

# START A VLOG

## CHECKLIST

### Phase 1: The Idea

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**Find Your Topic/Niche**

With the internet, any hobby or passion has the potential to reach millions of people. Pick an area you are passionate about and where you can provide the most value.

**What is your channel going to be about?**

**Pick a Name**

Write down a list of potential names. Combine words, use name generators, or brainstorm ideas. Check the name availability on social media and as a website domain.

**Name Types:**

- Personal Names
- Descriptive Names
- Made up Names (Combinations)

**Write down five potential names for your channel:**

**Plan Your first couple of videos**

Decide what your first videos are going to be. Don't be afraid to try a few things and experiment with different formats in the beginning.

**Write down ideas for your first three videos:**

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### Phase 2: Equipment & Recording

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#### **Pick a Camera / Recording Device**

You can simply start with your smartphone if it has a good camera.

If you are looking to buy a camera, you should choose one based on what kind of videos you want to make. Pick what camera you are going to use for recording your video:

- Smartphone Camera** - A good choice for beginners. Works best for indoor stationary vlogs with good lighting conditions
- DSLR** - Ideal for indoor vlogs. Provide more quality and detail in the image. (Can be a bit bulky and heavy to carry around)
- Compact Camera** - Ideal for everyday vlogs (indoor/outdoor) . Small and easy to take with you.

#### **Pick a Microphone**

Good audio is essential for your vlog. Pick what kind of microphone you are going to use for your vlog:

- Phone Microphone** - Works for most vlogs but expect less quality
- USB Microphone** - Ideal of stationary indoor vlogs
- Lavalier Microphone** - A small mic that can be hidden in clothes.

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### Find a Place to Record Your Vlog

You can film your vlog indoors or outdoors. Consider the lighting conditions and background. Blank walls are usually uninteresting backgrounds, so avoid those!

#### **Natural Lighting**

Natural lighting works well for an indoor vlog. Make sure to be near a window or somewhere with as much natural light as possible.

#### **Ring Light**

For beginner YouTubers, we recommend ring lights. They light up your face evenly while being quick and effortless to set up. They are the perfect fit for indoor vlogs.

### Choose a Video Editor

If you are new to video editing and just need a simple way to cut your first vlog, you can do it through the built-in **Youtube video editor**.

If you are looking for editing software, we recommend the following options. Just consider that video editing software can take some time to learn.

#### **Free Editing Software**

- Youtube Video Editor**
- iMovie** (macOS)
- HitFilm Express** (Windows) - Free version

#### **Paid Editing Software**

- Final Cut Pro** (macOS)
- Adobe Premiere Pro** (Windows)

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### Phase 3: Set Up Youtube Channel & Upload First Video

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#### Set up an Account

To start a Youtube channel, you first need a google account. The process is very easy.

#### Create Channel Art

The easiest way to create youtube channel art is through [www.canva.com](http://www.canva.com). It's a free online tool that you can use to create beautiful images in no time. They even have premade templates you can use.

When you first create a channel, you will want to create a **profile image** and a Youtube **channel banner**:

**Profile Picture Dimensions:** *800 x 800 pixels*  
**Channel Banner Ideal Dimensions:** *2560 x 1440 pixels*

#### Channel Description

The channel description should be a quick overview of your channel and what it is about. It is also common to link to other social media.

- Describe your channel
- Tell why you started the channel
- Add Links to Social Media

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### Record First Video

Relax and shoot your first video. It's ok to be nervous and do a few retakes. Just remember to be yourself.

### Upload First Video

Upload your first video to Youtube. Make sure to add:

- **Title** - Make sure to include the main keyword of the video
- **Description**
- **Tag** - (Ex. First Youtube Video)
- **Thumbnail** - You can use [Canva](#) to create your first thumbnail

### Set a Schedule

Once you have created a channel and made your first video, you will set a schedule for how often you want to upload a new vlog. Consider the time you have, how long each video will be, and the work you need to put in.

**How often will you upload videos?:**