



# Cheat Sheet

BY ASK CHAUNTEL

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## 1. *Not having a target audience - So Have One!*

- A NICHE MARKET
- A FOCUS
- KNOWING WHO YOU ARE AND ARE NOT PRODUCING CONTENT FOR

## 2. *Not creating searchable content topics - So Create Them!*

- SOLVE YOUR NICHE'S CHALLENGES
- MAKE YOUR CONTENT RELEVANT
- BE INTERESTING

## 3. *Not doing your research - So do it!*

- MAKES YOUR CONTENT MORE IMPACTFUL
- GIVES YOU FREE RELEVANT VIDEO TOPIC IDEAS
- ALLOWS YOU TO GET MORE VIEWS/SUBSCRIBERS/WATCH TIME MORE OFTEN

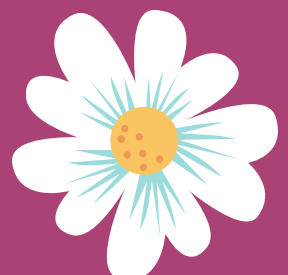
## 4. *Not using meta data - So Use It!*

- TITLE, TAGS, DESCRIPTIONS
- GIVES YOU FREE RELEVANT VIDEO TOPIC IDEAS
- ALLOWS YOU TO GET MORE VIEWS/SUBSCRIBERS/WATCH TIME MORE OFTEN

## 5. *Not being consistent - Plan for it!*

- SHOW UP!
- ENGAGEMENT IS POWER! SO COMMENT & INTERACT!
- BUILD A SOLID RELATIONSHIP WITH YOUR SUBSCRIBERS!

THE TOP 5 MISTAKES THAT  
NEW YOUTUBERS MAKE





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