exercise: Pilot Video Production Run

Produce your first complete faceless video using the steps below. This is a learning run — quality will improve on video 2. The goal is to complete the full workflow end-to-end and identify which production step takes the most time.

- Record or generate your voiceover for your pilot video script. If using AI: paste the full script into ElevenLabs in chunks and export each segment as MP3. If recording: record the full script in one pass, apply noise reduction in Audacity, and export as MP3 at 192kbps. Time this step.
- Source stock footage for each script segment using Pexels, Mixkit, or Storyblocks. Download 1.5x as many clips as you think you need to allow for cutting options during editing. Organize downloaded clips into folders named after each script segment.
- Import your voiceover into CapCut desktop and sync stock footage clips to the narration. Aim for a cut every 8–12 seconds. Add auto-captions and correct any word errors. Time your total editing session.
- Review your finished pilot video and note: (a) the moment you feel most proud of, (b) the moment you feel least satisfied with, and (c) one specific change you will make in video 2 based on what you learned.

### Worksheet: Video Production Quality Audit

Complete this audit for your pilot video before publishing. Every 'no' answer is an improvement action for your next video. Return to this sheet for your first 5 videos until all answers are consistently 'yes.'

Audio: No background hiss or room echo (yes/no)

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Audio: Consistent volume throughout (no sudden loud/quiet sections) (yes/no)

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Audio: No mouth clicks, breath pops, or mic handling noise (yes/no)

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Video: No single stock clip runs longer than 12 seconds (yes/no)

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Video: All captions are accurate with no wrong words (yes/no)

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Video: Thumbnail designed at 1280x720 px and matches your template (yes/no)

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Metadata: Title includes primary keyword in first 40 characters (yes/no)

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Metadata: Description first 150 characters are a complete, keyword-rich sentence (yes/no)

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Metadata: Timestamped chapters added for videos over 8 minutes (yes/no)

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Metadata: 5–8 tags added including primary keyword and channel name (yes/no)

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Compliance: Any affiliate links are disclosed in description (yes/no)

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Compliance: All music and footage is licensed for commercial use (yes/no)

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### Checklist: Pre-Publish Checklist

- Voiceover exported as MP3 at 192kbps or higher
- All stock footage downloaded with confirmed commercial license
- Captions reviewed and corrected in CapCut before export
- Video exported at 1080p 30fps H.264
- Thumbnail exported as PNG at 1280x720 px
- Title written with primary keyword and confirmed under 60 characters
- Description written with keyword-rich first sentence and timestamped chapters
- 5–8 tags added in YouTube Studio
- End screen with 2 related video recommendations added at the final 20 seconds
- Cards added at relevant moments in the video pointing to related content
- Video scheduled for publish on your content calendar date

## Growth, Monetization, and Channel Scaling

Track your algorithm performance metrics, plan your monetization stack, and build the revenue systems that scale with your channel.

### Exercise: Channel Analytics Deep-Dive at Video 10

After publishing your 10th video, complete this analytics exercise to identify what is working and recalibrate your content strategy for the next 30 videos.

- In YouTube Studio, sort your videos by Watch Hours (not Views). List your top 3 videos by watch hours. What do they have in common — topic type, video length, thumbnail style, or title format?
- Review the Audience Retention graph for your highest watch-hour video. Identify the exact timestamp where the biggest audience drop occurs. Rewatch that moment in the video — what is happening in the script or visuals at that point, and how would you change it?
- Compare the CTR of your top 3 and bottom 3 videos by impressions. What thumbnail or title characteristics differentiate the high-CTR videos from the low-CTR ones?
- Based on your analytics data, write one sentence stating your revised strategy: 'For the next 30 videos, I will focus on [topic type] in [format] at [length] minutes, because my data shows this format achieves the highest [watch hours / CTR].'

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### Worksheet: Monetization Revenue Projection Sheet

Complete this worksheet to project your monthly revenue at different channel growth stages. Use it to set realistic milestones and prioritize which monetization streams to activate first.

Current monthly views

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Current average CPM (estimate from YouTube Studio after YPP)

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Estimated AdSense revenue this month (\$)

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Affiliate programs currently enrolled in (list names)

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Affiliate revenue this month (\$)

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Average affiliate commission rate (%)

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Number of affiliate link clicks this month

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Conversion rate (conversions / clicks) (%)

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Sponsorship revenue this month (\$)

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Number of sponsored integrations this month

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Average revenue per sponsorship (\$)

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Total monthly revenue (AdSense + affiliate + sponsorship) (\$)

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Revenue per 1,000 views (total revenue / views x 1000) (\$)

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Target monthly revenue in 6 months (\$)

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Monthly view target needed to hit revenue goal (at current RPM) (\$)

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### Checklist: Monetization Activation Checklist

- Applied to 3+ affiliate programs in your niche before reaching 1,000 subscribers
- Affiliate links added to the description of every relevant published video
- FTC affiliate disclosure added to all descriptions with affiliate links
- Google AdSense account created and linked to YouTube
- YPP application submitted after reaching 1,000 subscribers and 4,000 watch hours
- All ad formats enabled after YPP approval (skippable, non-skippable, display, overlay)
- Mid-roll ads enabled on all videos over 8 minutes
- Media kit created with niche, average views, demographics, and top video links
- First sponsorship outreach email sent to 10 brands in your niche
- Digital product concept identified (guide, template, or mini-course) for long-term revenue
- Channel memberships or Super Thanks enabled after reaching 500 subscribers

## Your Action Plan

1. Select your niche using TubeBuddy keyword data — confirm CPM potential, competition score under 50, and at least 30 video idea capacity before proceeding
2. Secure your channel name and handle, create all brand assets in Canva (banner, icon, 3 thumbnail templates), and publish your fully completed channel page
3. Build your 90-day content calendar with 26 video slots — assign a keyword, video type, and target publish date to each slot
4. Set up your voiceover production workflow — either create an ElevenLabs account or configure your home recording setup in Audacity
5. Write and record your pilot video script (10–15 minutes, 1,400–1,700 words), applying the three-part hook and open-loop architecture
6. Edit your pilot video in CapCut: sync stock footage, add auto-captions, design your thumbnail, and complete the Pre-Publish Checklist
7. Publish your first 10 videos on your content calendar schedule without breaking cadence — batch production (script Sunday, record Tuesday, edit Thursday) prevents gaps
8. At video 10, run the Channel Analytics Deep-Dive exercise to identify your best-performing format and recalibrate your next 20 videos
9. Apply to 3+ affiliate programs and add affiliate links to all relevant published videos before hitting 1,000 subscribers
10. Submit your YPP application the day you cross 1,000 subscribers and 4,000 watch hours, then activate all ad formats and mid-roll placement immediately on approval













